

DooH gross revenues | Robust Q1 and very good expectations for the full year

Question: “How did the gross advertising spendings develop in the first quarter of 2014 compared to the same period in the previous year and how will the full year turn out to be ?”

- The first quarter in 2014 was fairly positive for the Digital-out-of-Home market in Benelux. 50% of the surveyed companies (media owners, agencies and marketers) have registered a growth in gross revenues compared to the same periode in the previous year.
- However the full year 2014 will see a definit increase in gross rrevenues compared to 2013 as even over ¾ of all market participants are calculating with a growth and only 7% expect a decline

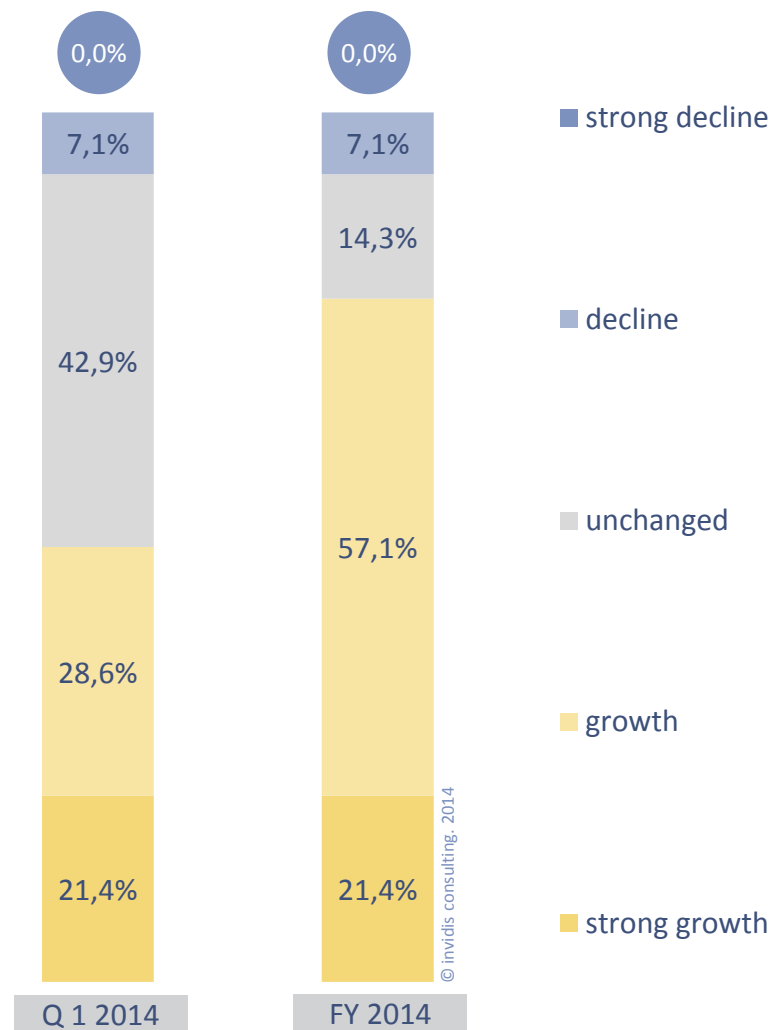


Fig. 7: DBCI Benelux May/June 2014 “gross advertising revenues”, n=14