



Meindert van den Heuvel
MD Interbest Outdoor Media
Chairman Taskforce DOOH

DOOH IS **NEW** AND RAPIDLY GROWING

(note: mainly by digitalizing existing capacity)

15%

**OF INVENTORY &
REVENUES IS DIGITAL**

FRAGMENTED MARKET

13+ COMPANIES

50+ FORMATS

10.000+ SCREENS

RAPID GROWTH
MANY PLAYERS +

GROWING PAINS

GOAL TASKFORCE

**CONTINUOUS
DIGITAL GROWTH.
BY ADDRESSING
GROWING PAINS**

GROWING PAINS

1 IMPACT

ON ENVIRONMENT / PUBLIC SPACE

2 ACCOUNTABILITY

STANDARDS AND CURRENCY

3 UNDERSTANDING

OF CREATIVE / TECHNICAL POSSIBILITIES

HUGE IMPACT

FOOTPRINT

LIGHT NUISANCE

ROAD SAFETY

PRIVACY

ETHICS

LACK OF ACCOUNTABILITY

LOOP LENGTH

PROOF OF PLAY

DATA SOURCES

CURRENCY

LACK OF UNDERSTANDING

DATA

TECHNICAL

CREATIVE

**THIS WAS NOT
A SEXY STORY.
I KNOW.**



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