

UK predicts 67.2% potential growth for DOOH

Two hundred and four executives, drawn from both media agencies and the outdoor specialists sector, responded to a study commissioned by digital out of home media owner, Ocean to gauge the role, prospects and challenges for digital out of home in the current media landscape.



Key findings

- DOOH is considered the Number 1 medium and is predicted to have the biggest growth in the next 5 years
- DOOH is perceived as a tech-driven medium, closely aligned with online and mobile. It is also described as the most innovative, creative and flexible medium in the market.
- Executives differentiate DOOH from its competitors as being more sophisticated, exciting and inspiring
- 86.3% study respondents identified digital out of home as having the biggest growth potential over the next five years, putting the medium ahead of mobile (67.2%), video on demand (60.8%) and every other media channel

Digital out of home also scored higher than any other media channel for offering dynamic (83%), exciting (69%) modern (82%) and versatile (67%) advertising environments.

	TV	DOOH	Radio	OOH	Press	VOD	Cinema	Mobile	Magazine	Online
Exciting	40%	69%	2%	29%	4%	17%	45%	29%	3%	37%
Glamorous	45%	42%	0%	16%	5%	2%	56%	2%	49%	4%
Passive	34%	16%	54%	47%	40%	9%	9%	10%	28%	7%
Modern	18%	82%	1%	9%	1%	68%	5%	69%	2%	63%
Versatile	19%	67%	22%	27%	18%	37%	9%	53%	6%	61%
Sophisticated	25%	55%	2%	11%	11%	27%	25%	31%	28%	43%
Reliable	74%	20%	47%	52%	55%	9%	19%	8%	38%	9%
Powerful	80%	56%	7%	57%	16%	5%	53%	8%	9%	9%
Inspiring	50%	52%	8%	34%	9%	12%	47%	11%	23%	18%
Dynamic	23%	83%	7%	13%	3%	50%	12%	62%	2%	67%

“The emotional index in our study shows how far digital out of home has moved from the being a standard, passive medium to a channel that is modern, exciting and sophisticated, driving mobile and online,” said Ocean marketing group director, Richard Malton.

“This shift in positioning is driven by technology such as audience recognition, wifi and broadcast capability, which allows us to introduce even better targeting, interactions, creativity and results. The introduction of new trading models is also driving flexibility and value as never before.”

The study allows Ocean to create three specific media clusters:

- Potential – DOOH, mobile, online, video on demand
- Classic - radio, press and static out of home
- Influential - TV, magazines and cinema

Cost and flexibility were two issues highlighted by survey respondents as issues to be addressed.

“DOOH needs to educate and prove to the industry it is audience, content and cost driven. Automated planning and trading environments such as Signature’s The Loop is a significant step towards achieving the necessary transparency and flexibility.”

For more information, go to www.oceanoutdoor.com.

For more, visit: <https://www.bizcommunity.com>