

 Cross-media bundling & installation of new networks will drive DooH

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

- One of the most important drivers for Digital out of Home in Italy will be cross-media bundling for dynamic campaigns i.e. online video in the future. Almost 50% of all DooH market participants expect this development to give the industry the most positive impulse in the next years.
- The second main driver for DooH in the future will be the installation of new networks. This development has started already in the last year, as investments in DooH have markedly increased.
- Investments in existing networks will be less important and are increasingly shifted from installing new locations or displays to upgrading the existing technology (hardware / software).

Reasons for future DooH growth

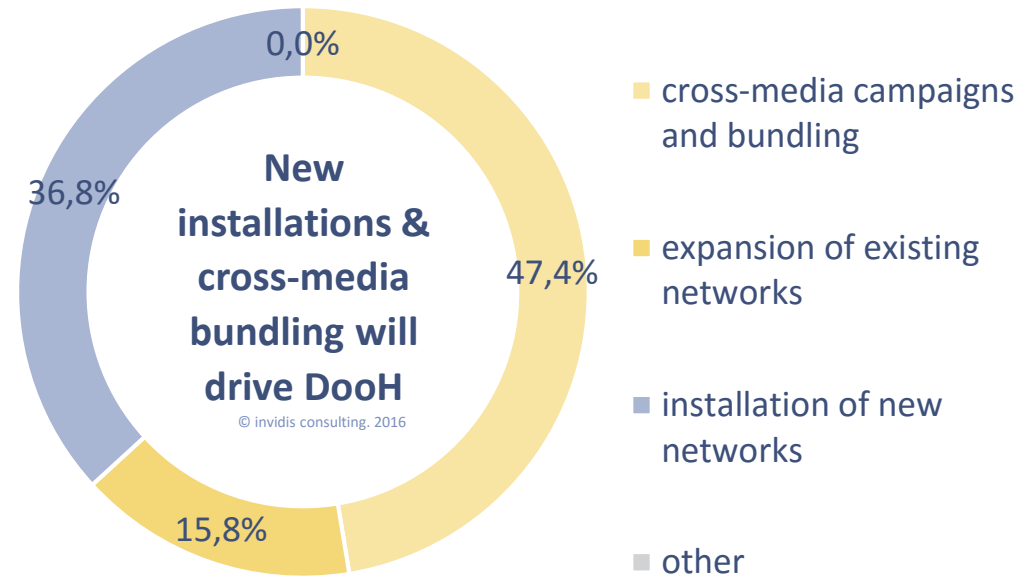


Fig. 5: DBCI Italy March | April 2016 "growth reasons DooH", n=19