

Digital out of Home Trends 2017 | Cross media campaigns will drive the market

Question: „Which important Digital out of Home trends will become relevant in 2017 and which will lose in relevance?“

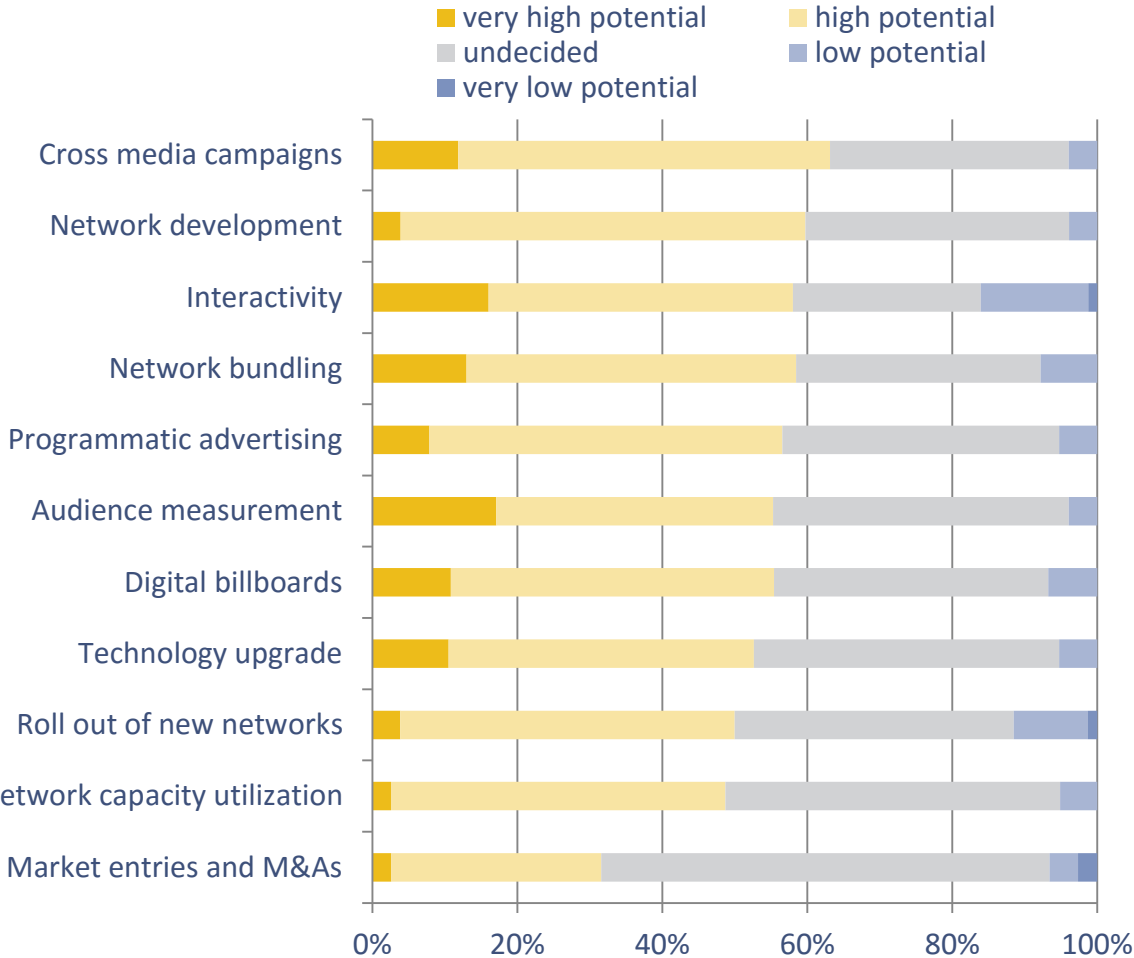


Fig. 5: DBCI November/December 2016 "Digital out of Home Trends 2017", n=8 (mean value)

- In general the Digital out of Home industry is banking on the positive effects of cross media campaigns. Here the business will strongly rely on shifting budgets from online video towards DooH.
- Also the bundling of networks will create more interesting products and the industry will have more success with the advertiser in offering a national reach and a dedicated target audience.
- Interactivity is also becoming a major trend. However, due to the difficulties of the technical implementation, the primary use case will remain the single installation & prime location campaign.
- Concerning the business side, the surveyed companies expect to see more development for existing networks like additional locations or better technology. They don't expect the market situation to change much, namely no roll-outs of new networks and no market entries.