



Database Overview

The Evolution of the Belgian Media Landscape

March 2017

What's in?

- The way of classifying
- For each type of medium:
 - Top 20
 - Total number of titles and sales houses
 - Chart with a summary of the total # titles and sales houses
- Global summary: titles – sales houses (on 3/2017)
- Pareto Rule: 20% biggest sales houses – amount of titles

What's what?

- **1 Title = 1 active product**
 - Medium (Le Soir)
 - Related cross-media products (Lesoir.be, Le Soir Newsletter ...)
 - Packages (PNU Dailies)
- Classification: based on '**Type of Medium**'
- Type of Medium = combination of several sub-classes

Classification

- Magazines
 - Magazines
 - Sponsored Magazines
 - Display Magazines
 - Free Tabloids
 - Yearbook / Guide
 - Agenda
 - Inserts
 - Catalogue
 - Discount coupons and booklets (offline)
 - Classifieds (offline)
- Newspapers
- Door-to-Door Media
- Trade Press
 - Trade Press (magazines)
 - Trade Press (newspapers)
 - Newsletter

Classification

- Digital
 - Websites
 - E-News
 - On-line newspaper
 - On-line magazine
 - On-line trade press
 - On-line classifieds
 - On-line radio
 - On-line TV
 - Blogs
 - Portals
 - Social network advertising
 - Webinar
 - Video platform
 - Music Platform / Online Music Player
 - Native Advertising
 - E-Commerce
- Mobile & Apps (Smartphones, tablets,...)

Classification

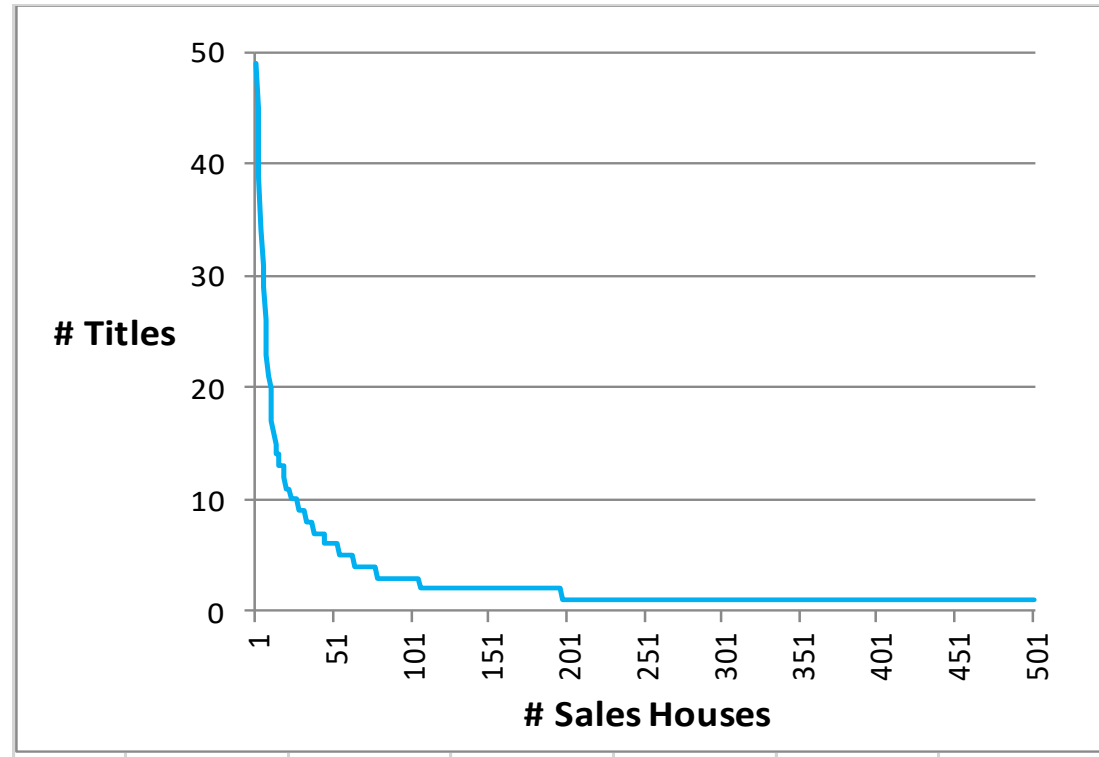
- Out-of-Home
- Radio
 - Radio – National
 - Radio – Regional Networks
 - Radio – Local
- Television
 - TV – National
 - TV – Thematic Networks
 - TV – Local
- Direct Marketing
 - Direct Marketing (addresses)
 - Direct Marketing (e-mail marketing)
 - SMS / VMS

Magazines

Sales House	# Titles
1. Sanoma	54
2. Roularta Local Media	42
3. Mediahuis Connect (rubrieken)	39
4. Uni-Média Éditions (Hopitaux)	34
5. Roularta Media	30
6. Mediahuis Connect	28
7. Publicarto	23
8. IP Belgium (Press)	22
9. XL Communication	21
10. de Persgroep Advertising Magazines	20
11. F&L Publishing Group	18
12. Maison Moderne Media Sales	18
13. Trustmedia	18
14. IPM Advertising	16
15. Trevi Plus	15
16. Régie.lu	14
17. Rossel Advertising	13
18. Edition Ventures - Pôle High Level	12
19. Moizo	12
20. Gicom	11

Sales Houses: 502

Titles: 1.437

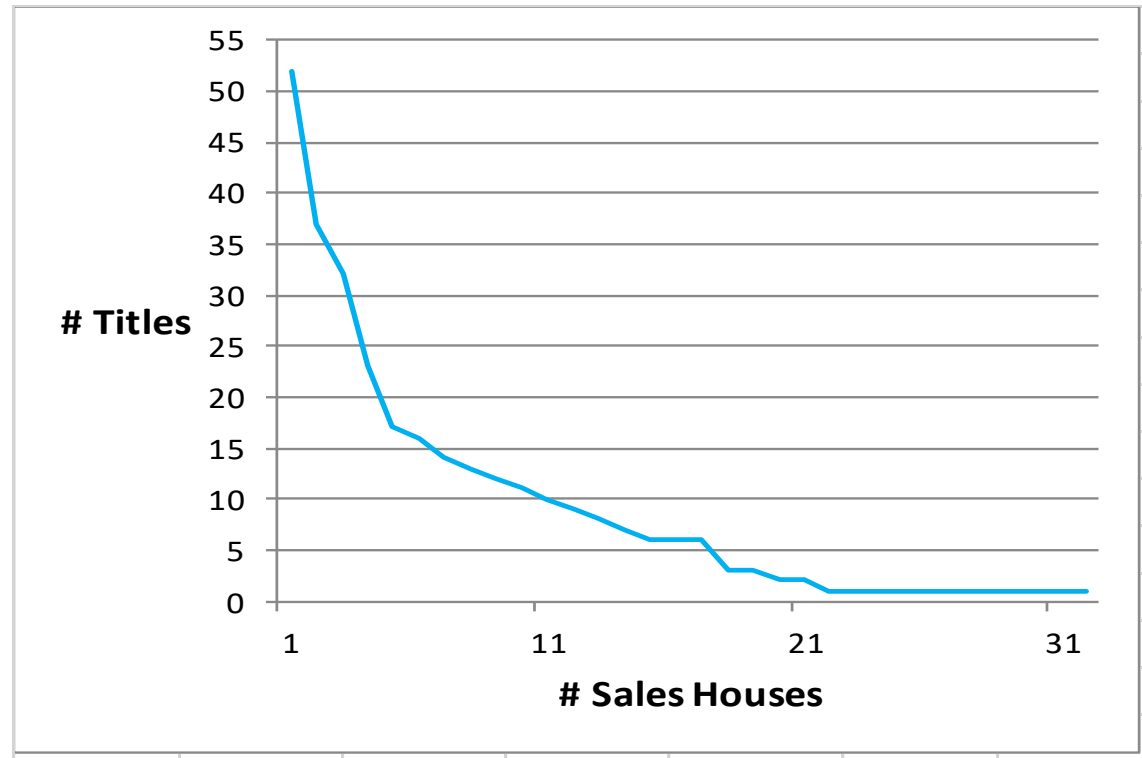


Newspapers

Sales Houses: 32

Titles: 300

Sales House	#Titles
1. Mediahuis Connect	52
2. IPM Advertising	37
3. Mediahuis Connect (rubrieken)	32
4. Rossel Advertising	23
5. Roularta Recruitment Solutions	17
6. de Persgroep Advertising Regional	16
7. Roularta Local Media	14
8. Sudpresse	13
9. de Persgroep Advertising Dailies	12
10. Trustmedia	11
11. Jobat Media	10
12. L'Avenir Advertising	9
13. LuxMediaHouse	8
14. Edita SA	7
15. de Persgroep Advertising Classifieds	6
16. Espace Médias	6
17. Jobs Régions	6
18. Mass Transit Media	3
19. Régie.lu	3
20. Politico	2

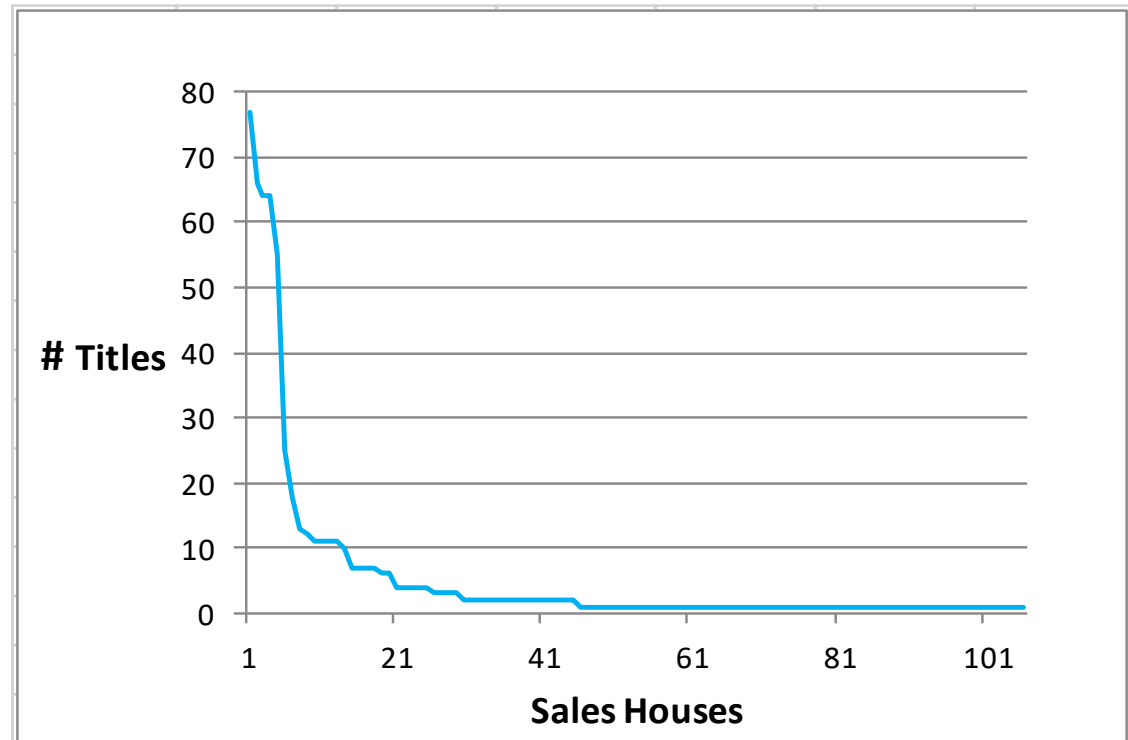


Door-to-Door Media

Sales House	# Titles
1. Corelio Connect Regionaal	77
2. Roularta Recruitment Solutions	66
3. Rossel Advertising Régional	64
4. Roularta Local Media	64
5. L'Avenir Advertising	55
6. Sanoma	25
7. Philipsen & Partners	18
8. Themamedia (Primetime Communicatio	13
9. Uitgeverij InterMedia	12
10. BD myShopi	11
11. Mediatopper	11
12. Shopping Magazine bvba	11
13. welcome media (by bpost)	11
14. Crea-Druk Blondeel	10
15. Elite Reklam - Crescendo nv	7
16. Evolution Media Group	7
17. Goeiedag	7
18. Magi-Hebdo	7
19. Jobs Régions	6
20. Mediahuis Connect	6

Sales Houses: 106

Titles: 613

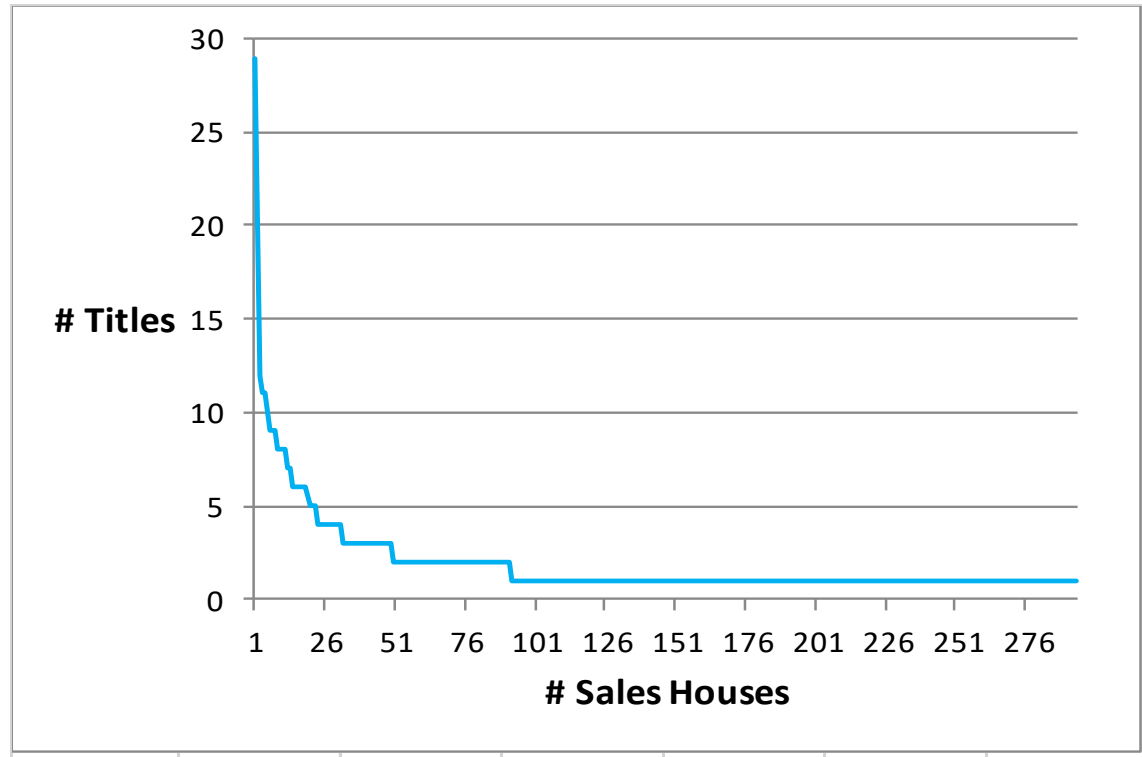


Trade Press

Sales House	# Titles
1. Professional Media Group (PMG)	29
2. RMN (Reflexion Medical Network)	12
3. Louwers Mediagroep bvba	11
4. Rekad	11
5. Confederatie Bouw (Afwerking) - Con	10
6. Boerenbond Mediaservice	9
7. Centrale Vokaregie	9
8. Trevi	9
9. Evolution Media Group	8
10. FCO Media	8
11. Tenacs Publishing & Communication	8
12. Omicron	7
13. Roularta Media Group (Schoten)	7
14. Effective Media	6
15. EMG (Editing Media Group)	6
16. Kluwer Regie	6
17. Larcier	6
18. Target Advertising	6
19. Uitgeverij Averbode	6
20. Propaganda	5

Sales Houses: 294

Titles: 566

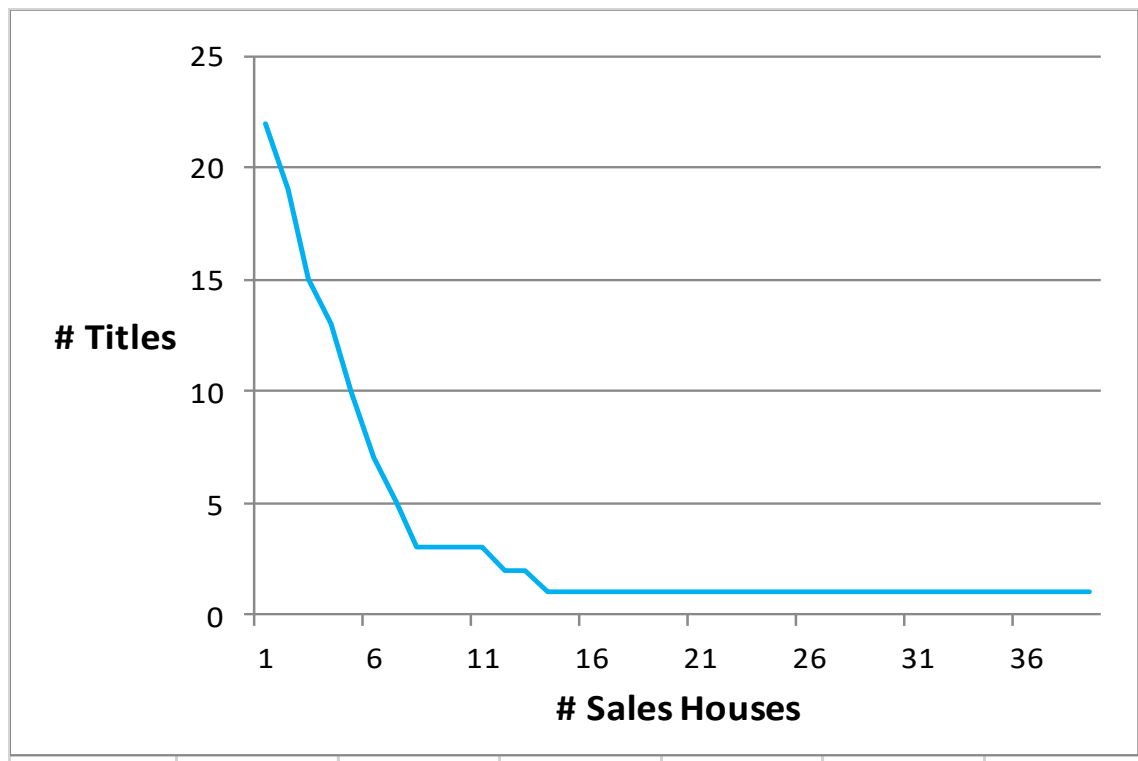


Television

Sales House	# Titles
1. Transfer	22
2. IP Belgium (TV)	19
3. RMB TV	15
4. Regionale TV Media (RTVM)	13
5. MEDIALAAN TV	10
6. SBS Belgium	7
7. IP Luxembourg	5
8. Roularta Media	3
9. Transport Media	3
10. Triade Media	3
11. Var	3
12. Sanoma	2
13. Stories TV	2
14. Ablecare	1
15. Actua-TV	1
16. Antenne Centre	1
17. ATV	1
18. Canal C	1
19. Canal Zoom	1
20. Chapeau Magazine	1

Sales Houses: 39

Titles: 133

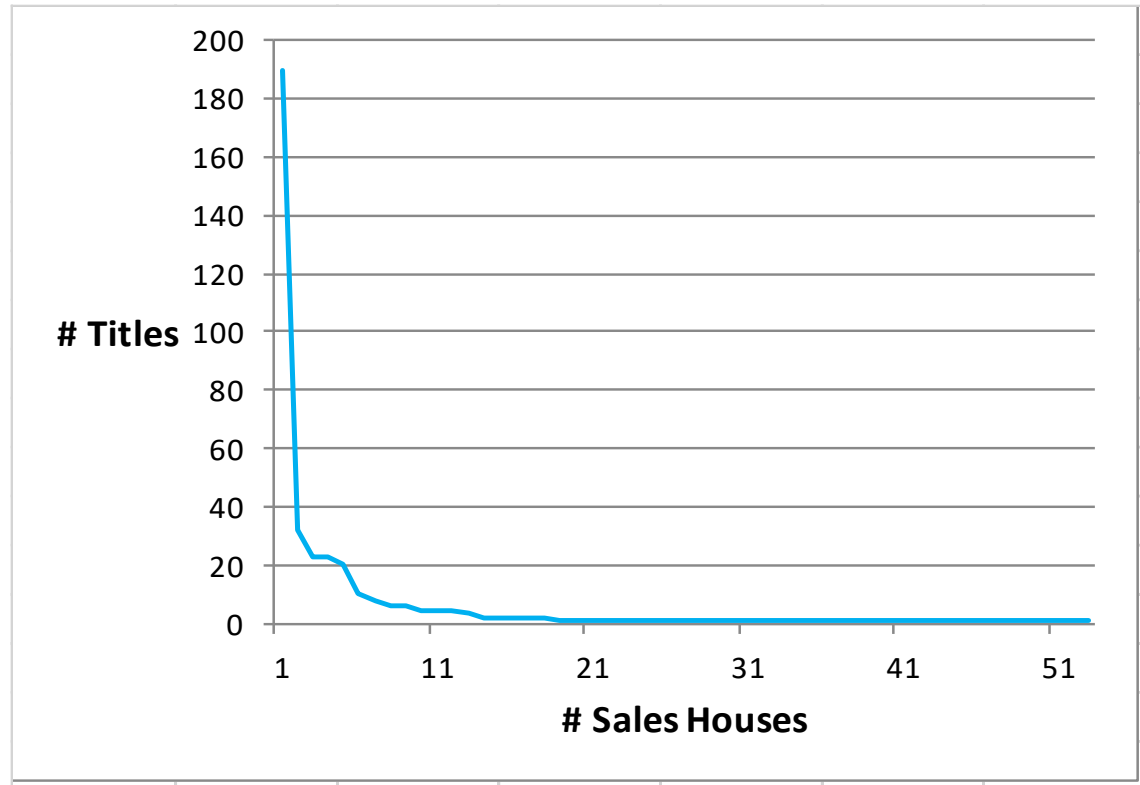


Radio

Sales Houses: 53

Titles: 378

Sales House	# Titles
1. IP Belgium (Radio)	190
2. Vlacora	32
3. CFM nv	23
4. IPM Advertising	23
5. RMB Radio	20
6. Var	10
7. Randstad FM	8
8. City Music	6
9. Huis Ter Beurze	6
10. Goeiedag	4
11. IP Luxembourg	4
12. MEDIALAAN Radio	4
13. Regiomedien AG	3
14. FM Goud VZW	2
15. LuxMediaHouse	2
16. Mediaconcept GmbH/sprl	2
17. PLG	2
18. Vrije Private Omroepvereniging Land v	2
19. Airtime bvba	1
20. Antipode	1

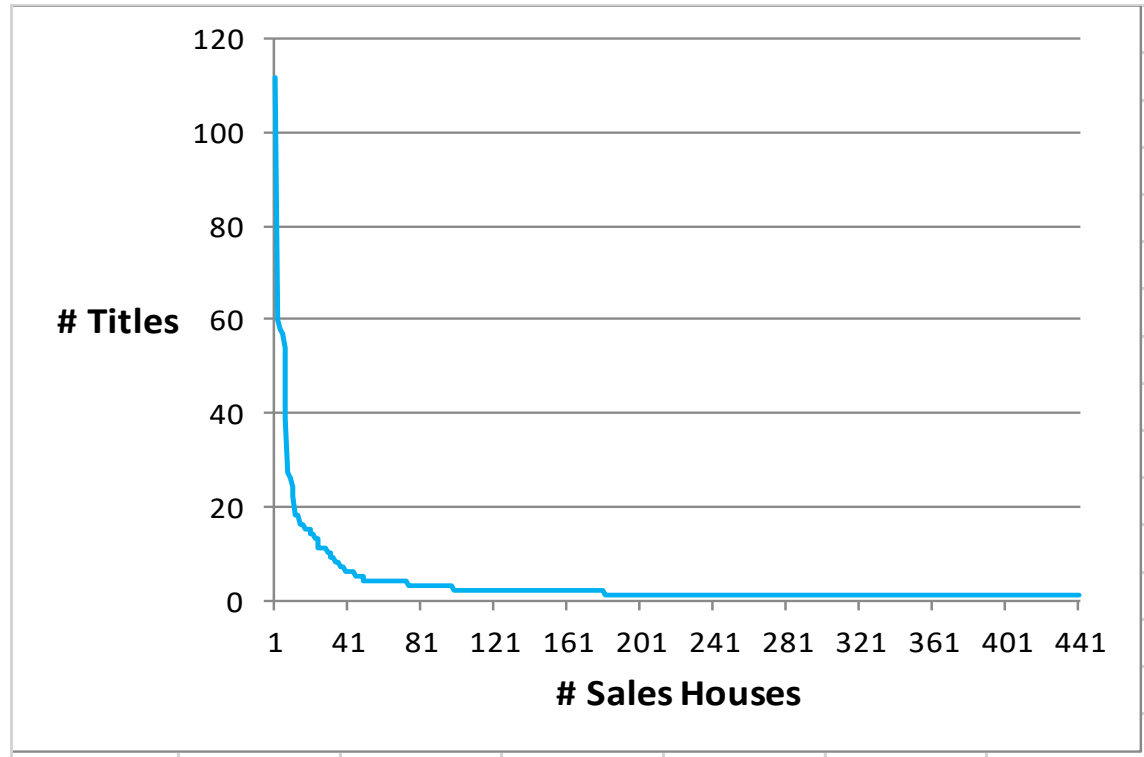


Digital

Sales Houses: 442

Titles: 1.530

Sales House	# Titles
1. Pebble Media	112
2. Proximus Skynet Advertising	61
3. Professional Media Group (PMG)	60
4. Rossel Advertising Online	58
5. Mediahuis Connect	57
6. AdUX Belgium (ex HiMedia Belgium)	54
7. de Persgroep Advertising Digital	39
8. RMB Digital	27
9. Sanoma	26
10. IPM Advertising	24
11. Jobat Media	22
12. Roularta Business Leads	18
13. Roularta Media Online	18
14. Trevi	18
15. FCO Media	16
16. Stepstone	16
17. Internet Publishers	15
18. Made in	15
19. Minoc Media Services	15
20. Trustmedia	15

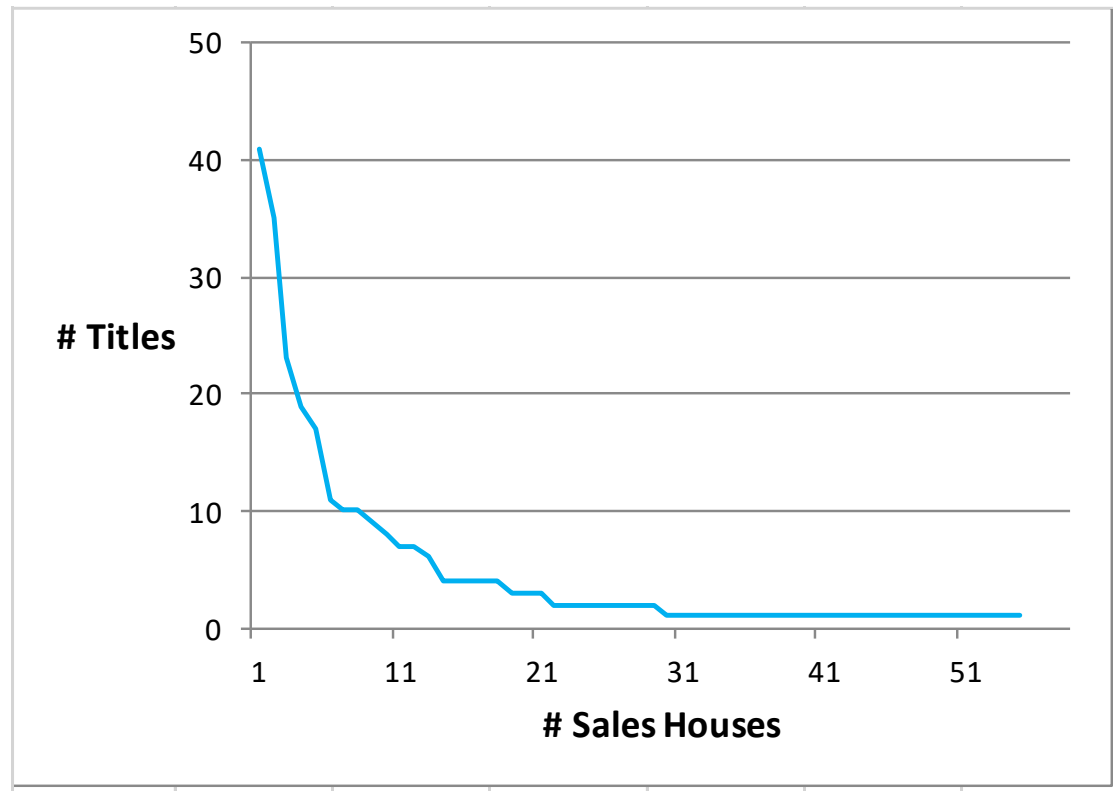


Mobile & Apps (Smartphones, Tablets,...)

Sales House	# Titles
1. Pebble Media	41
2. AdUX Belgium (ex HiMedia Belgium)	35
3. Rossel Advertising Online	23
4. de Persgroep Advertising Digital	19
5. Proximus Skynet Advertising	17
6. Mediahuis Connect	11
7. RMN (Reflexion Medical Network)	10
8. Weldon	10
9. Trustmedia	9
10. IP Luxembourg	8
11. LuxMediaHouse	7
12. Roularta Media Online	7
13. IPM Advertising	6
14. de Persgroep Advertising Dailies	4
15. Editus Luxembourg	4
16. Espace Médias	4
17. Maison Moderne Media Sales	4
18. Sanoma	4
19. ProduPress	3
20. RMB Digital	3

Sales Houses: 55

Titles: 274

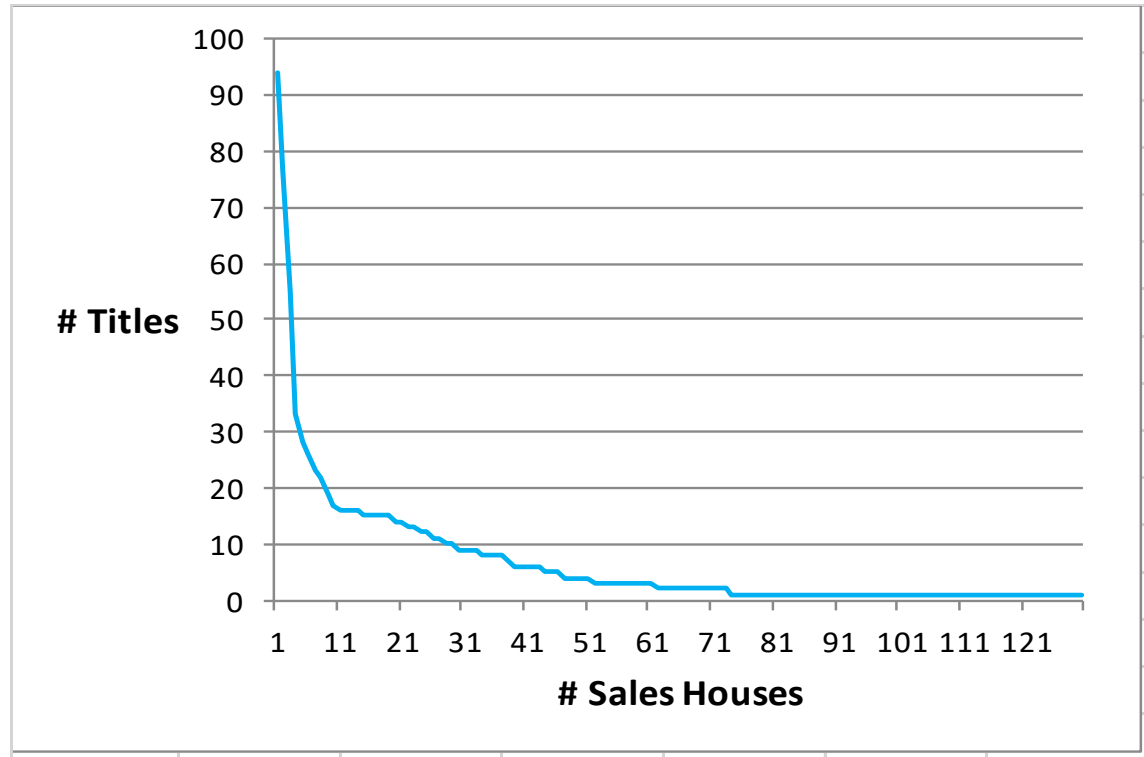


Out-of-Home

Sales Houses: 130

Titles: 904

Sales House	# Titles
1. Clear Channel Belgium	94
2. JCDecaux Airport Belgium	77
3. JCDecaux Airport Luxembourg	55
4. LijnCom	33
5. JCDecaux Belgium	28
6. Media Expo	26
7. Brightfish	23
8. City Image	22
9. BHS Promotion	19
10. SPONSOR-it!	17
11. GUIDOOH	16
12. Publilux	16
13. Rapid Media	16
14. Spicymotion	16
15. Euromobile	15
16. Gee Marketing	15
17. IP Luxembourg	15
18. JCDecaux MetroBusTram Belgium	15
19. Roularta Media	15
20. Carrefour Belgium	14

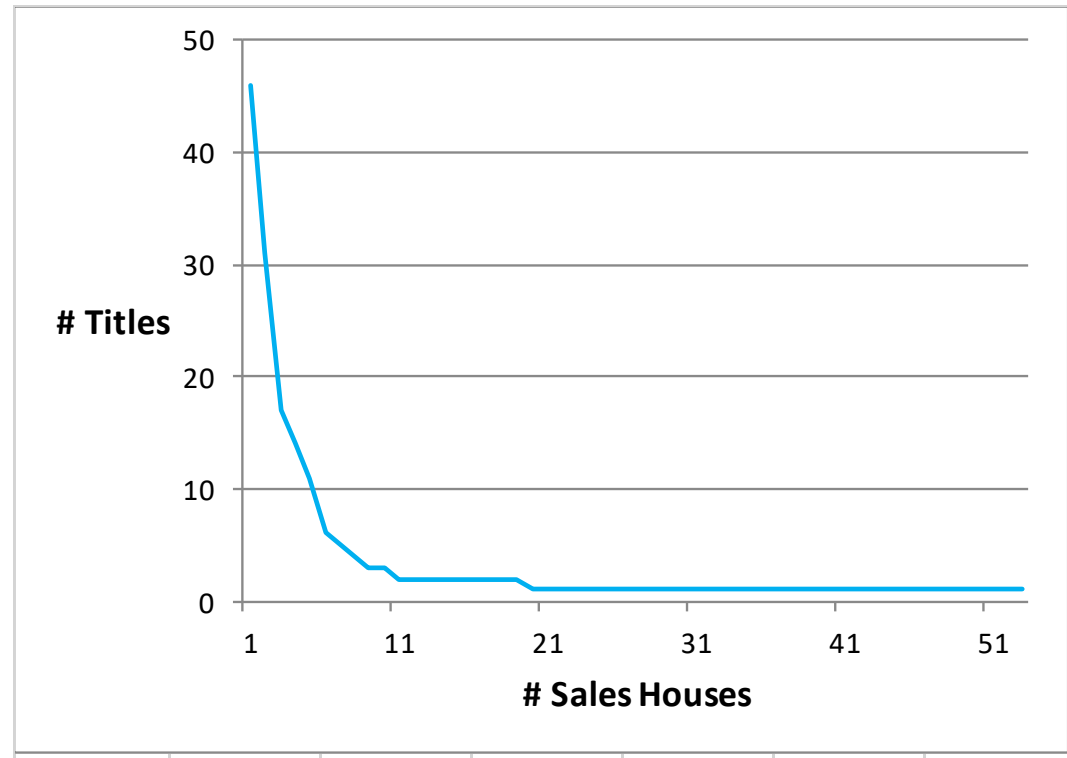


Direct Marketing

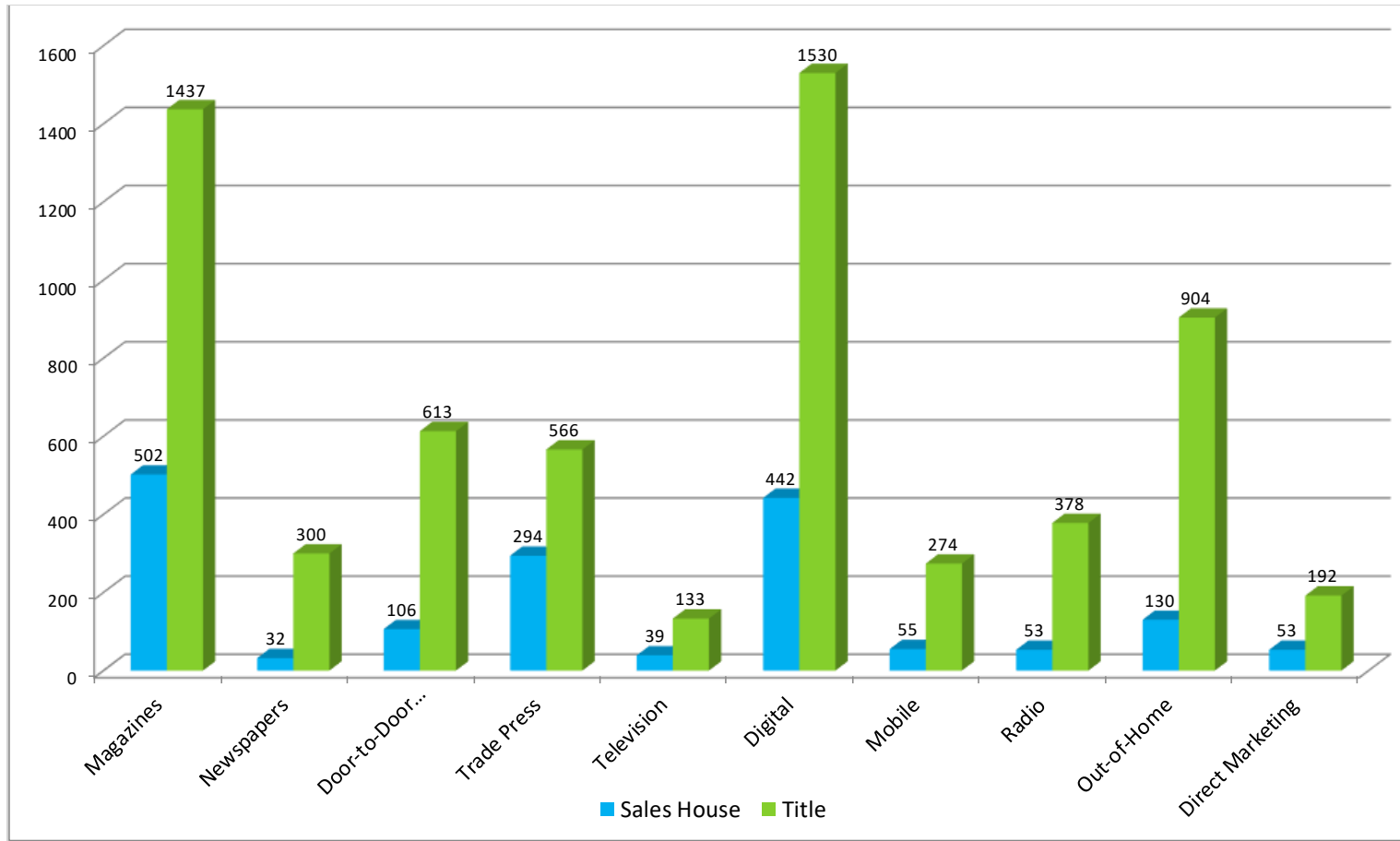
Sales House	# Titles
1. Bisnode	46
2. Roularta Business Information	31
3. Roularta Business Leads	17
4. Willy Braillard sa/nv	14
5. Roularta Media Online	11
6. Farvest Group	6
7. Jobat Media	5
8. Proximus Skynet Advertising	4
9. Custom Regie	3
10. Roularta HealthCare	3
11. Belgium Health & Information Services (BH	2
12. Carrefour Belgium	2
13. Family Service	2
14. Minoc Media Services	2
15. ProduPress	2
16. Rossel Advertising Online	2
17. Trends Top	2
18. Value Chain	2
19. ViVio	2
20. 2dehands.be / 2ememain.be	1

Sales Houses: 53

Titles: 192



All Media

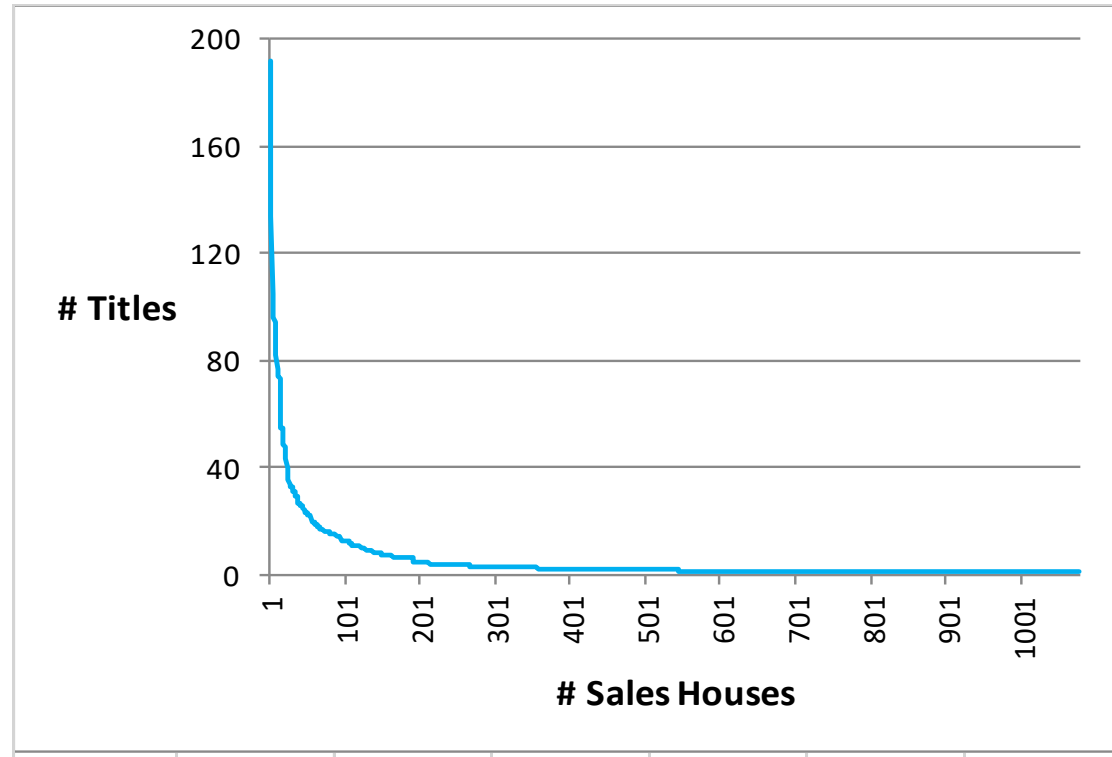


All Media

Sales House	# Titles
IP Belgium (Radio)	192
Mediahuis Connect	150
Pebble Media	134
Roularta Local Media	105
Sanoma	104
IPM Advertising	96
Clear Channel Belgium	94
Professional Media Group (PMG)	90
Corelio Connect Regionaal	82
JCDecaux Airport Belgium	77
Rossel Advertising Online	76
Rossel Advertising Régional	75
Roularta Recruitment Solutions	74
Proximus Skynet Advertising	73
L'Avenir Advertising	70
AdUX Belgium (ex HiMedia Belgium)	55
JCDecaux Airport Luxembourg	55
de Persgroep Advertising Digital	51
Maison Moderne Media Sales	49
Roularta Media	48

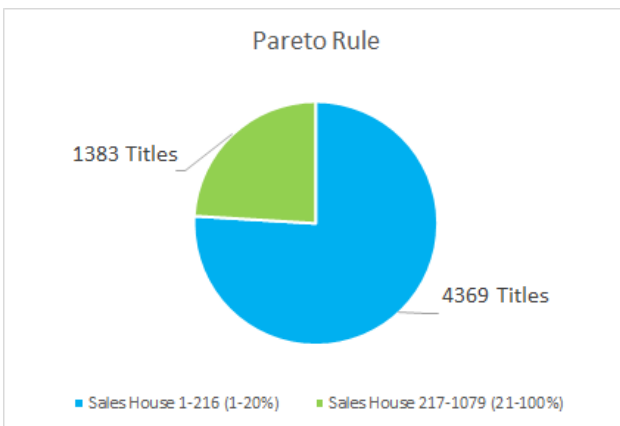
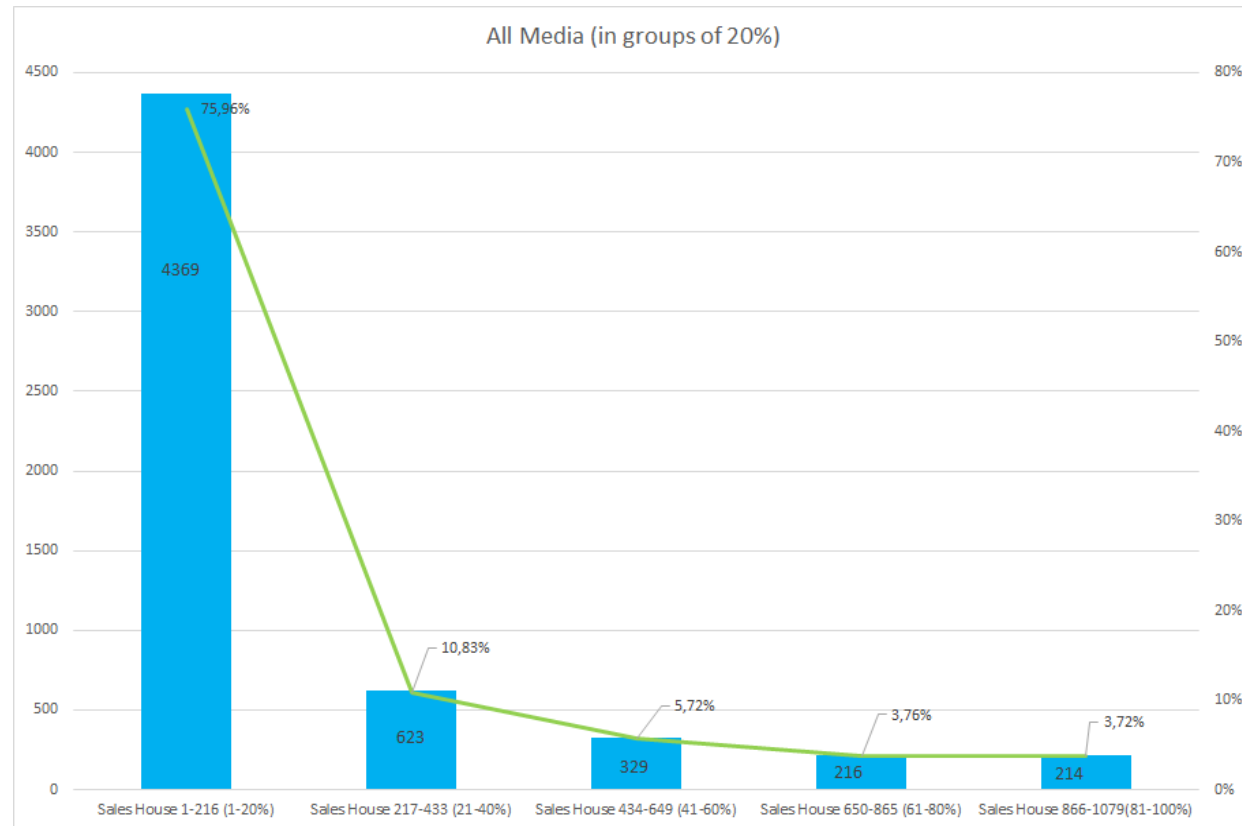
Sales Houses: 1.079

Titles: 5.752



Pareto Rule

20% of the biggest sales houses represent 75,96% of the 5.752 media products



Info & feedback

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