

 Further research | DooH has been going through a slow development in 2015

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)?

- Only 21% of the 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 no increase in the total number of bookings for 2015.
- 50% of the market has registered no change in the number of advertising bookings in the year-on-year trend in 2015 compared to 2014. Moreover, 29% of the polled companies expect a decline.
- However in general DooH is starting to play a more important role in the media landscape. It is accounting for a very 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

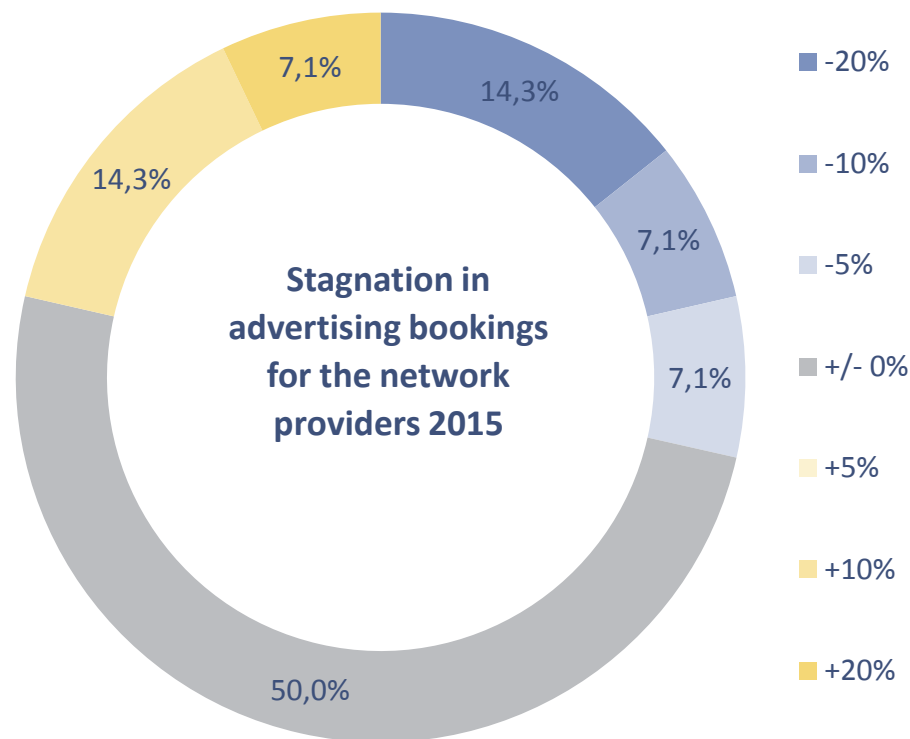


Fig. 5: DBCI Italy November | December 2015 "capacity utilization 2014/15", n=14