



# 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. Almost 70% of all DooH market participants expect this development to give the industry the most positive impulse in the next years. Here the industry 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 for example Germany, this seems to be yet a slow moving trend.

## Reasons for future DooH growth

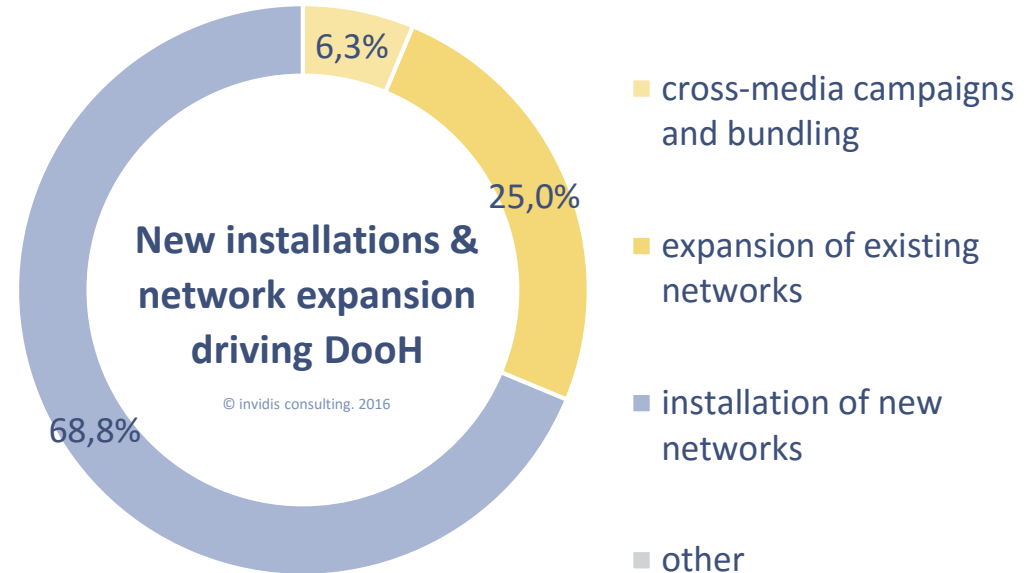


Fig. 5: DBCI Russia March | April 2016 "growth reasons DooH", n=16