



Further research | Slow growth for programmatic buying in DooH expected

Forecast market share programmatic buying DooH in 2017

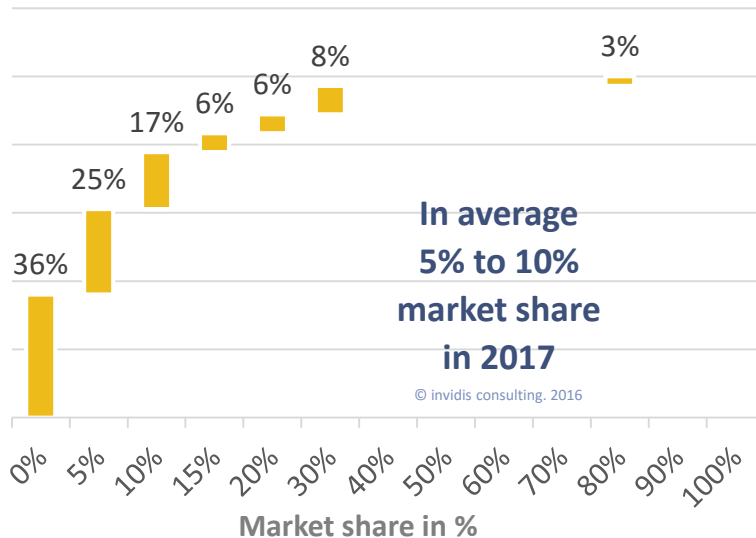


Fig. 5: DBCI Scandinavia September | October 2016 "market share programmatic 2017", n=36

Forecast market share programmatic buying DooH in 2020

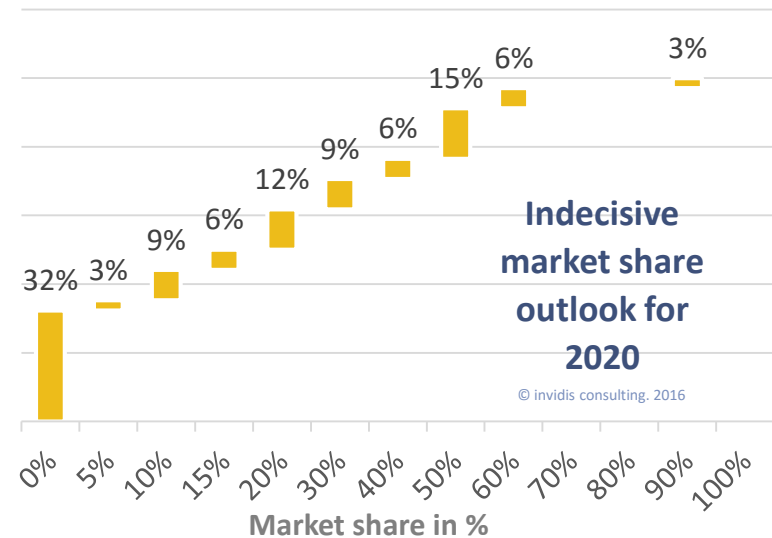


Fig. 6: DBCI Scandinavia September | October 2016 "market share programmatic 2020", n=34

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 slow growth potential in programmatic buying for DooH. They expect that the market share will reach approximately 5% in 2017. The picture for 2020 is much more indecisive as the survey participants are very undecided in their assessment.
- Also many polled companies remain sceptical of the potential for programmatic buying in DooH. One third of the market expects no effects at all, even in the future. While the business concept has some definite potential, there are still many technical issues to be solved.