



Installation of new networks & cross-media bundling will drive DooH

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

- The most important driver for Digital out of Home in Spain will be the installation of new networks in the future. This development has started already in the last year, as investments in DooH have markedly increased (cf. p.4)
- The second main driver for DooH in the future will be cross-media bundling for dynamic campaigns i.e. online video. About 33% of all DooH market participants expect this development to give the industry the most positive impulse in the next years.
- 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

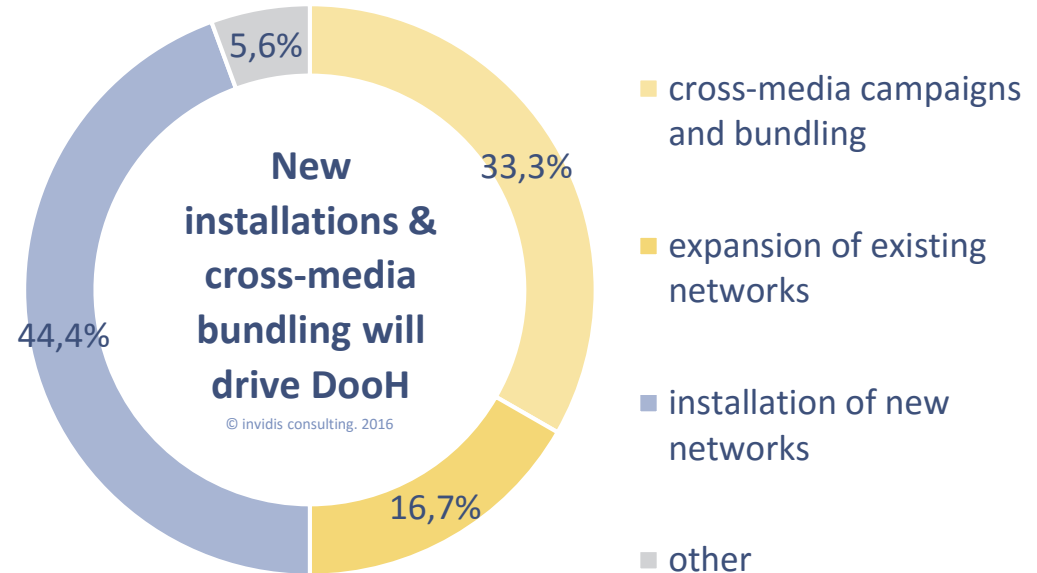


Fig. 5: DBCI ES/PT March | April 2016 "growth reasons DooH", n=18