



DooH | The relevance of DooH has significantly increased, but ...

Question: How do you estimate the change of the relevance of DooH in the general media-mix within the last 24 months?

- 4/5 of all polled companies are convinced that the relevance of DooH compared to other media has increased within the last 24 months
- Through a continuous expansion of the big DooH networks, the media has considerably increased its presents in the public eye
- A revenue increase of approximately 30% in DooH gross spendings in 2013 mirrors this increased interest¹⁾
- However, almost 50% of all poled companies see only a slight increase
- In Germany the DooH market is only 5% to 6% of the total OoH market, compared with for example the UK (approx. 20%) this is still very small²⁾

1) Nielsen

2) Kinetic

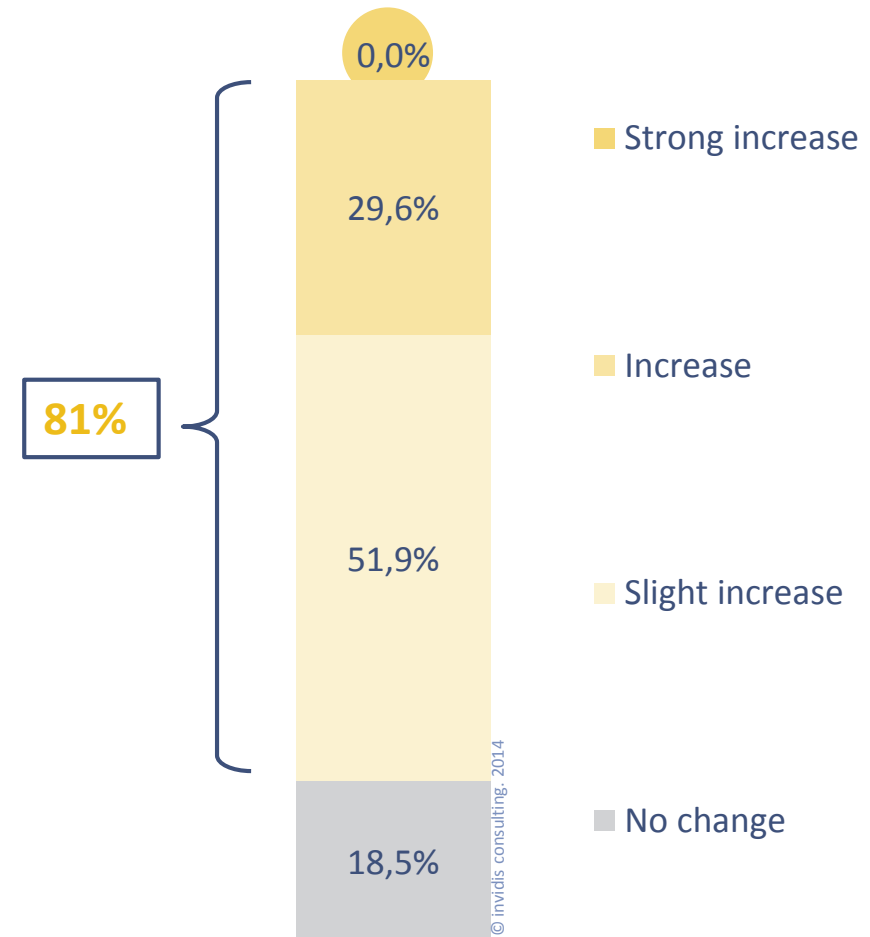


Fig. 24: DBCI March/April 2014 "Relevance DooH", n=27