



## Further research | Positive 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 ?”

- 2013 was a very successful year for the DooH industry, which is also reflected by a significant growth in gross advertising revenues. Also in the first quarter of 2014, this trend continued for most market participants. Approximately 68% of all polled companies from the Digital-out-of-Home industry (media owner, agencies and marketers) have reported that gross advertising revenues generated or managed by them have increased compared to the same period in the previous year
- The percentage of companies that expects increasing gross revenues for the full year 2014 is with almost 75% even higher
- Yet, some of the polled companies also reported a decline in revenues. This is confirmed by the market research company Nielsen, which for the first quarter of 2014 has recorded a 10% decline year on year

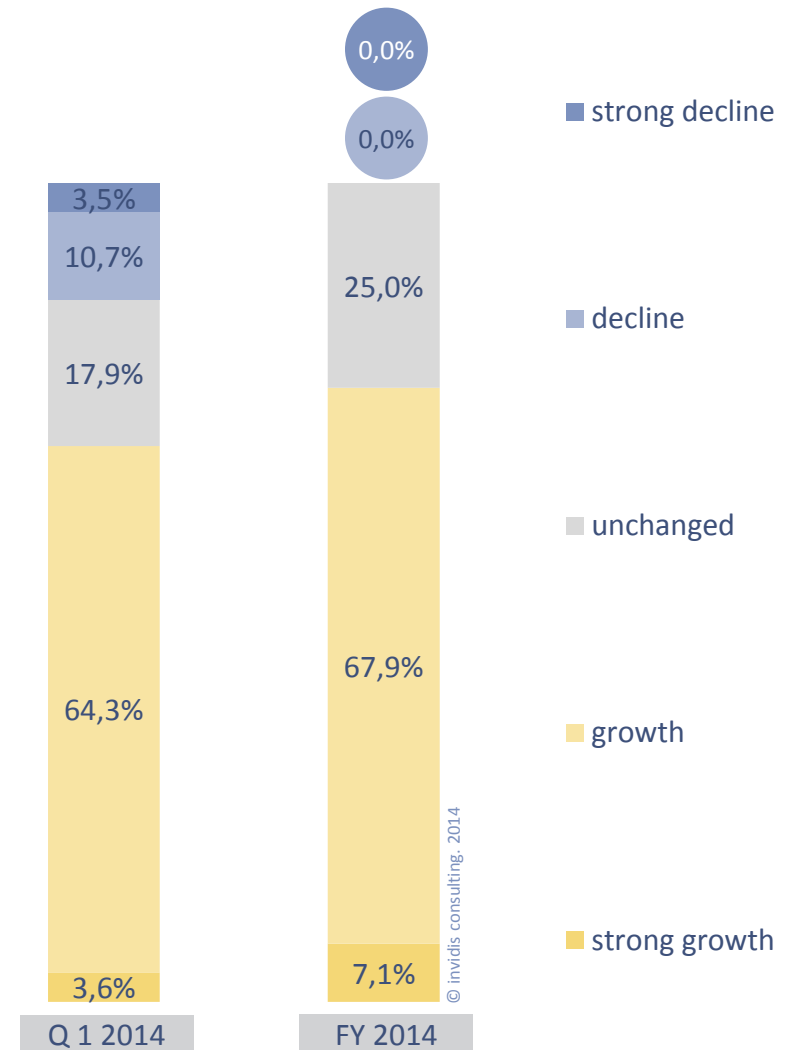


Fig. 7: DBCI May/June 2014 “gross advertising revenues”, n=28