



DooH | ... the relevance is still seen as the most daunting challenge!

Question: Where do you see the most demanding challenges for the DooH media today?

- In spite of the increased relevance of DooH most market participants still see here the highest challenge. Particularly the relevance compared to other media is a difficult task
- For Example only relatively few bookings are conducted directly by media agencies (cf. DBCI Nov/Dec 2013). Also the relevant reach is a big issue, with only few networks that truly can argue to have such
- Another challenge is the comprehension and understanding of the USPs brought by the digital media DooH
- On the other hand the targeting of a relevant group can be already managed very well
- Moreover the competitiveness of the CPM is very high and can give DooH the edge over other media

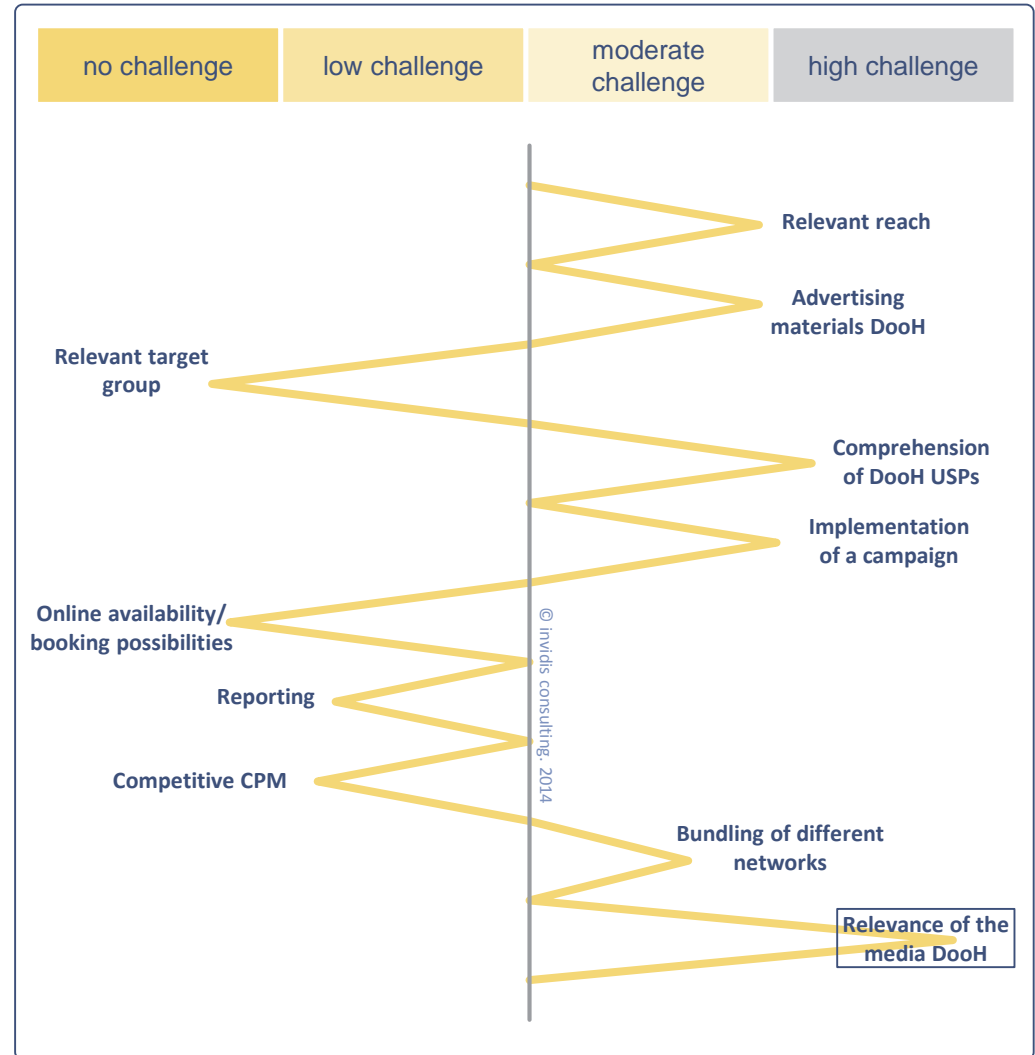


Fig. 25: DBCI March/April 2014 "challenges DooH", n=27