

Network expansion and new installations will drive DooH

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

- The main driver for DooH in the future will be. The expansion of existing networks. Almost 40% of all DooH market participants expect this development to give the industry the most positive impulse in the next years. Here investments are increasingly shifted from installing new locations or displays to upgrading the existing technology (hardware / software)
- The market participants also expect more new networks to be rolled out in the near future. In spite of the already high penetration of DooH in Benelux, the industry still sees potential in previously undeveloped location.
- Only cross-media bundling for dynamic campaigns i.e. online video has not yet fully arrived. Contrary to the German speaking region, this seems to be yet a slow moving trend.

Reasons for future DooH growth

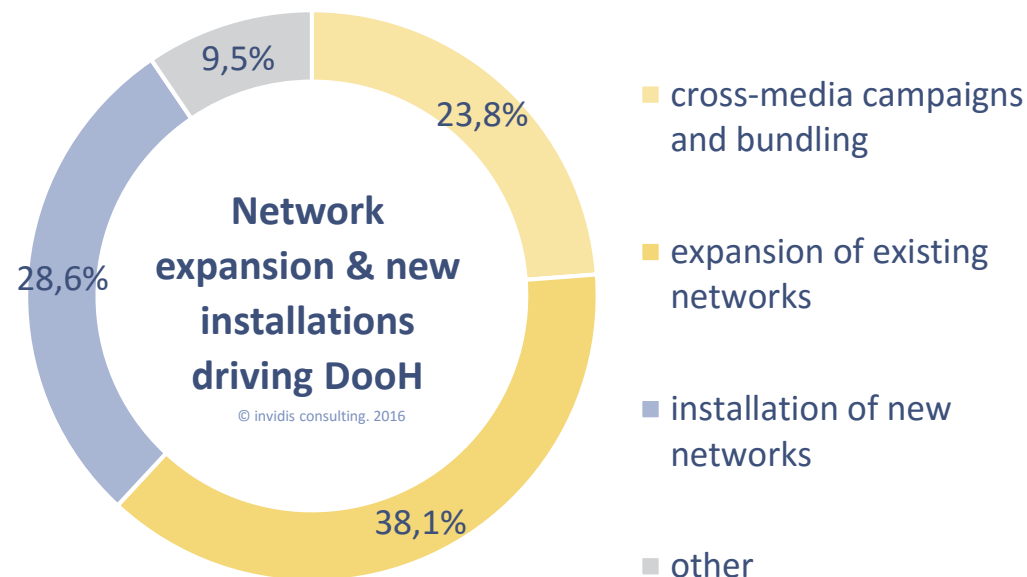


Fig. 8: DBCI Benelux March | April 2016 "growth reasons DooH", n=42