



Further research | DooH is steadily increasing in relevance

Question: Please rate the degree of capacity utilization of your DooH network(s) with advertising bookings in 2015 compared to 2014 (including the expected bookings until the end of the current year)?

- Almost 50% of the polled companies currently doing business in the Digital out of Home market have registered a similar number of advertising bookings in the year-on-year trend in 2015 compared to 2014
- Still 46% of the market has seen a rise in bookings in the current year. Thus the overall market is expected to register a healthy increase in the number of advertising bookings for 2015.
- In general DooH is starting to play a more and more important part in the media landscape. DooH is accounting for the most dynamic segment in the traditional ooH advertising branch. Primarily through the digitalisation of media assets has the industry been able to compete with the development in the new media landscape.

YoY bookings of DooH Networks
2014/15

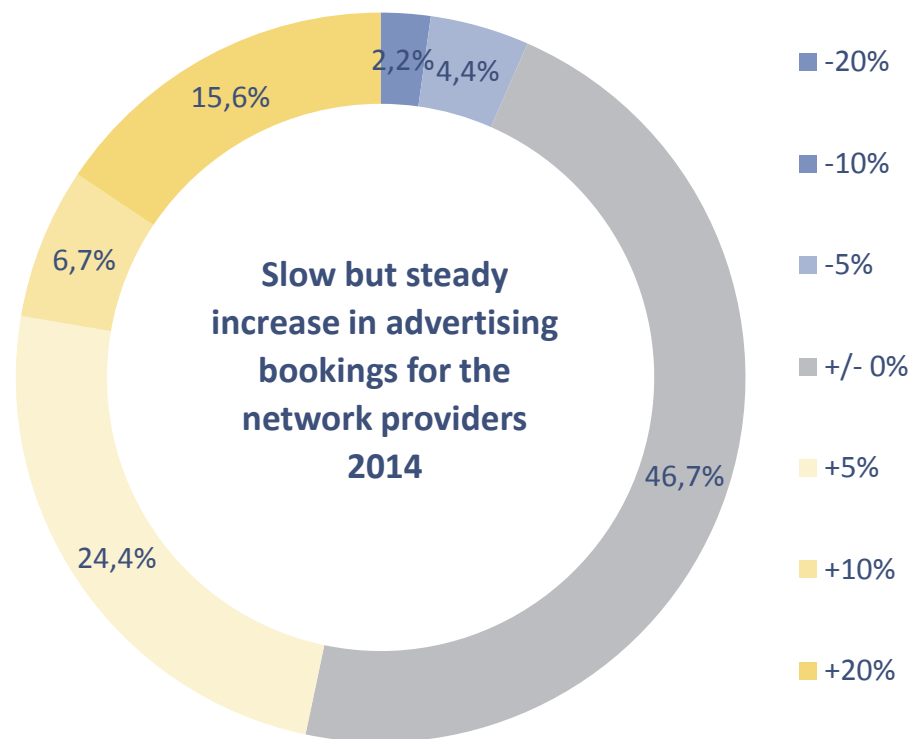


Fig. 5: DBCI Benelux November | December 2015 "capacity utilization 2014/15", n=45