

Further research | Medium growth for programmatic buying in DooH expected

Forecast market share programmatic buying DooH in 2017

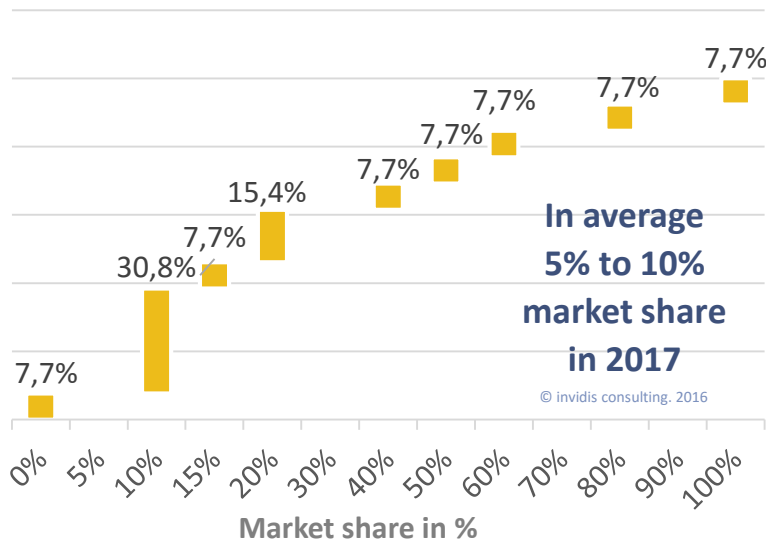


Fig. 5: DBCI Benelux September | October 2016 "market share programmatic 2017", n=12

Forecast market share programmatic buying DooH in 2020

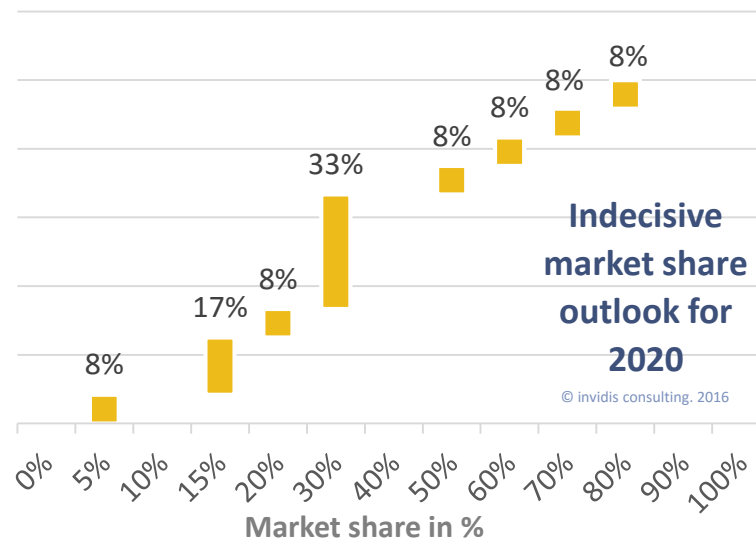


Fig. 6: DBCI Benelux September | October 2016 "market share programmatic 2020", n=12

**Question:** How high do you expect will be the percentage of revenues generated from programmatic buying compared to your total revenues?

- The market players see a medium growth potential in programmatic buying for DooH. They expect that the market share will reach approximately 10% in 2017. The picture for 2020 is more indecisive as the survey participants are undecided in their assessment.
- Overall the polled companies remain optimistic of the potential for programmatic buying in DooH. Yet while the business concept has some definite potential, there are still many technical issues to be solved.