

France Cross-media bundling, network expansion & new installations will drive DooH

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

- The market participants think that a mix of three different approaches will lead to success for the Digital out of Home Media in the future.
- The main drivers for DooH will be cross-media bundling for dynamic campaigns i.e. online video, the expansion of existing networks and the roll out of new networks. For each option about one third of all polled companies have voted.
- Investments in existing networks are increasingly shifted from installing new locations or displays to upgrading the existing technology (hardware / software).
- The industry also sees potential for DooH networks in previously undeveloped locations. New technological developments like high brightness displays open up a host of prime positions.

Reasons for future DooH growth

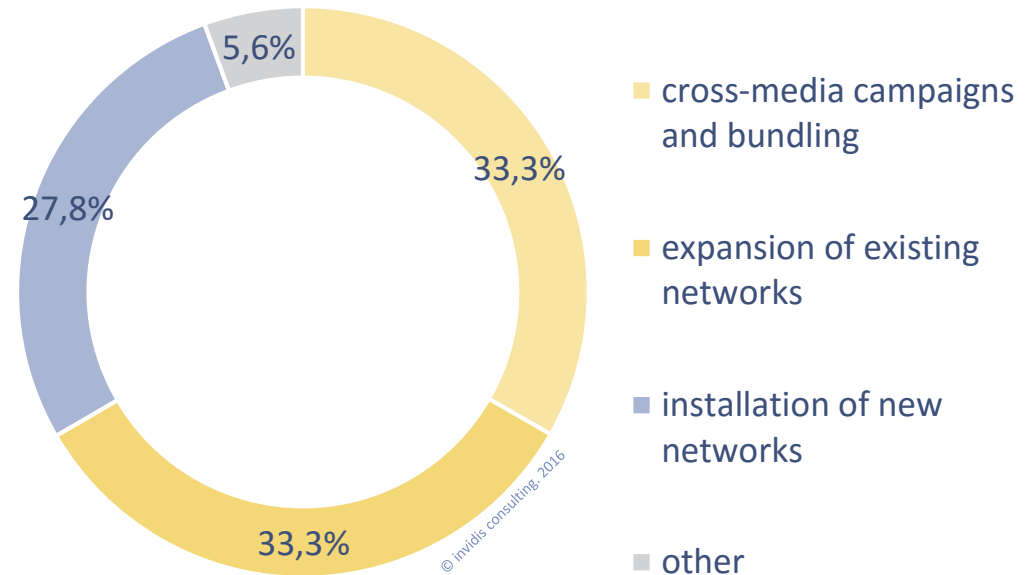


Fig. 8: DBCI France March | April 2016 "growth reasons DooH", n=18