



## Database Overview

The Evolution of the Belgian Media Landscape

September 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 9/2017)
- 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
  - Newspaper Magazines
  - Inflight Magazines
  - Inserts
  - Catalogue
  - Discount coupons and booklets (offline)
  - Classifieds (offline)
- Newspapers
  - Newspapers (National Titles)
  - Newspapers (Regional Titles)
  - Newspapers (Regional Edition)
  - Newspapers (Headings, Sections, Various)
  - Newspaper (Combi, Packs)
- 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 / Influencers
  - Portals
  - Social network advertising
  - Webinar
  - Video platform
  - Music Platform / Online Music Player
  - Native Advertising
  - E-Commerce
- Mobile & Apps  
(Smartphones, tablets,...)

# Classification

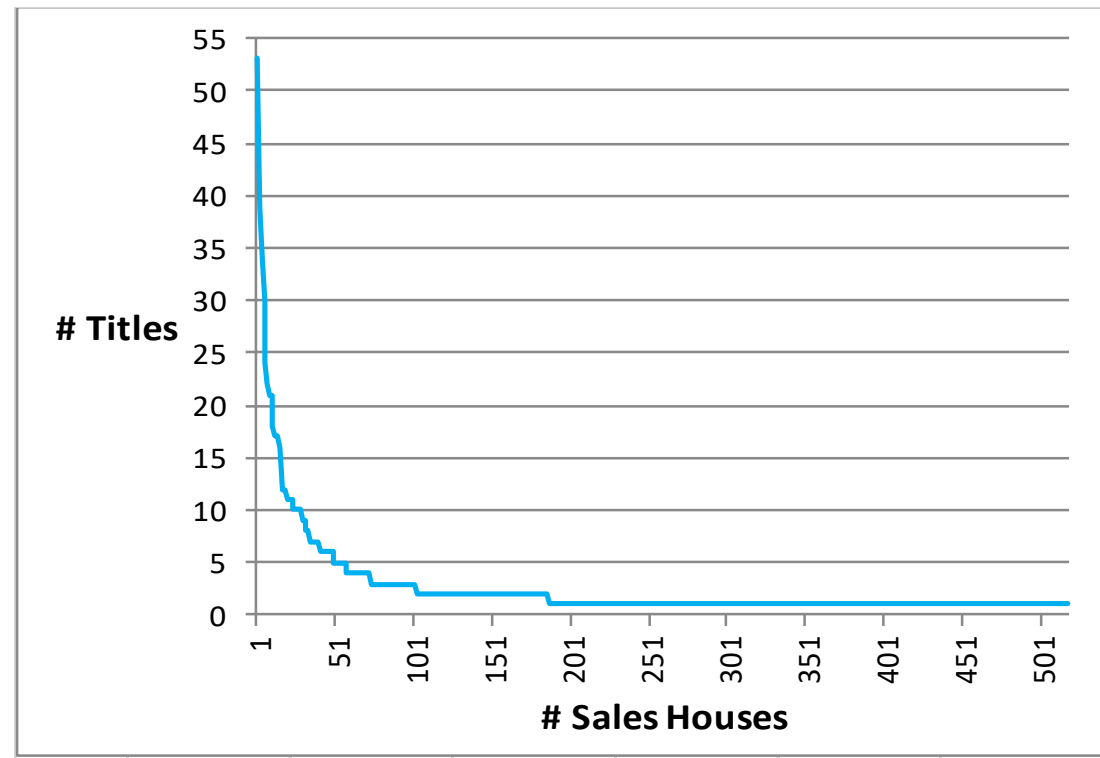
- Out-of-Home
- Radio
  - Radio – National
  - Radio – Regional Networks
  - Radio – Local
- Television
  - TV – National
  - TV – Thematic Networks
  - TV – Local
- Direct Marketing
  - Direct Marketing (addresses)
  - Direct Marketing (e-mail marketing)
  - SMS / VMS

# Magazines

| Sales House                           | # Titles |
|---------------------------------------|----------|
| 1. Sanoma                             | 53       |
| 2. Mediahuis Connect                  | 39       |
| 3. Mediahuis Connect (rubrieken)      | 39       |
| 4. Uni-Média Éditions (Hopitaux)      | 34       |
| 5. Roularta Media                     | 30       |
| 6. XL Communication                   | 24       |
| 7. IP Belgium (Press)                 | 22       |
| 8. de Persgroep Advertising Magazines | 21       |
| 9. IPM Advertising                    | 21       |
| 10. Publicarto                        | 21       |
| 11. Maison Moderne Media Sales        | 18       |
| 12. F&L Publishing Group              | 17       |
| 13. Régie.lu                          | 17       |
| 14. Trustmedia                        | 17       |
| 15. Rossel Advertising                | 16       |
| 16. Trevi Plus                        | 16       |
| 17. de Persgroep Advertising Dailies  | 12       |
| 18. Espace Médias                     | 12       |
| 19. Moizo                             | 12       |
| 20. Edition Ventures - Jet Lag        | 11       |

# Sales Houses: 518

# Titles: 1.372

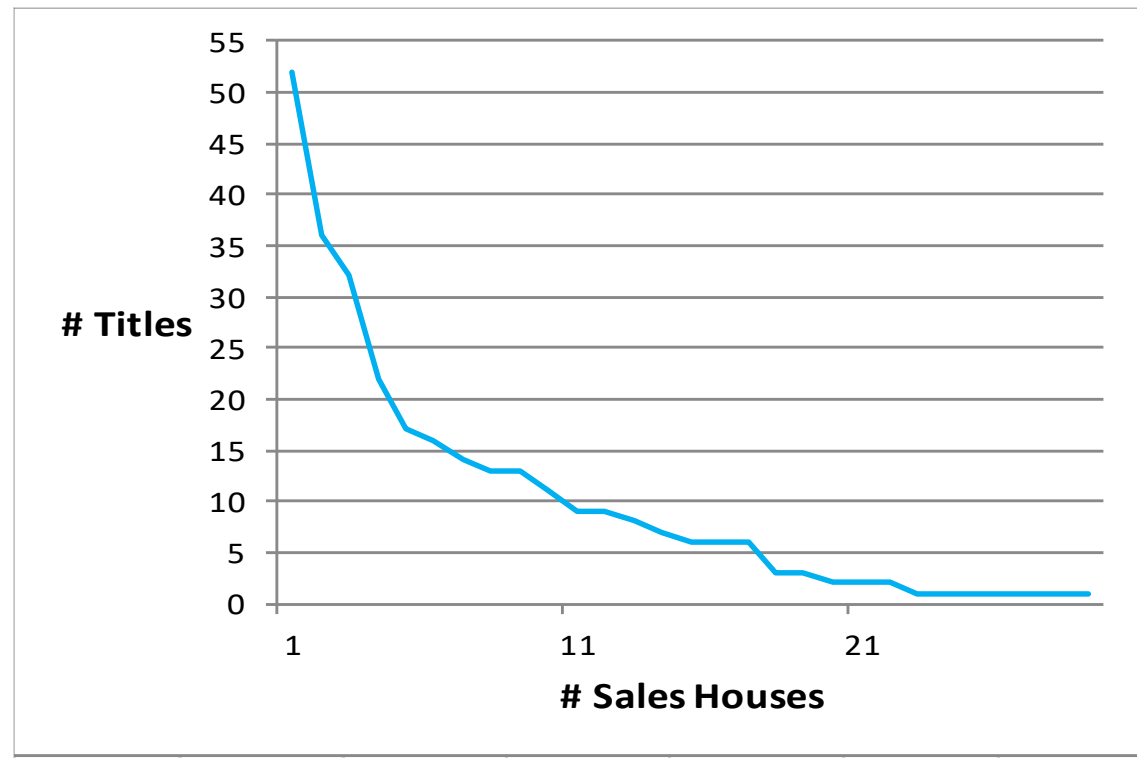


# Newspapers

| Sales House                              | #Titles |
|--|---------|
| 1. Mediahuis Connect                     | 52      |
| 2. IPM Advertising                       | 36      |
| 3. Mediahuis Connect (rubrieken)         | 32      |
| 4. Rossel Advertising                    | 22      |
| 5. Roularta Recruitment Solutions        | 17      |
| 6. de Persgroep Advertising Regional     | 16      |
| 7. Roularta Local Media                  | 14      |
| 8. de Persgroep Advertising Dailies      | 13      |
| 9. Sudpresse                             | 13      |
| 10. Jobat Media                          | 11      |
| 11. L'Avenir Advertising                 | 9       |
| 12. Trustmedia                           | 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. Grenz-Echo                           | 2       |

# Sales Houses: 29

# Titles: 296



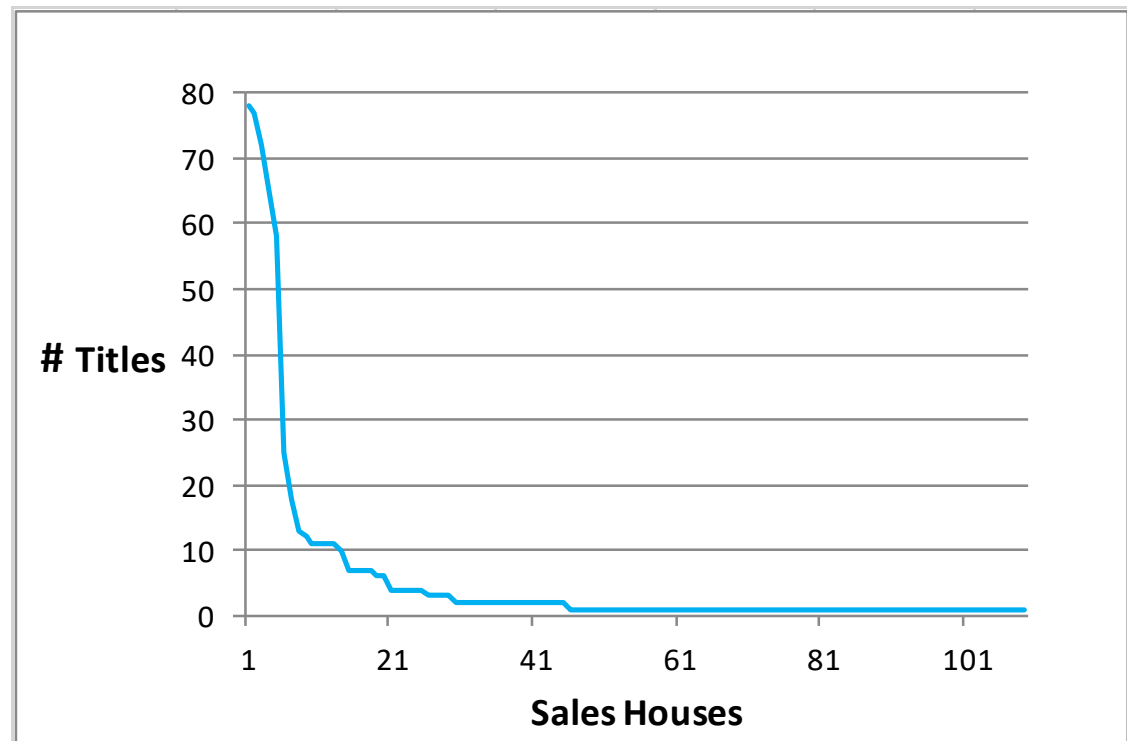


# Door-to-Door Media

| Sales House                           | # Titles |
|---------------------------------------|----------|
| 1. Roularta Local Media               | 78       |
| 2. Corelio Connect Regionaal          | 77       |
| 3. Roularta Recruitment Solutions     | 72       |
| 4. Rossel Advertising Régional        | 65       |
| 5. L'Avenir Advertising               | 58       |
| 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: 109

# Titles: 640

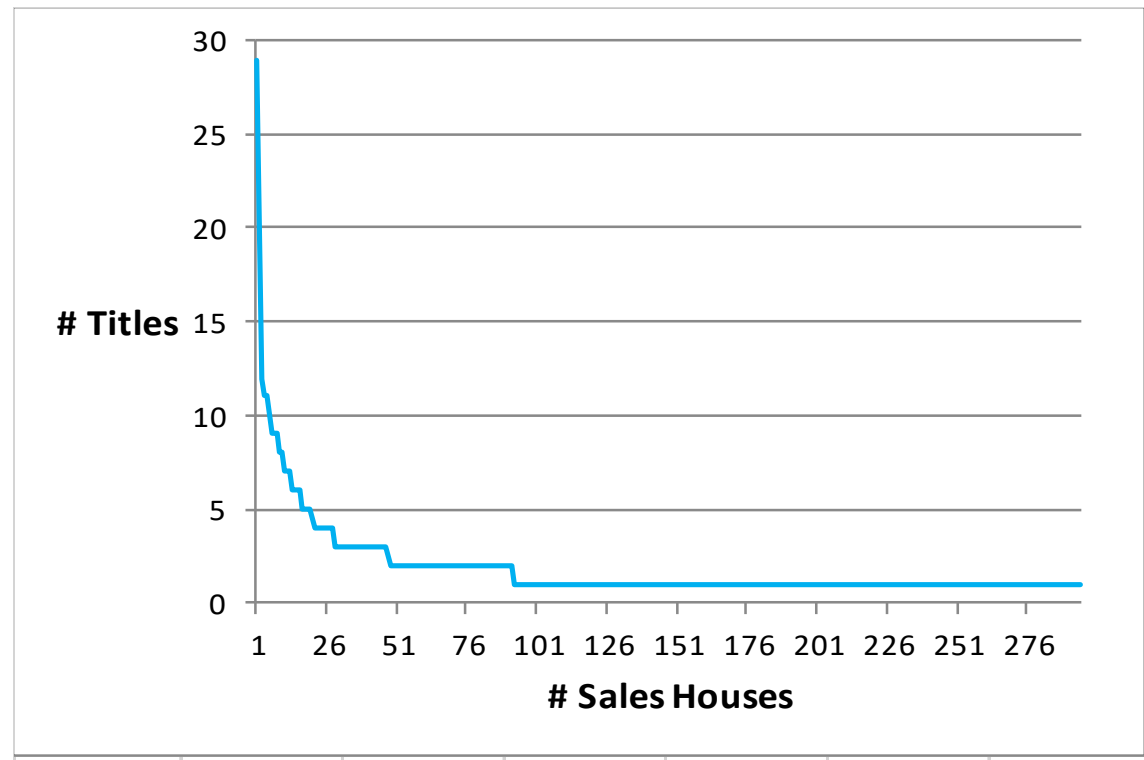


# Trade Press

| 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. Omicron                            | 7        |
| 12. Roularta Media Group (Schoten)     | 7        |
| 13. Effective Media                    | 6        |
| 14. Kluwer Regie                       | 6        |
| 15. Larcier                            | 6        |
| 16. Uitgeverij Averbode                | 6        |
| 17. Propaganda                         | 5        |
| 18. Target Advertising                 | 5        |
| 19. ViVio                              | 5        |
| 20. Weldon                             | 5        |

# Sales Houses: 295

# Titles: 556

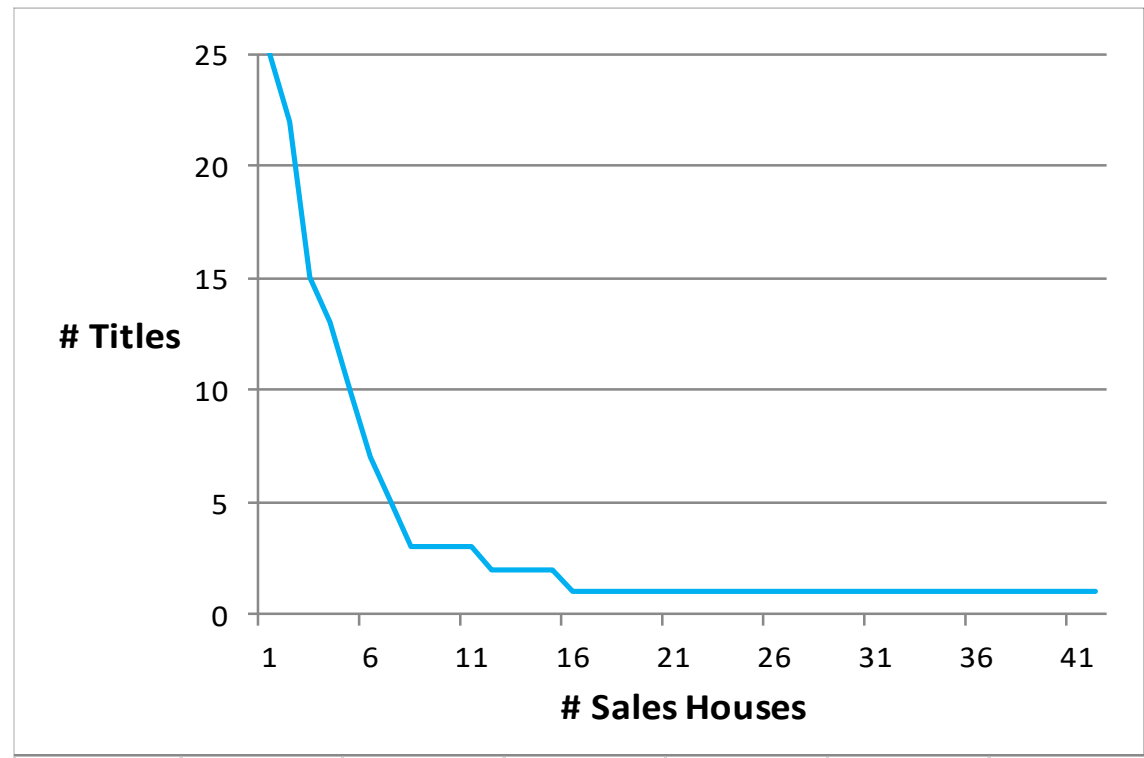


# Television

| Sales House                         | # Titles |
|-------------------------------------|----------|
| 1. Transfer                         | 25       |
| 2. IP Belgium (TV)                  | 22       |
| 3. RMB TV                           | 15       |
| 4. RTVM (Regionale TV Media)        | 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. ORR (Oost-Vlaamse Reclameregie) | 2        |
| 13. Picstory                        | 2        |
| 14. Proximus Skynet Advertising     | 2        |
| 15. Stories TV                      | 2        |
| 16. Actua-TV                        | 1        |
| 17. Antenne Centre                  | 1        |
| 18. ATV                             | 1        |
| 19. BX1                             | 1        |
| 20. Canal C                         | 1        |

# Sales Houses: 42

# Titles: 144

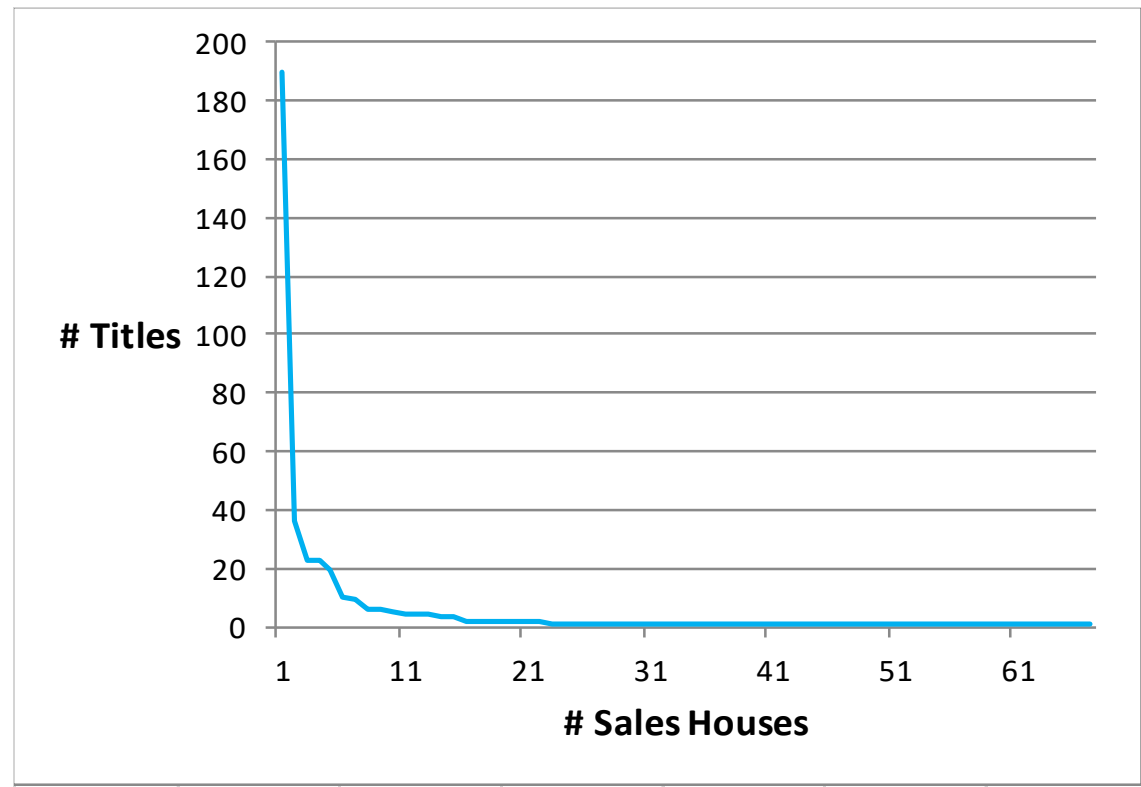


# Radio

| Sales House                | # Titles |
|----------------------------|----------|
| 1. IP Belgium (Radio)      | 190      |
| 2. Vlacora                 | 36       |
| 3. CFM nv                  | 23       |
| 4. IPM Advertising         | 23       |
| 5. RMB Radio               | 19       |
| 6. Var                     | 10       |
| 7. Randstad FM             | 9        |
| 8. City Music              | 6        |
| 9. Huis Ter Beurze         | 6        |
| 10. RGR fm                 | 5        |
| 11. Goeiedag               | 4        |
| 12. IP Luxembourg          | 4        |
| 13. MEDIALAAN Radio        | 4        |
| 14. Radio 2000 Exclusief   | 3        |
| 15. Regiomedien AG         | 3        |
| 16. FM Gold                | 2        |
| 17. FM Goud VZW            | 2        |
| 18. LuxMediaHouse          | 2        |
| 19. Mediaconcept GmbH/sprl | 2        |
| 20. PLG                    | 2        |

# Sales Houses: 67

# Titles: 404

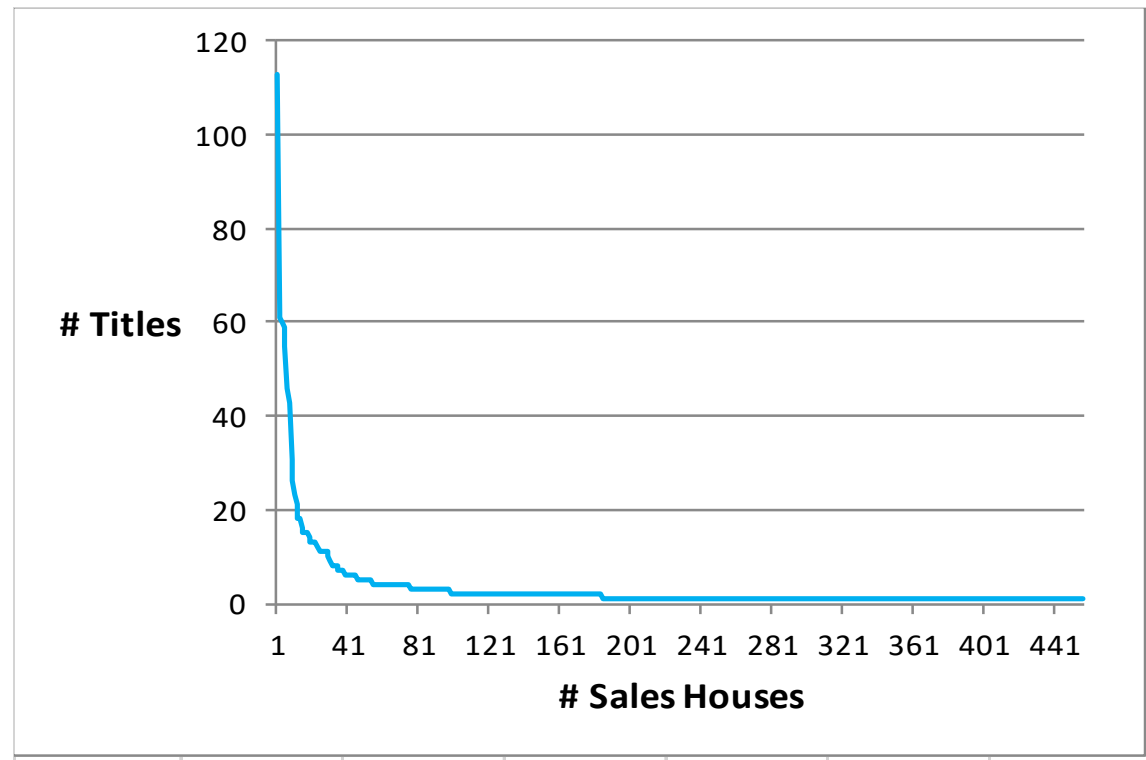


# Digital

| Sales House                         | # Titles |
|-------------------------------------|----------|
| 1. Pebble Media                     | 113      |
| 2. Mediahuis Connect                | 62       |
| 3. Proximus Skynet Advertising      | 61       |
| 4. Professional Media Group (PMG)   | 60       |
| 5. Rossel Advertising Online        | 59       |
| 6. AdUX Belgium                     | 55       |
| 7. de Persgroep Advertising Digital | 46       |
| 8. IPM Advertising                  | 43       |
| 9. Sanoma                           | 31       |
| 10. Roularta Media Online           | 26       |
| 11. Jobat Media                     | 23       |
| 12. RMB Digital                     | 21       |
| 13. Roularta Business Leads         | 18       |
| 14. Trevi                           | 18       |
| 15. FCO Media                       | 16       |
| 16. Internet Publishers             | 15       |
| 17. Made in                         | 15       |
| 18. Minoc Media Services            | 15       |
| 19. ProduPress                      | 14       |
| 20. IP Belgium (New Media)          | 13       |

# Sales Houses: 458

# Titles: 1.591

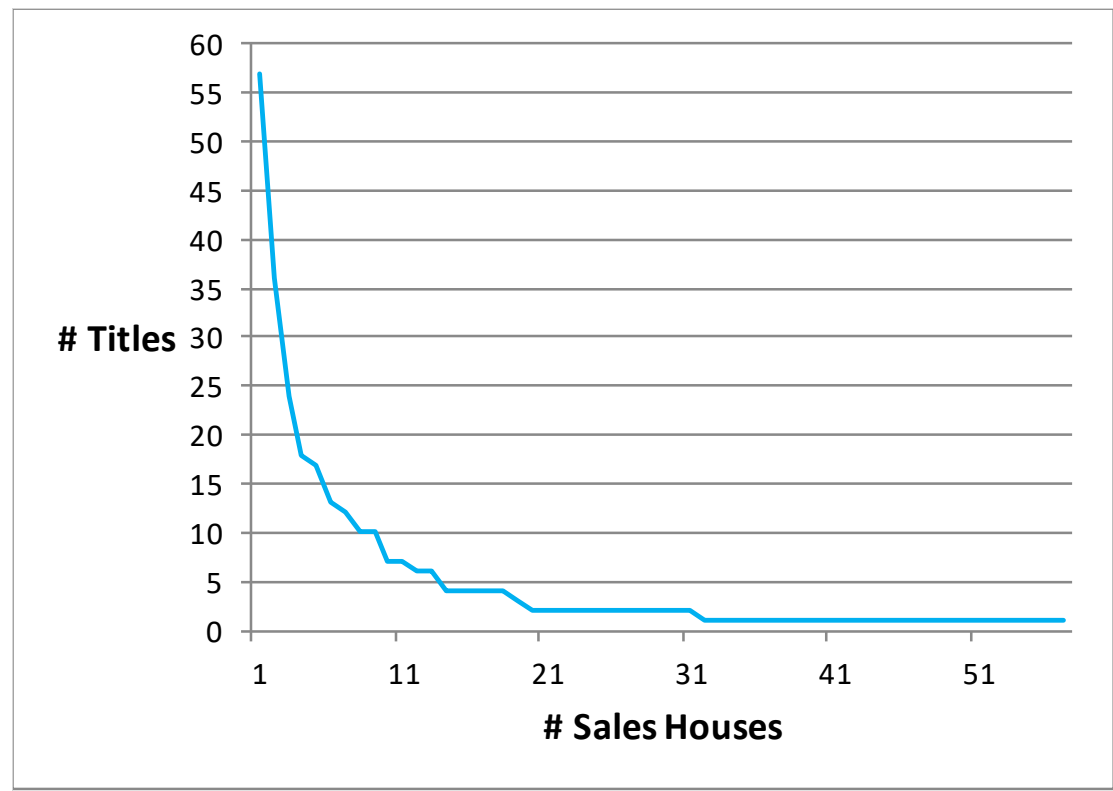


# Mobile & Apps (Smartphones, Tablets,...)

| Sales House                          | # Titles |
|--------------------------------------|----------|
| 1. Pebble Media                      | 57       |
| 2. AdUX Belgium                      | 36       |
| 3. Rossel Advertising Online         | 24       |
| 4. de Persgroep Advertising Digital  | 18       |
| 5. Proximus Skynet Advertising       | 17       |
| 6. Roularta Media Online             | 13       |
| 7. Mediahuis Connect                 | 12       |
| 8. RMN (Reflexion Medical Network)   | 10       |
| 9. Weldon                            | 10       |
| 10. IP Luxembourg                    | 7        |
| 11. LuxMediaHouse                    | 7        |
| 12. IPM Advertising                  | 6        |
| 13. Trustmedia                       | 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. Adforce                          | 2        |

# Sales Houses: 57

# Titles: 296

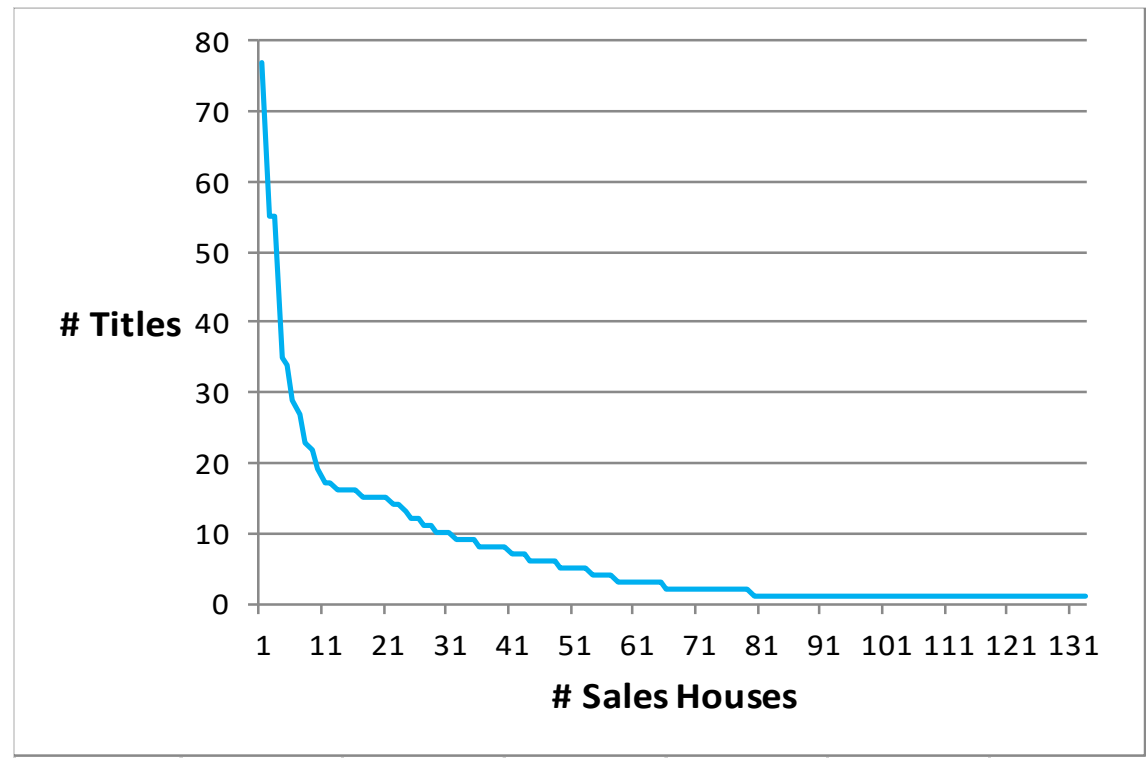


# Out-of-Home

| Sales House                       | # Titles |
|-----------------------------------|----------|
| 1. JCDecaux Airport Belgium       | 77       |
| 2. Clear Channel Belgium          | 55       |
| 3. JCDecaux Airport Luxembourg    | 55       |
| 4. LijnCom                        | 35       |
| 5. Publifer                       | 34       |
| 6. JCDecaux Belgium               | 29       |
| 7. Media Expo                     | 27       |
| 8. Brightfish                     | 23       |
| 9. City Image                     | 22       |
| 10. BHS Promotion                 | 19       |
| 11. Roularta Media                | 17       |
| 12. SPONSOR-it!                   | 17       |
| 13. GUIDOOH                       | 16       |
| 14. Publilux                      | 16       |
| 15. Rapid Media                   | 16       |
| 16. Spicymotion                   | 16       |
| 17. Euromobile                    | 15       |
| 18. Gee Marketing                 | 15       |
| 19. IP Luxembourg                 | 15       |
| 20. JCDecaux MetroBusTram Belgium | 15       |

# Sales Houses: 133

# Titles: 940

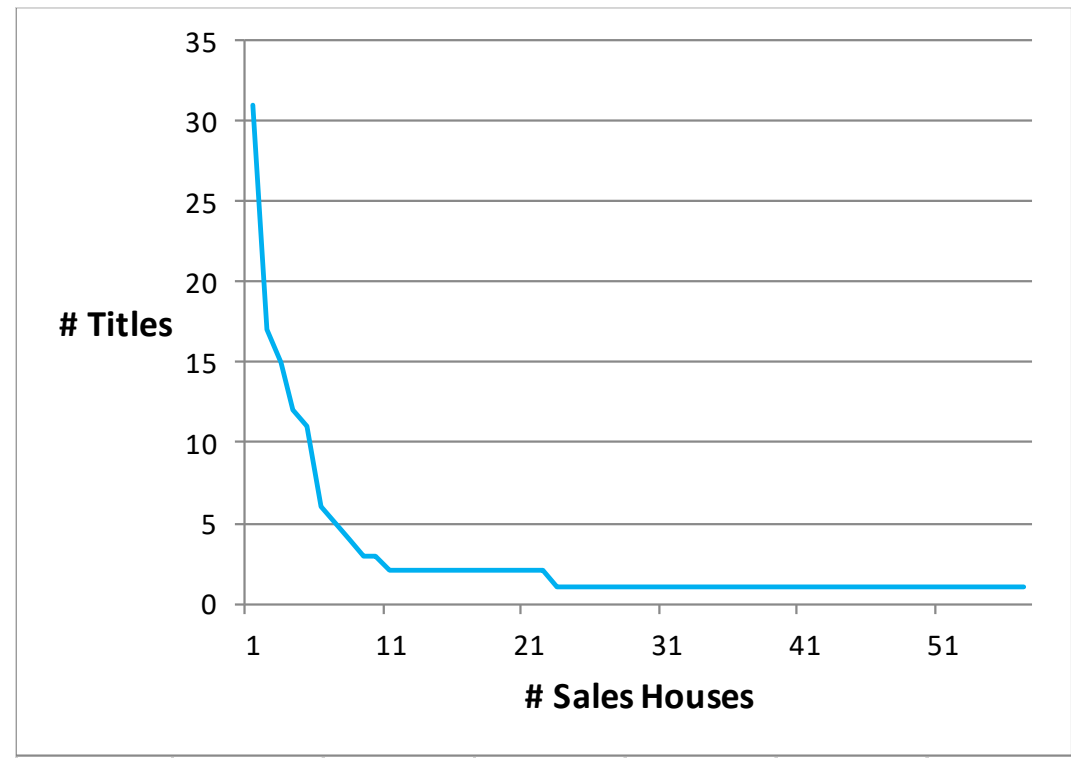


# Direct Marketing

| Sales House                                    | # Titles |
|--|----------|
| 1. Trends Business Information                 | 31       |
| 2. Roularta Business Leads                     | 17       |
| 3. Roularta Media Online                       | 15       |
| 4. Bisnode                                     | 12       |
| 5. Willy Brillard sa/nv                        | 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. Drukkerij De Bouwkroniek                   | 2        |
| 14. Family Service                             | 2        |
| 15. Mediahuis Connect                          | 2        |
| 16. Minoc Media Services                       | 2        |
| 17. ProduPress                                 | 2        |
| 18. Rossel Advertising Online                  | 2        |
| 19. Stepstone                                  | 2        |
| 20. Trends Top                                 | 2        |

# Sales Houses: 57

# Titles: 166



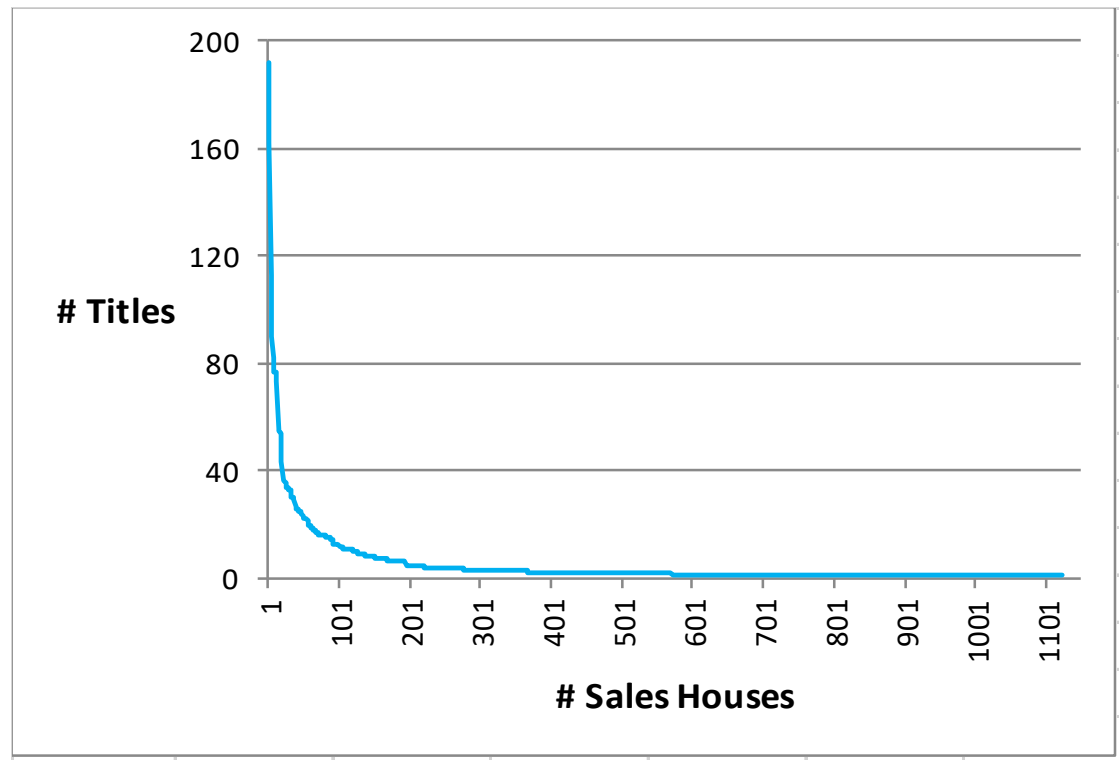


# All Media

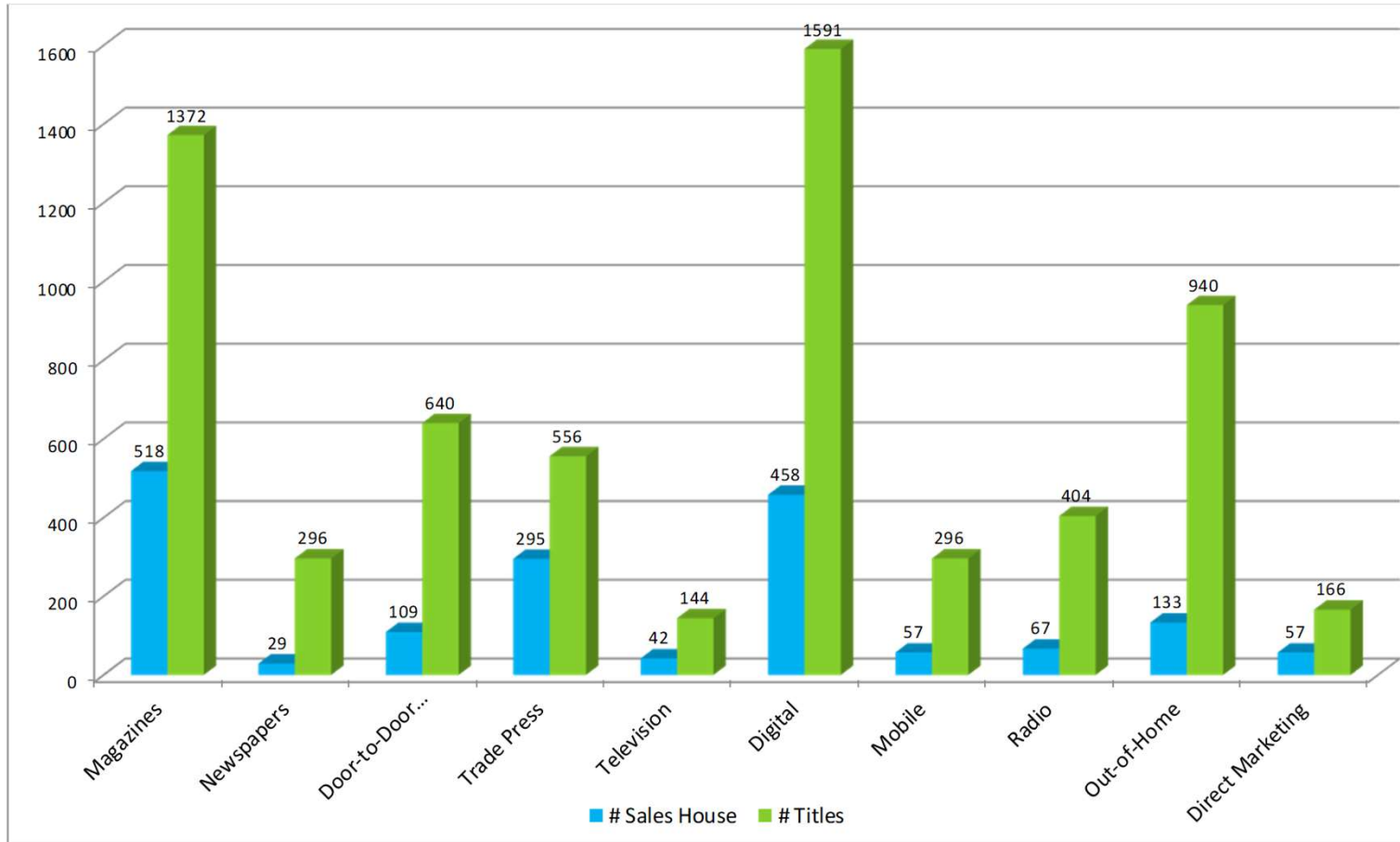
| Sales House                          | # Titles |
|--------------------------------------|----------|
| 1. IP Belgium (Radio)                | 192      |
| 2. Pebble Media                      | 166      |
| 3. Mediahuis Connect                 | 162      |
| 4. IPM Advertising                   | 113      |
| 5. Roularta Local Media              | 106      |
| 6. Sanoma                            | 106      |
| 7. Professional Media Group (PMG)    | 90       |
| 8. Corelio Connect Regionaal         | 82       |
| 9. Rossel Advertising Online         | 78       |
| 10. JCDecaux Airport Belgium         | 77       |
| 11. L'Avenir Advertising             | 77       |
| 12. Rossel Advertising Régional      | 76       |
| 13. Roularta Recruitment Solutions   | 74       |
| 14. Proximus Skynet Advertising      | 73       |
| 15. AdUX Belgium                     | 56       |
| 16. Clear Channel Belgium            | 55       |
| 17. JCDecaux Airport Luxembourg      | 55       |
| 18. de Persgroep Advertising Digital | 54       |
| 19. Roularta Media                   | 52       |
| 20. Maison Moderne Media Sales       | 49       |

# Sales Houses: 1.124

# Titles: 5.907

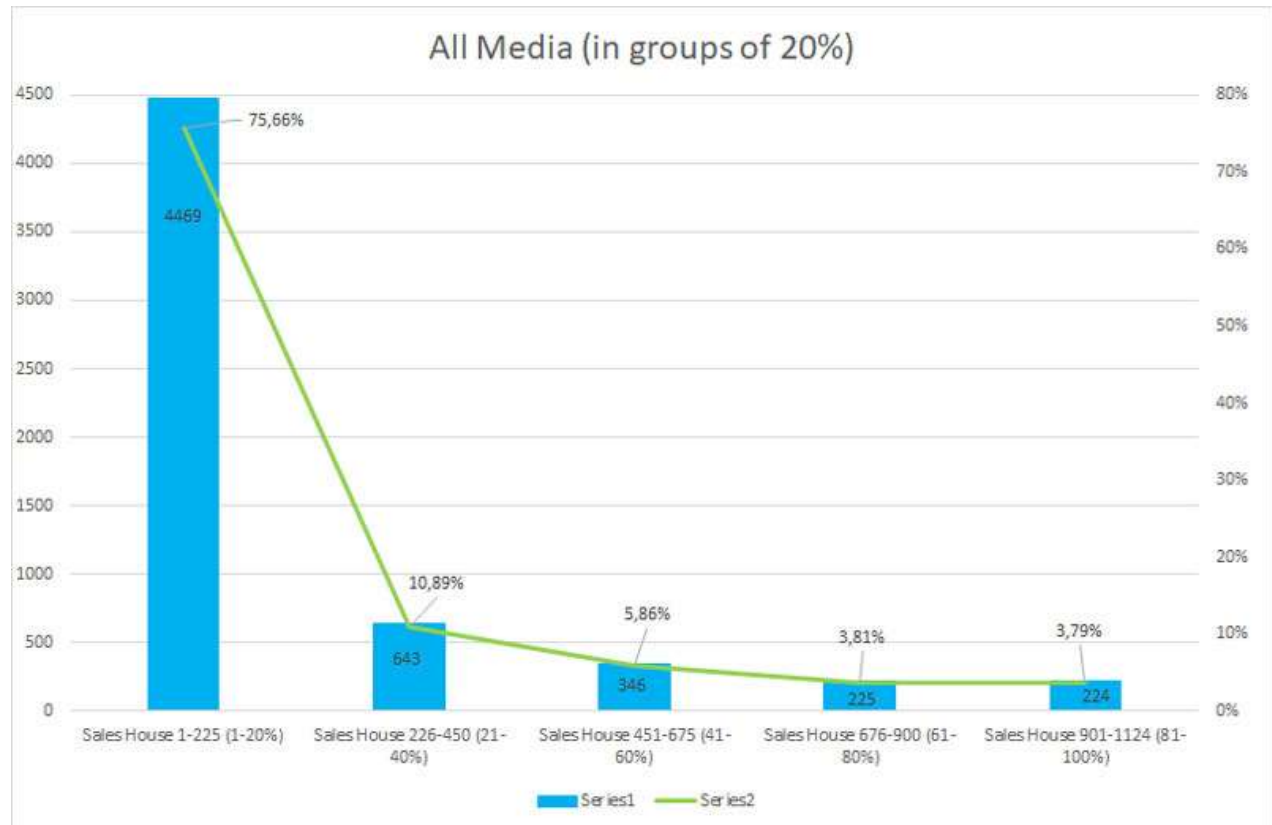
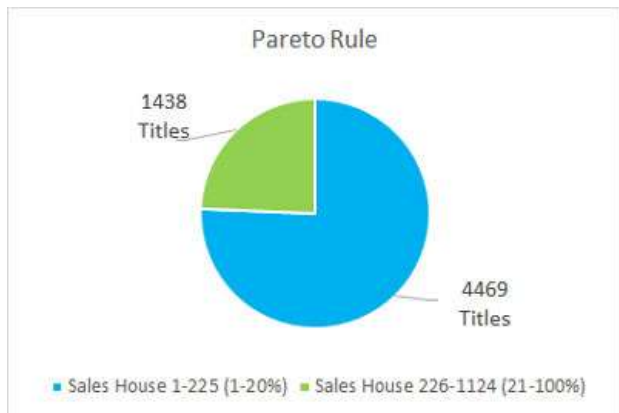


# All Media



# Pareto Rule

20% of the biggest sales houses represent 75,66% of the 5.907 media products.



# Info & feedback

[www.mediaspecs.be](http://www.mediaspecs.be)

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