



Installation of new networks & cross-media bundling 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 Poland 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.
- The second main driver for DooH in the future will be cross-media bundling for dynamic campaigns i.e. online video. About 43% of all DooH market participants expect this development to give the industry the most positive impulse in the next years.
- 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

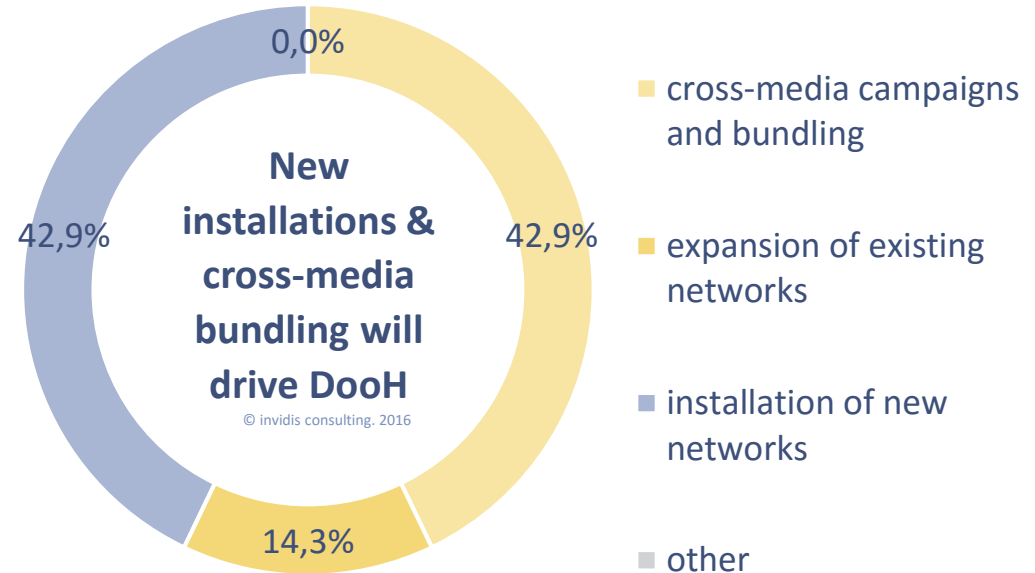


Fig. 8: DBCI Poland March | April 2016 "growth reasons DooH", n=11