



## Further research | Cross-media bundling will drive DooH

**Question:** Which factors will primarily lead to an increasing market share of DooH?

- The main drivers for DooH in the future will be cross-media bundling for dynamic campaigns i.e. online video. About 40% of all DooH market participants expect this development to give the industry the most positive impulse in the next years.
- Only a few new networks will be rolled out in the near future. This trend can be observed since 2-3 years. In Germany, the nominal growth rate in the number of locations and displays since 2013 is in the low single digits region.
- Investments in existing networks are increasingly shifted from installing new locations or displays to upgrading the existing technology (hardware / software)

### Reasons for future DooH growth

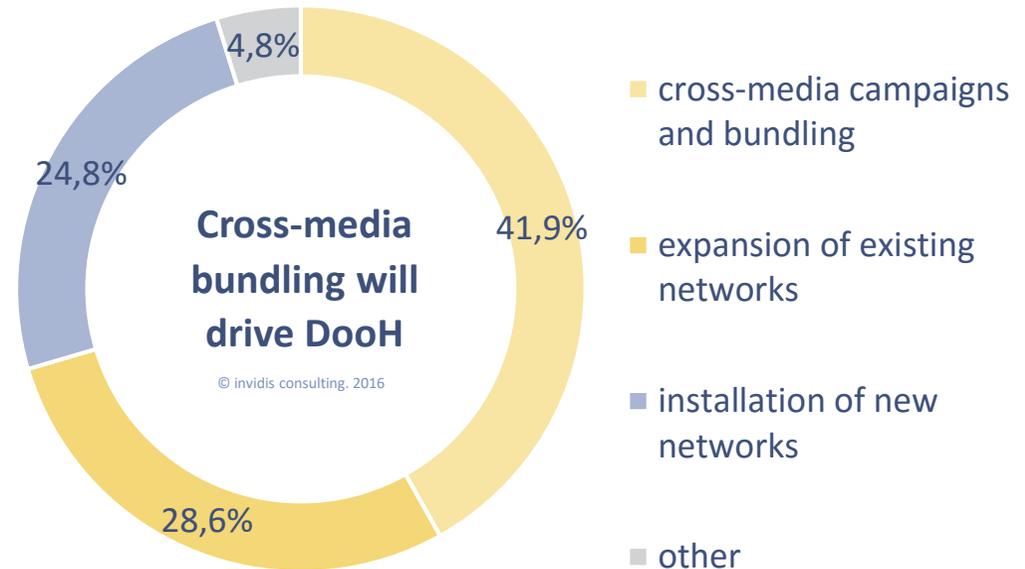


Fig. 8: DBCI March | April 2016 "growth reasons DooH", n=105