

## No. America Still Positive about DOOH

Written by Bob Snyder  
08. 10. 2010

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After a difficult Q2, 97% of all survey participants in No. America still remain **positive about the future of the Digital Out-of-Home**

. 59% of respondents indicated they felt “very positive” and 38% “somewhat positive” about the industry’s future.

As in past quarters, those most positive about the DOOH Industry varied across each of the three main groups of respondents: **Technology/Content Providers** (53% “very positive”), **Advertising/Marketing Professionals** (65% “very positive”), and **End Users/OOH Network Operators** (70% “very positive”).

### Key Findings from this survey....

- 97% of all survey participants continue to be positive about the future of the DS industry.
- 51% end users/network operators reported actual DOOH Advertising Revenues were 6% Higher than Q1

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- DOOH business projections for revenues in Q3 are anticipated to be the same or higher.
- End user companies report that their financial commitment to new or upgraded installations remains unchanged.
- Hottest industry growth categories for the next twelve months include: **retail, restaurant, education**,  
,  
**transportation**,  
,  
**and healthcare**.
- Over one-third of Ad Agency participants indicated that Q2 advertising spending was up over Q1.
- While over two-thirds of that same group forecast an even higher spend in Q3.
- Top DOOH Network categories that Ad Agencies are investing in include: **retail, restaura**  
**nt**, **arts/**  
**entertainment/recreation**,  
,  
**education**,  
,  
**bars/taverns/nightclubs**,  
,  
**and healthcare**.

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