



New installations and network expansion 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 installation of new networks. 50% of all DooH market participants expect this development to give the industry the most positive impulse in the next years. In spite of the already high penetration of DooH in Scandinavia, the industry still sees potential in previously undeveloped location.
- The market participants also expect an increasing expansion of existing networks. Here investments are increasingly shifted from installing new locations or displays to upgrading the existing technology (hardware / software)
- 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

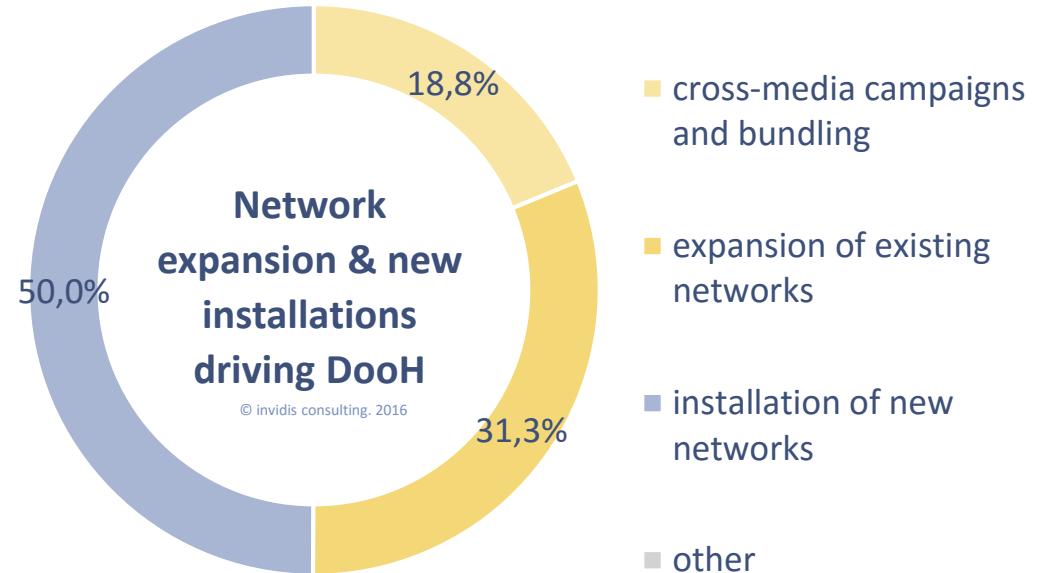


Fig. 8: DBCI Scandinavia March | April 2016 "growth reasons DooH", n=16