



## DooH gross revenues | Good Q1 and even better 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 very positive for the Digital-out-of-Home market in Poland. 55% of the surveyed companies (media owners, agencies and marketers) have registered a growth in gross revenues compared to the same period in the previous year.
- Even more market participants are calculating with a growth in gross revenues for the full year 2014
- Moreover non of the polled companies has registered a decline in revenues or is expecting one
- The booming polish economy with an estimated year-on-year growth in GDP of 3% gives many consumers money to spend and with the digital advertising sector growing consistently new inventory for video is in high demand

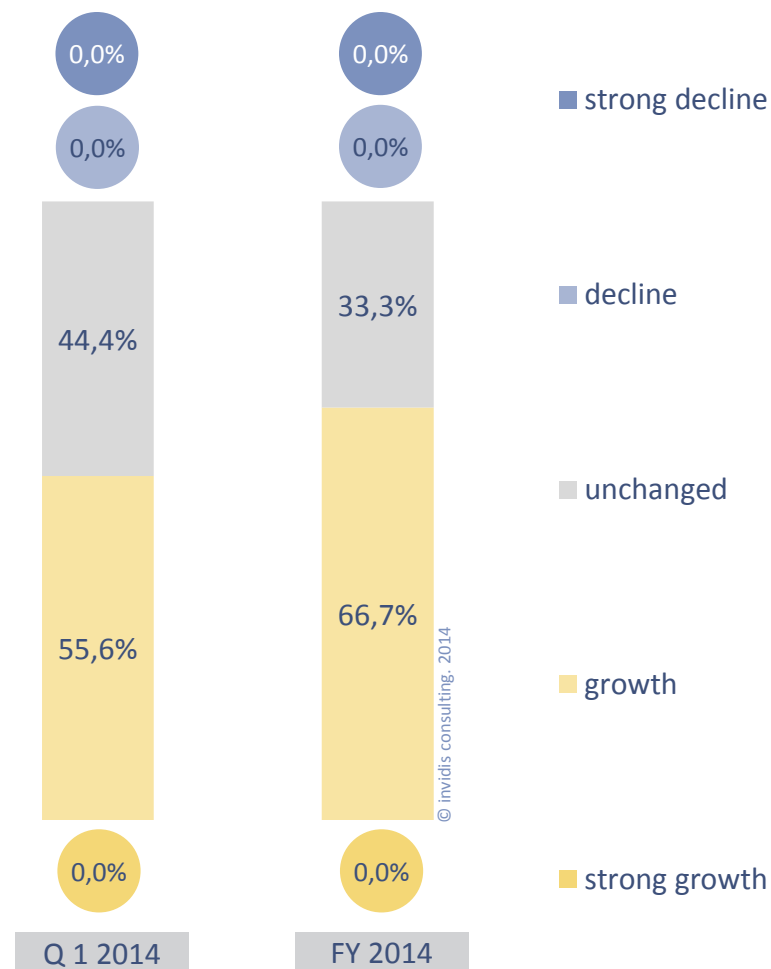


Fig. 7: DBCI Poland May/June 2014 “gross advertising revenues”, n=9