



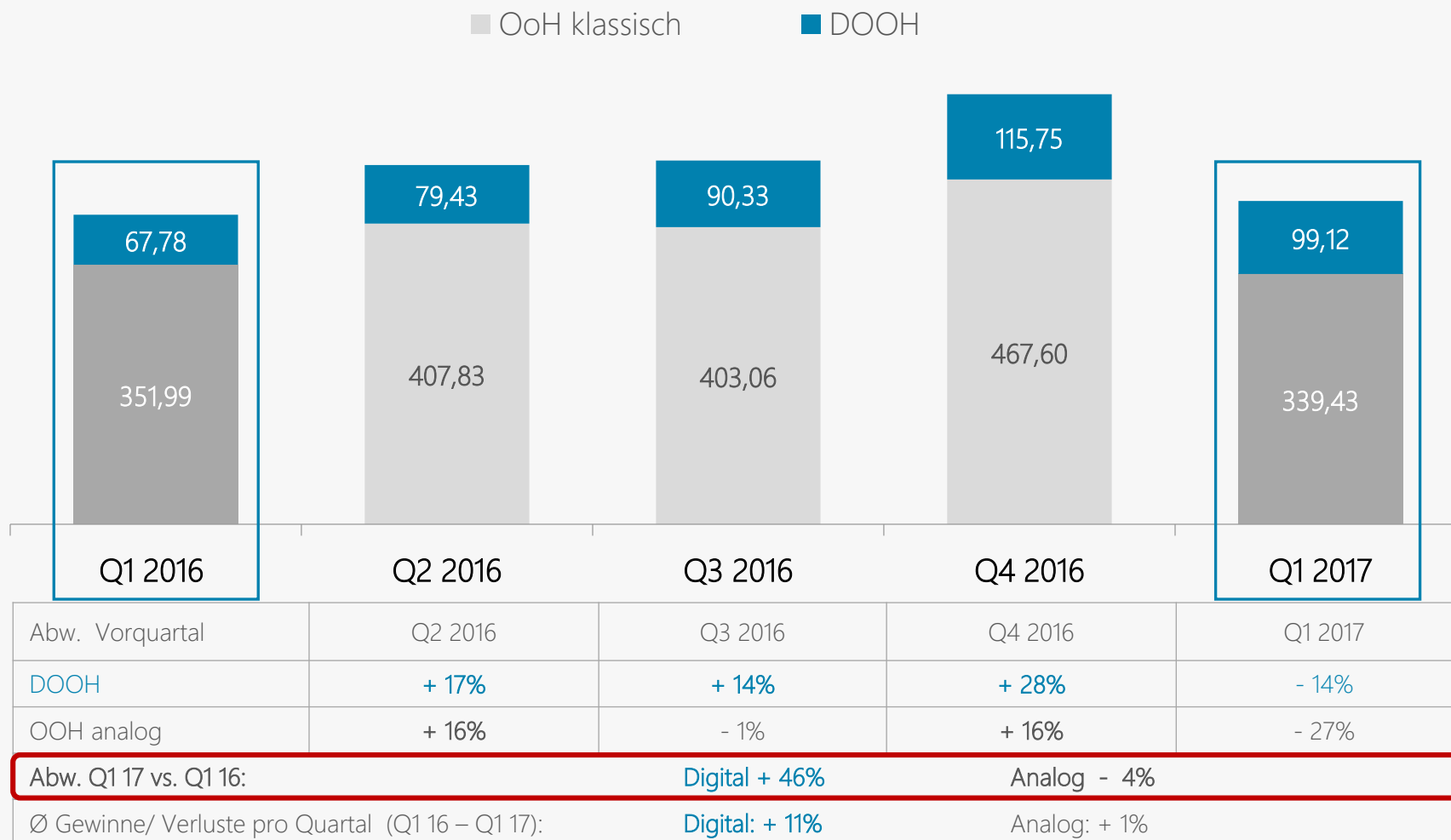
Digital Out of Home

Umsatzzahlen & Marktwachstum

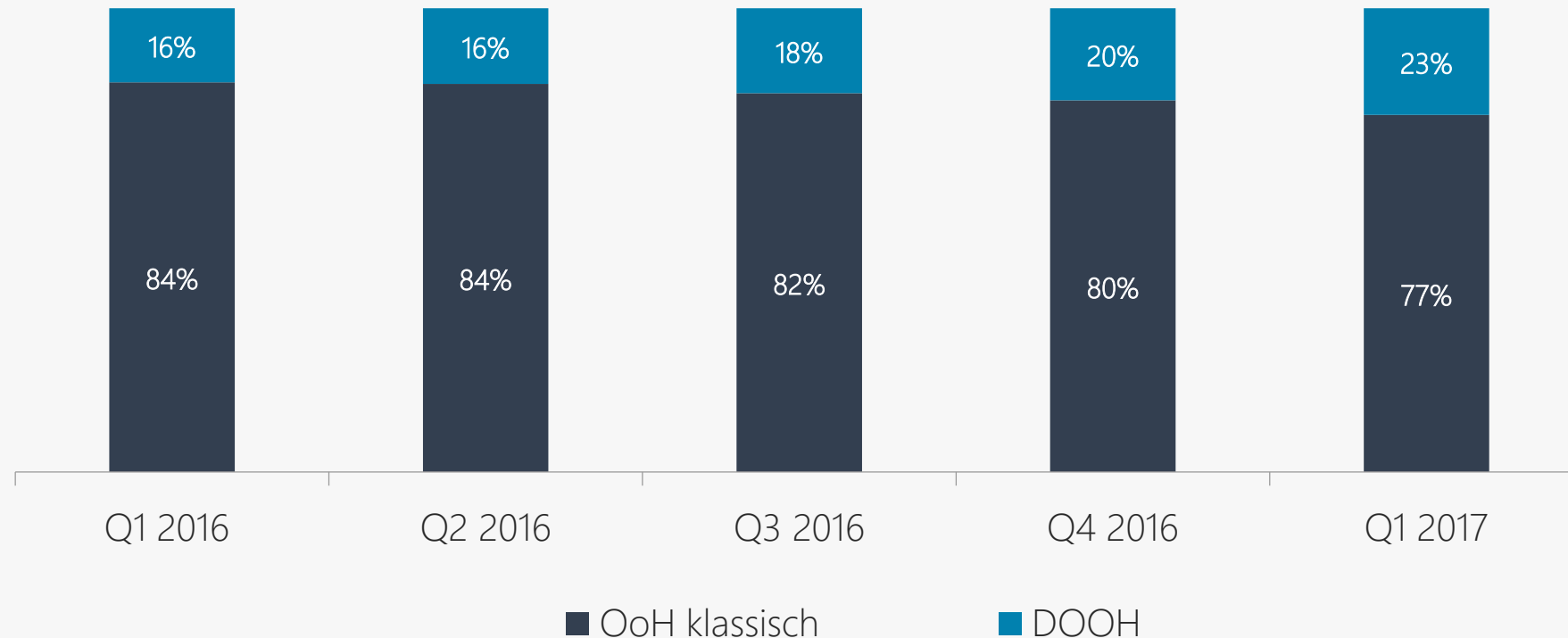
Out of home is the traditional medium benefitting most from digitisation. (PwC)

By converting panels to digital, providers can vastly increase their revenue by displaying multiple ads of higher quality in the same space. This process will drive an impressive CAGR of 13.2% in DOOH advertising revenue.

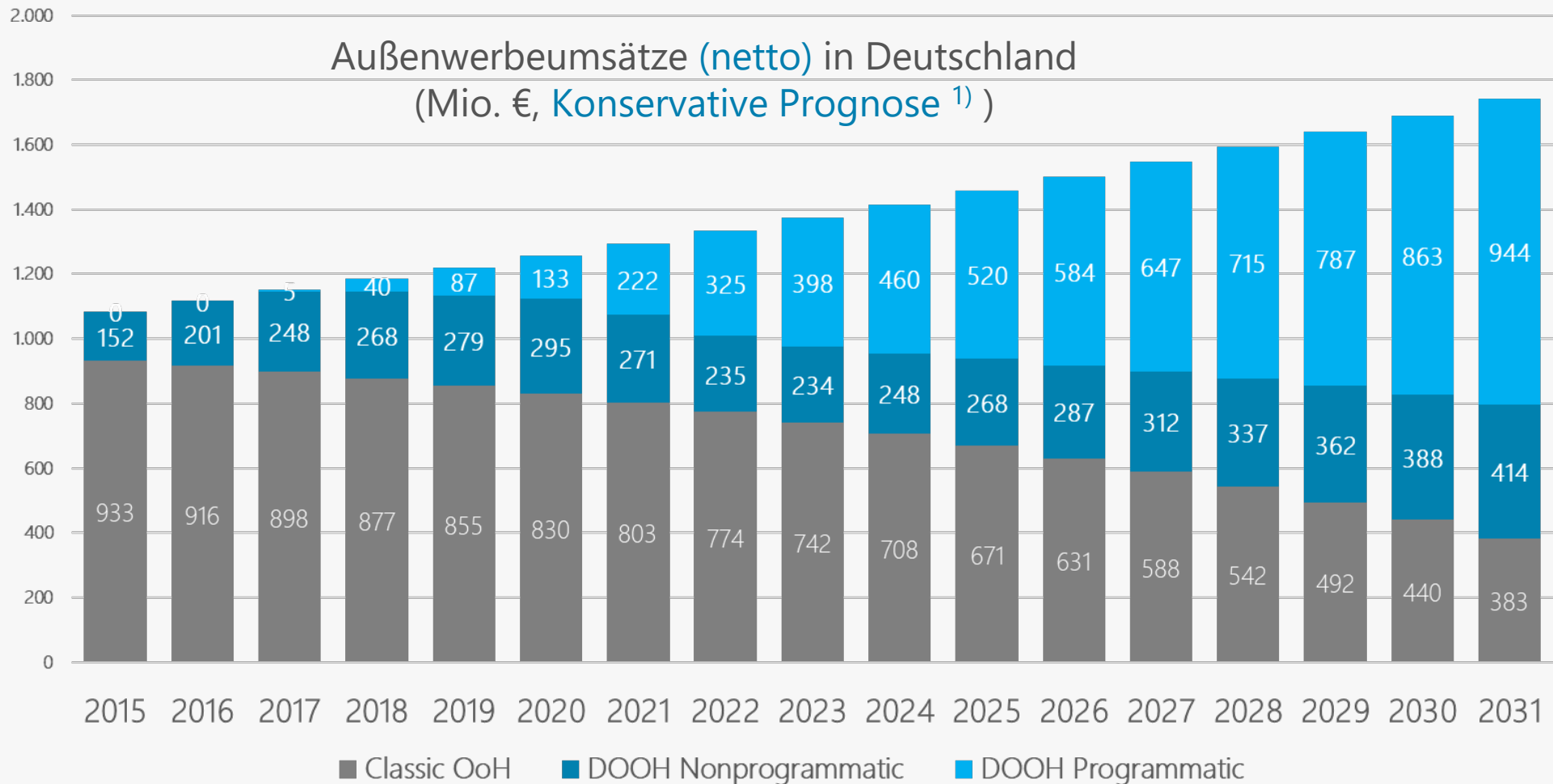
In 2016 lag das Wachstum sogar bei 46%.



Der Digitalanteil liegt bei 23% und wächst.

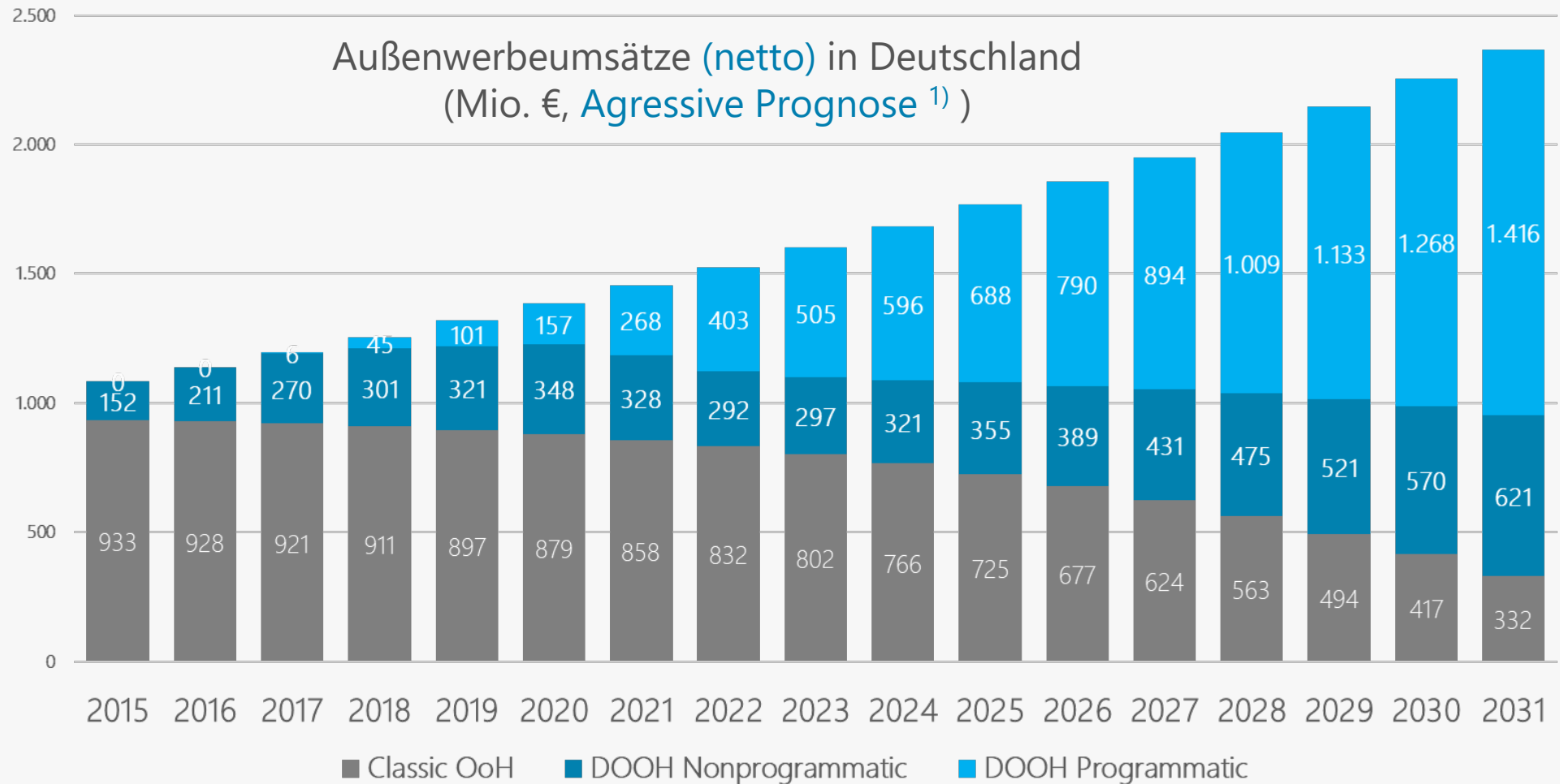


Prognose mit 1/3 des aktuellen Wachstums.



¹⁾ 3% Marktwachstum, 30% Digitalanteil in 2019 = Wachstum des Digitalanteils mit 11% p.a.

Prognose mit 1/2 des aktuellen Wachstums.



¹⁾ 5% Marktwachstum, 32% Digitalanteil in 2019 = Wachstum des Digitalanteils mit 18% p.a.