



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)?

- Over 39% of polled companies currently doing business in the Digital out of Home market have seen a rise in advertising bookings in the current year. The overall market is expected to register a healthy increase in the total number of bookings for 2015.
- 56% of the market has registered no change in the number of advertising bookings in the year-on-year trend in 2015 compared to 2014. Only 6% of the polled companies expect a decline.
- 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

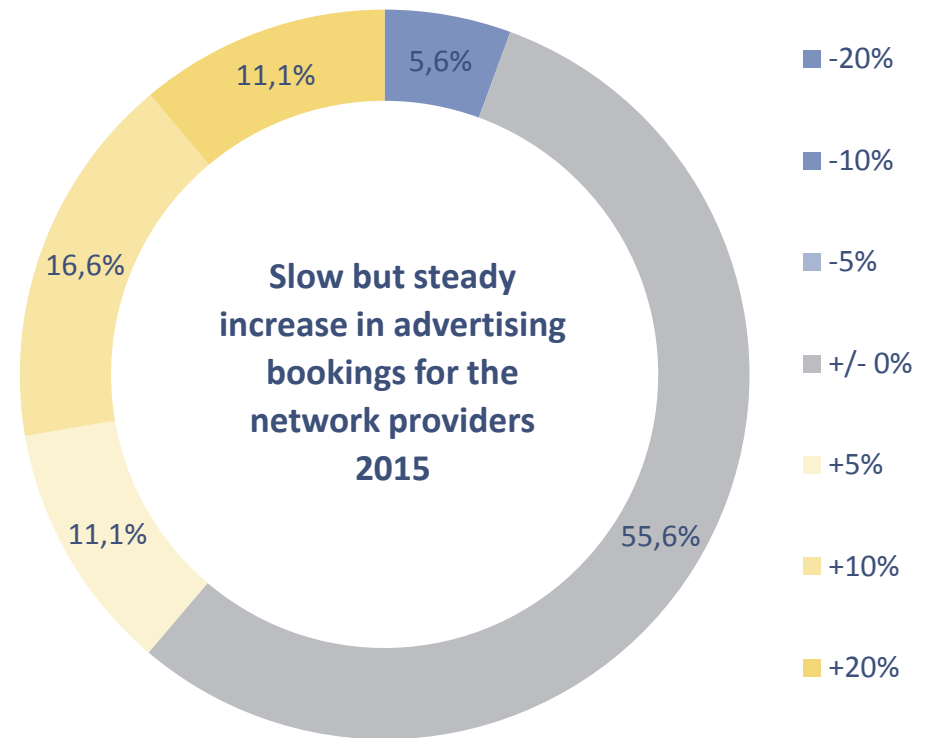


Fig. 5: DBCI Italy November | December 2015 "capacity utilization 2014/15", n=18