



## Database Overview

The Evolution of the Belgian Media Landscape

September 2016

# 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 9/2016)
- Recently launched & stopped: period 3/2016 – 9/2016

# 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

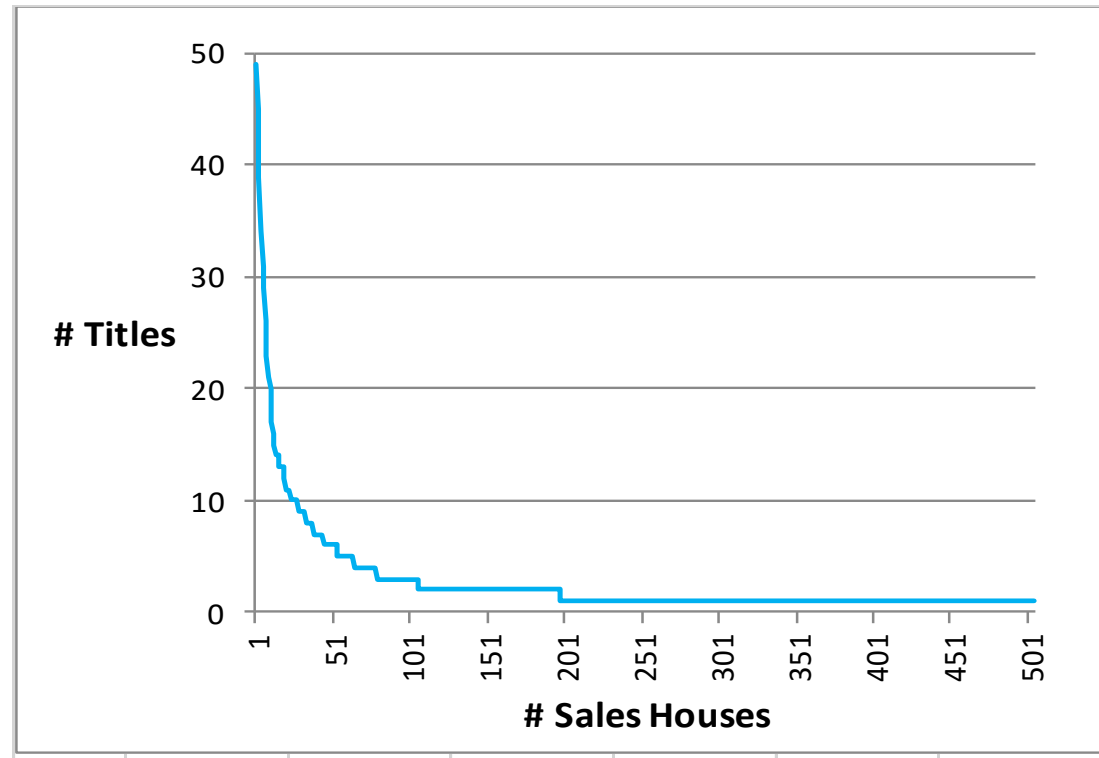
- Out-of-Home
- Radio
  - Radio – National
  - Radio – Regional Networks
  - Radio – Local
- Television
  - TV – National
  - TV – Thematic Networks
  - TV – Local
  - Teletext
- Direct Marketing
  - Direct Marketing (addresses)
  - Direct Marketing (e-mail marketing)
  - SMS / VMS

# Magazines

Sales House	# Titles
1. Sanoma	49
2. Roularta Local Media	45
3. Mediahuis Connect (rubrieken)	39
4. Uni-Média Éditions (Hopitaux)	34
5. Roularta Media	31
6. Maison Moderne Media Sales	29
7. Publicarto	26
8. IP Belgium (IP Press)	23
9. de Persgroep Advertising Magazines	21
10. XL Communication	20
11. F&L Publishing Group	17
12. IPM Advertising	16
13. Mediahuis Connect	15
14. Régie.lu	14
15. Trevi Plus	14
16. Moizo (ex Cprojects & Advertising)	13
17. Rossel Advertising	13
18. Trustmedia	13
19. Propaganda	12
20. Edition Ventures - Pôle High Level	11

# Sales Houses: 505

# Titles: 1.398

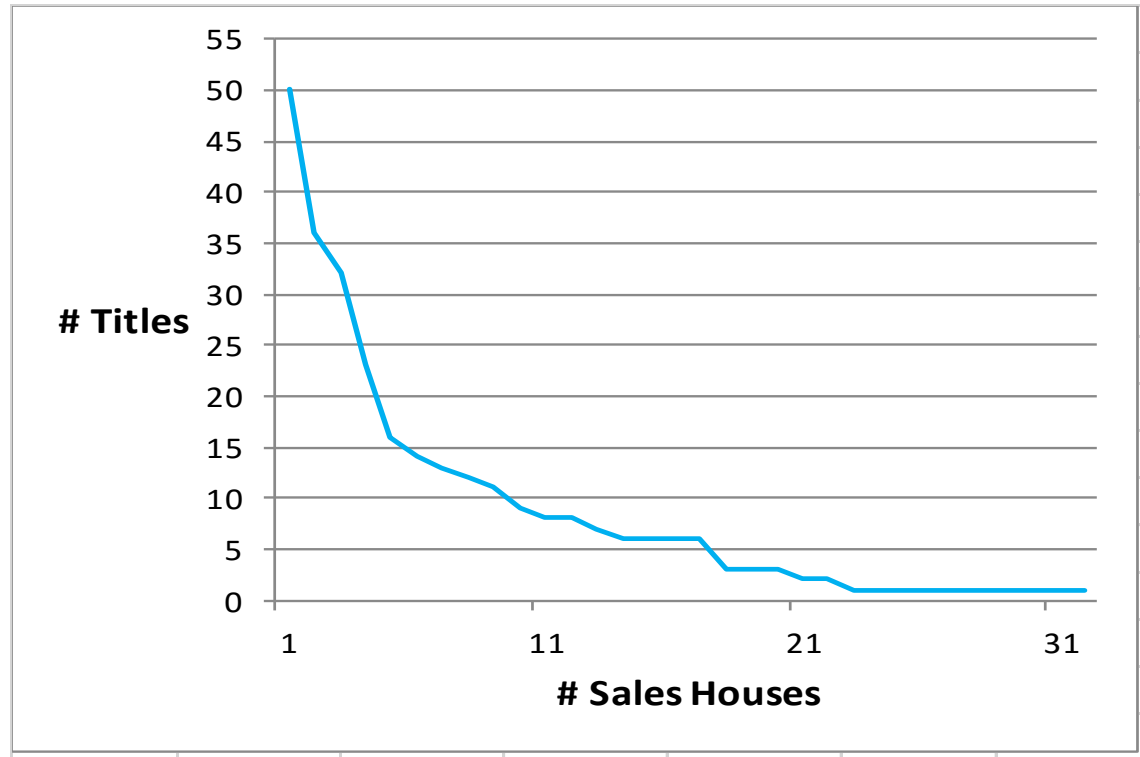


# Newspapers

# Sales Houses: 32

# Titles: 286

Sales House	#Titles
1. Mediahuis Connect	50
2. IPM Advertising	36
3. Mediahuis Connect (rubrieken)	32
4. Rossel Advertising	23
5. de Persgroep Advertising Regional	16
6. Roularta Local Media	14
7. Sudpresse	13
8. de Persgroep Advertising Dailies	12
9. Trustmedia	11
10. Jobat Media	9
11. L'Avenir Advertising	8
12. LuxMediaHouse	8
13. Edita SA	7
14. de Persgroep Advertising Classifieds	6
15. Espace Médias	6
16. Jobs Régions	6
17. Smart Media	6
18. Dynamique Media	3
19. Mass Transit Media	3
20. Régie.lu	3



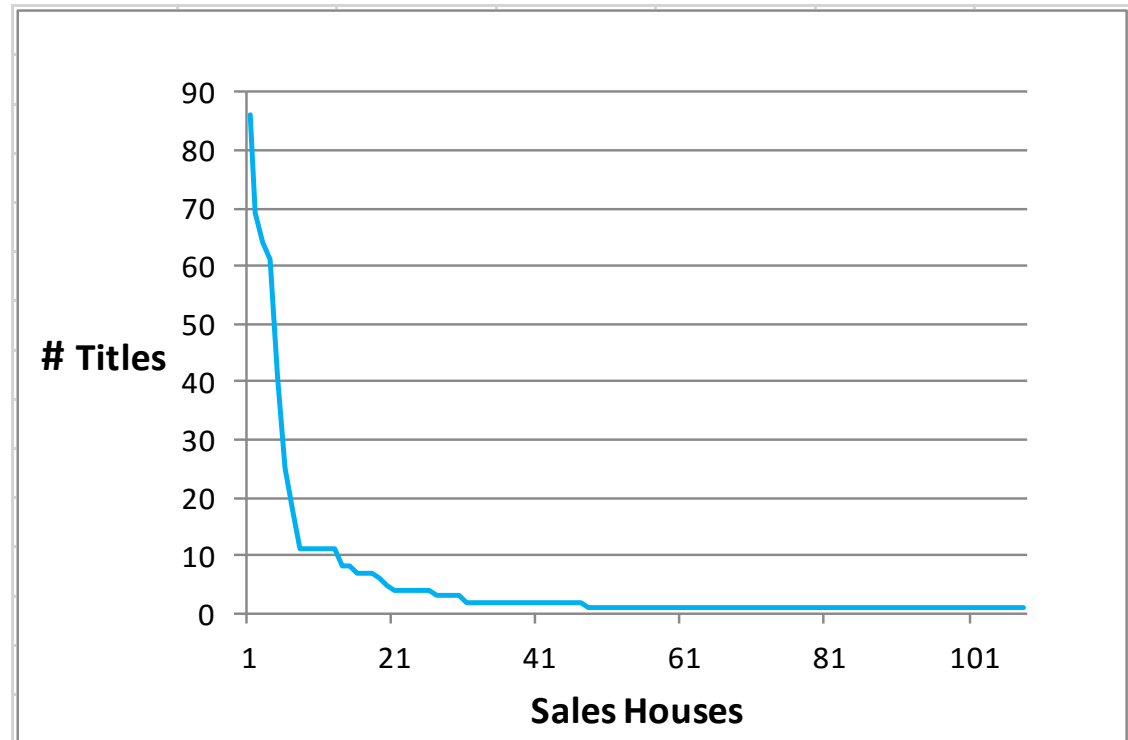


# Door-to-Door Media

Sales House	# Titles
1. Roularta Local Media	86
2. Roularta Recruitment Solutions	69
3. Rossel Advertising Régional	64
4. Corelio Connect Regionaal	61
5. L'Avenir Advertising	41
6. Sanoma	25
7. Philipsen & Partners	18
8. BD myShopi	11
9. bpost	11
10. Mediatopper	11
11. Shopping Magazine bvba	11
12. Themamedia (Primetime Communicatio	11
13. Uitgeverij InterMedia	11
14. Evolution Media Group	8
15. Magi-Hebdo	8
16. Elite Reklam - Crescendo nv	7
17. Goeiedag	7
18. Mediahuis Connect	7
19. Jobs Régions	6
20. Crea-Druk Blondeel	5

# Sales Houses: 108

# Titles: 609

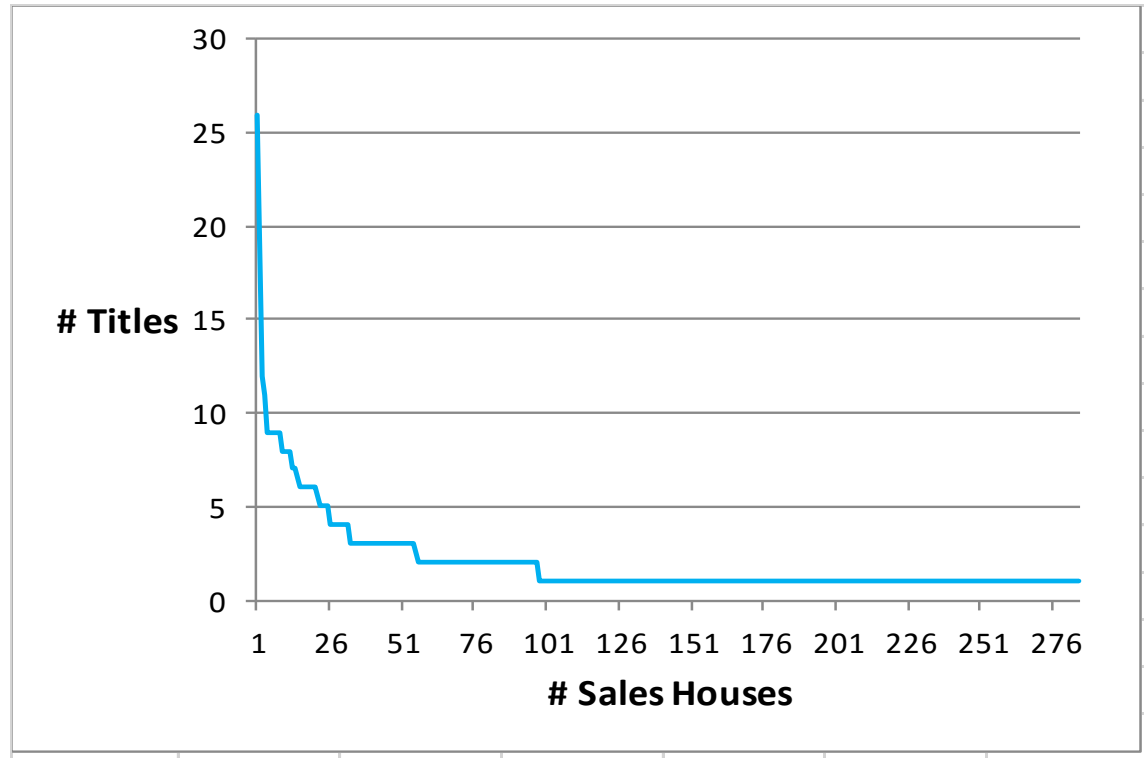


# Trade Press

Sales House	# Titles
1. Professional Media Group (PMG)	26
2. RMN (Reflexion Medical Network)	12
3. Rekad	11
4. Boerenbond Mediaservice	9
5. Centrale Vokaregie	9
6. Louwers Mediagroep bvba	9
7. MMM Business Media	9
8. Trevi	9
9. Confédération Construction (Finition)	8
10. Evolution Media Group	8
11. FCO Media	8
12. Tenacs Publishing & Communication	8
13. Omicron	7
14. Roularta Media Group (Biblo)	7
15. Effective Media	6
16. EMG (Editing Media Group)	6
17. Kluwer Regie	6
18. Larcier	6
19. Propaganda	6
20. Target Advertising	6

# Sales Houses: 285

# Titles: 571

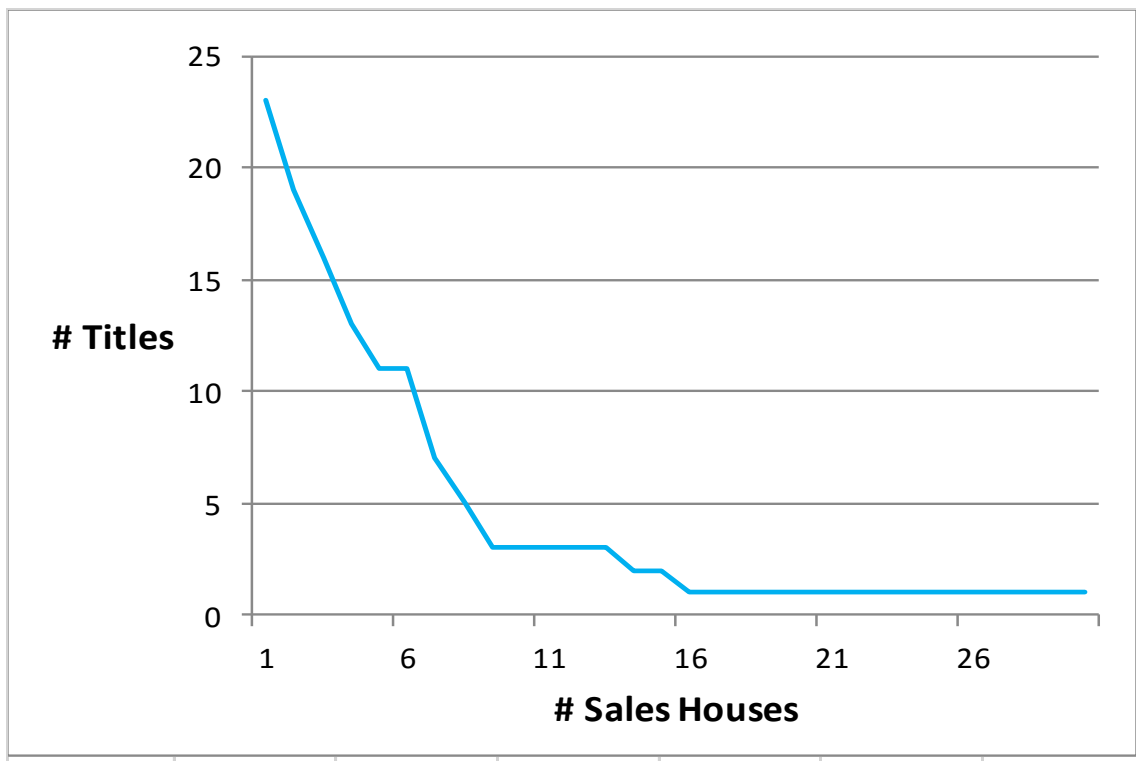


# Television

Sales House	# Titles
1. IP Belgium (IP TV)	23
2. RMB TV	19
3. Transfer	16
4. SBS Belgium	13
5. Média13 sprl	11
6. Regionale TV Media (RTVM)	11
7. MEDIALAAN TV	7
8. IP Luxembourg	5
9. CM Telecom (ex Paratel/MobileWe	3
10. Roularta Media	3
11. Transport Media	3
12. Triade Media	3
13. Var	3
14. Sanoma	2
15. Stories TV	2
16. Ablecare	1
17. Actua-TV	1
18. ATV	1
19. Big Media Group	1
20. Chapeau Magazine	1

# Sales Houses: 30

# Titles: 139

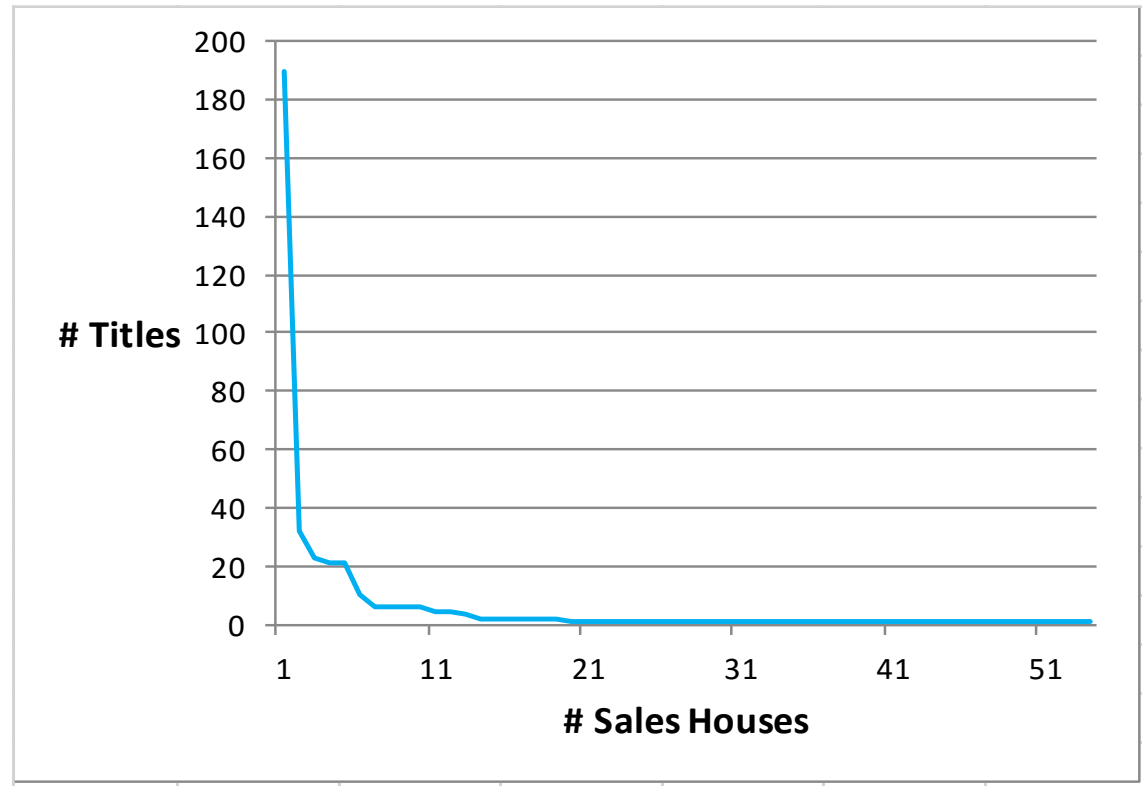


# Radio

Sales House	# Titles
1. IP Belgium (IP Radio)	190
2. Vlacora	32
3. IPM Advertising	23
4. CFM nv	21
5. RMB Radio	21
6. Var	10
7. City Music	6
8. Huis Ter Beurze	6
9. MEDIALAAN Radio	6
10. Randstad FM	6
11. Goeiedag	4
12. IP Luxembourg	4
13. Regiomedien AG	3
14. FM Goud VZW	2
15. LuxMediaHouse	2
16. Mediaconcept GmbH/sprl	2
17. PLG	2
18. RMB TV	2
19. Vrije Private Omroepvereniging Land \	2
20. Airtime bvba	1

# Sales Houses: 54

# Titles: 379

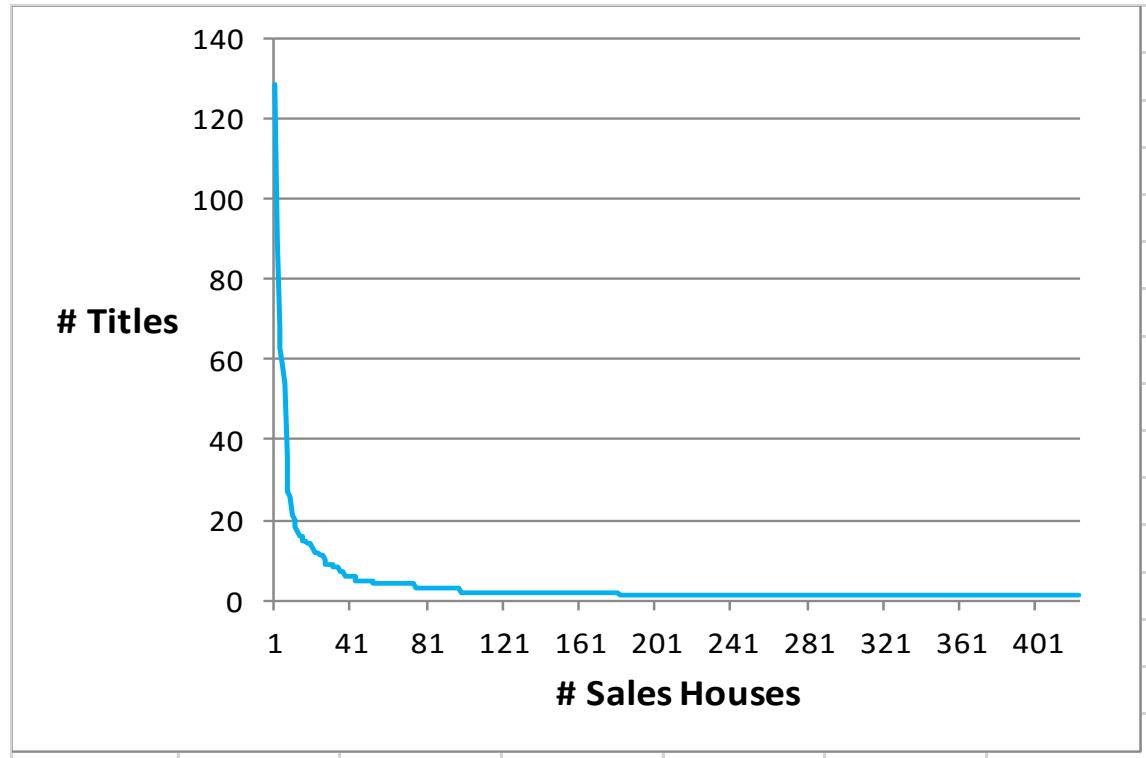


# Digital

# Sales Houses: 424

# Titles: 1.544

Sales House	# Titles
1. Pebble Media	129
2. HiMedia Belgium	90
3. Rossel Advertising Online	68
4. Mediahuis Connect	63
5. Skynet Advertising	59
6. Professional Media Group (PMG)	54
7. de Persgroep Advertising Digital	36
8. RMB Digital	27
9. Sanoma	26
10. Roularta Business Leads	21
11. Jobat Media	20
12. Roularta Media Online	18
13. IPM Advertising	17
14. Stepstone	16
15. Trevi	16
16. Made in	15
17. Trustmedia	15
18. Internet Publishers	14
19. IP Luxembourg	14
20. Minoc Media Services	14

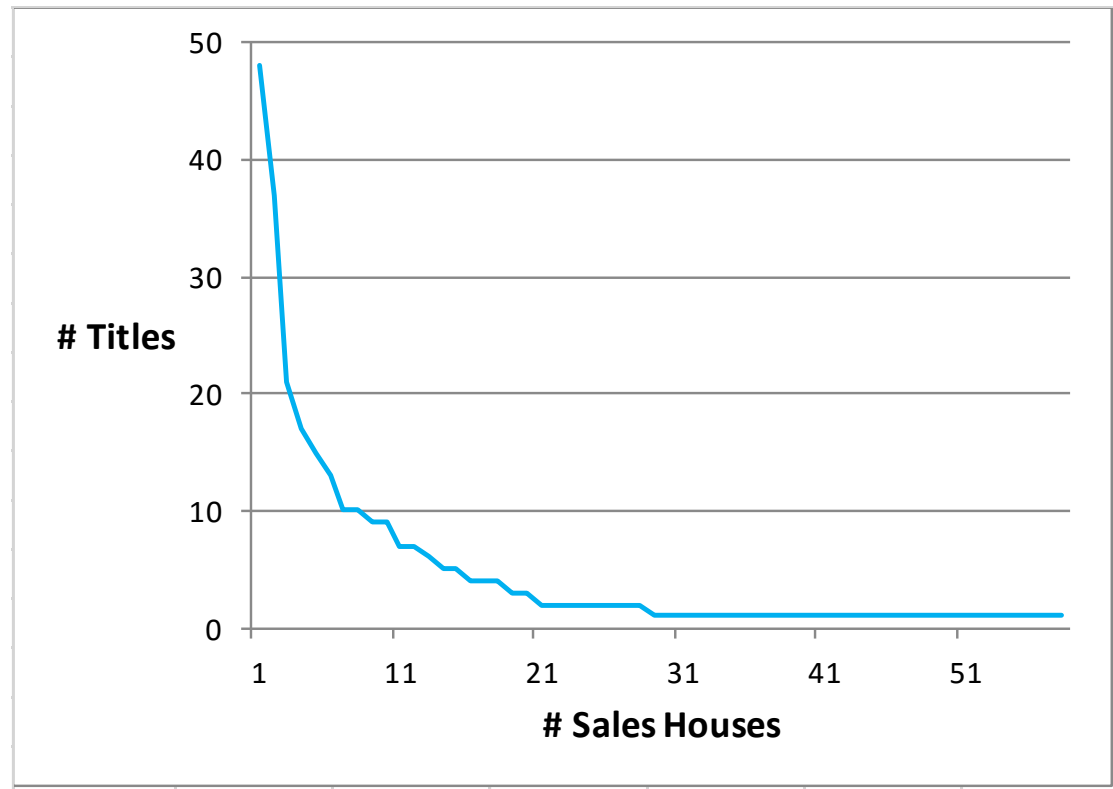


# Mobile & Apps (Smartphones, Tablets,...)

Sales House	# Titles
1. HiMedia Belgium	48
2. Pebble Media	37
3. Rossel Advertising Online	21
4. Skynet Advertising	17
5. de Persgroep Advertising Digital	15
6. Mediahuis Connect	13
7. RMN (Reflexion Medical Network)	10
8. Weldon	10
9. IP Luxembourg	9
10. Trustmedia	9
11. LuxMediaHouse	7
12. Roularta Media Online	7
13. IPM Advertising	6
14. de Persgroep Advertising Dailies	5
15. Rossel Advertising	5
16. Editus Luxembourg	4
17. Maison Moderne Media Sales	4
18. Sanoma	4
19. ProduPress	3
20. RMB Digital	3

# Sales Houses: 58

# Titles: 283

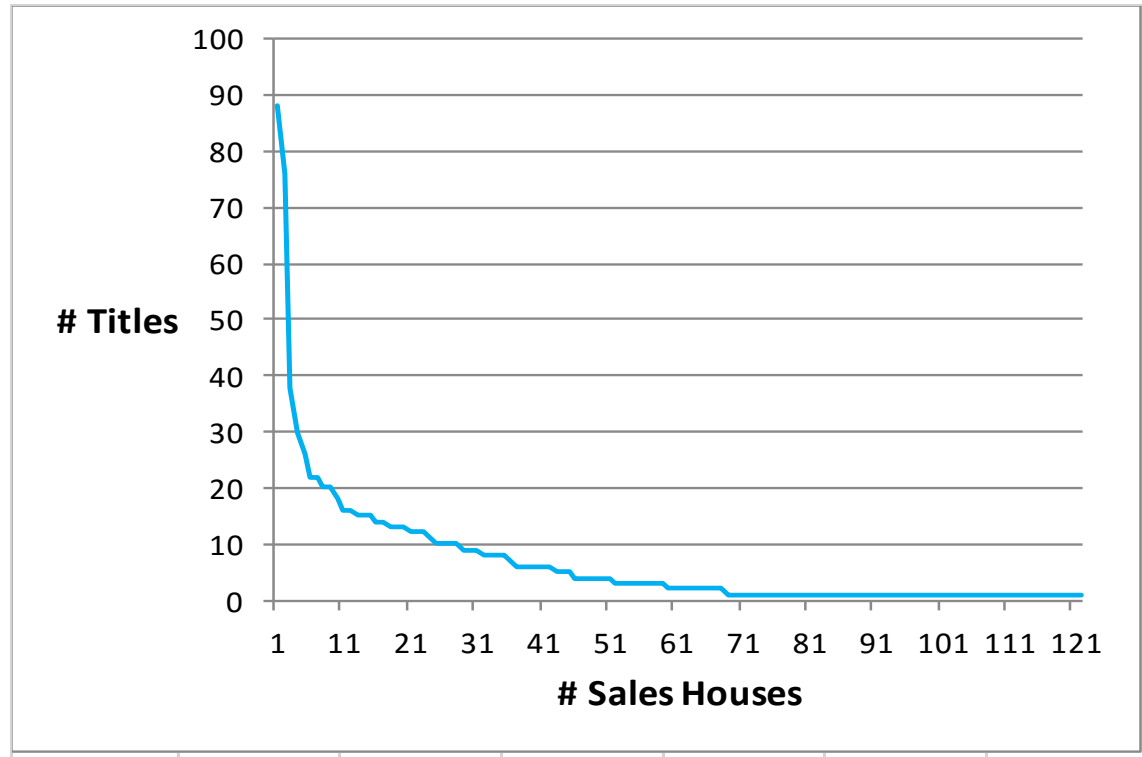


# Out-of-Home

# Sales Houses: 122

# Titles: 828

Sales House	# Titles
1. Clear Channel Belgium	88
2. JCDecaux Airport Belgium	76
3. JCDecaux Airport Luxembourg	38
4. LijnCom	30
5. Media Expo	26
6. BHS Promotion	22
7. Brightfish	22
8. City Image	20
9. Rapid Media	20
10. IP Luxembourg	18
11. Euromobile	16
12. Publilux	16
13. Gee Marketing	15
14. GUIDOOH	15
15. JCDecaux MetroBusTram Belgium	15
16. Carrefour Belgium	14
17. Moving Ideas	14
18. AMP	13
19. Liège Airport	13
20. Spicymotion	13

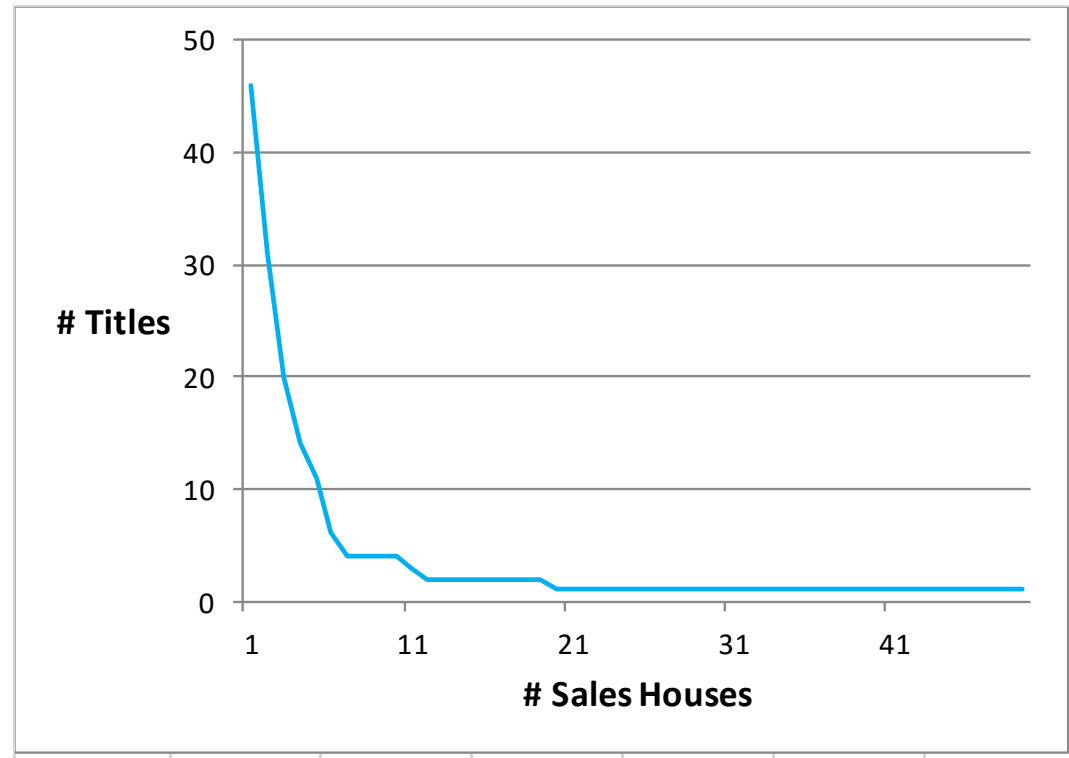


# Direct Marketing

Sales House	# Titles
1. Bisnode	46
2. Roularta Business Information	31
3. Roularta Business Leads	20
4. Willy Braillard sa/nv	14
5. Roularta Media Online	11
6. Farvest Group	6
7. Big Media Group	4
8. Custom Regie	4
9. Jobat Media	4
10. Skynet Advertising	4
11. Roularta HealthCare (ex ActuaMedica)	3
12. Belgium Health & Information Services (BHI)	2
13. Carrefour Belgium	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

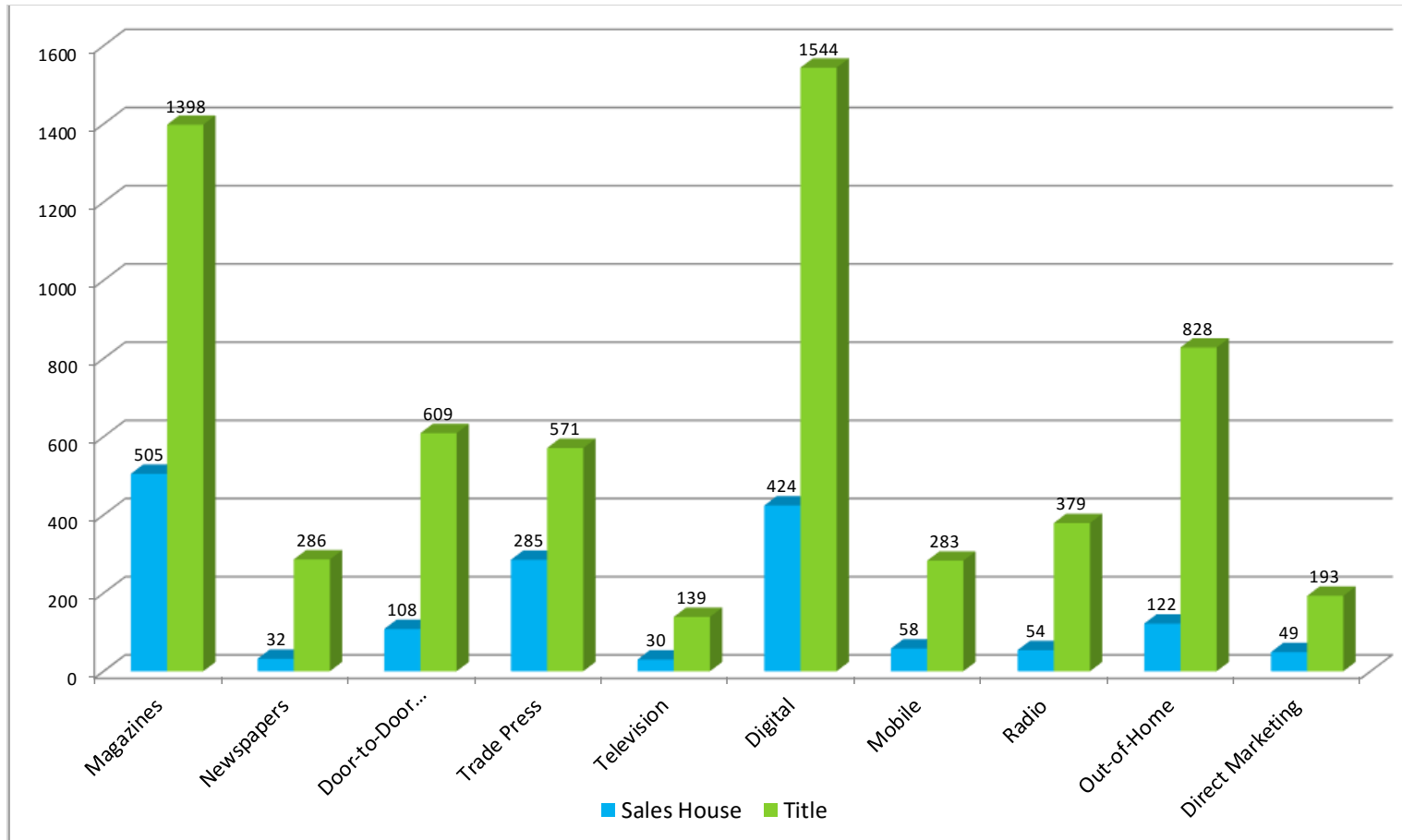
# Sales Houses: 49

# Titles: 193





# All Media

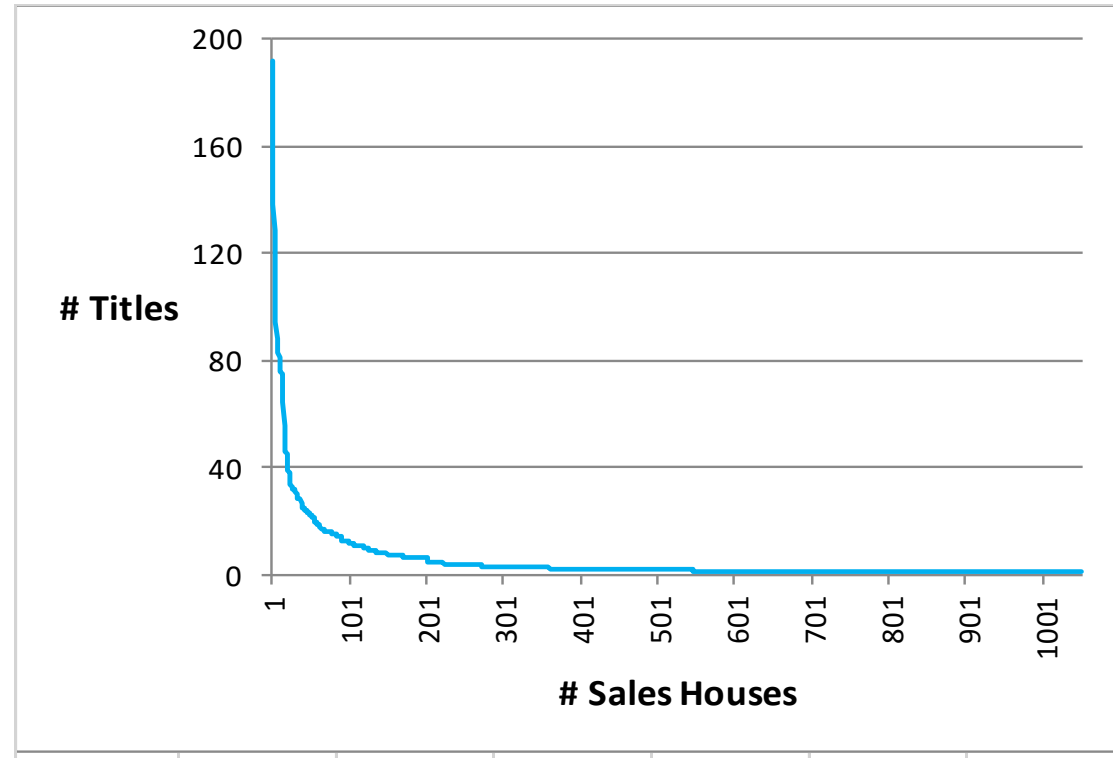


# All Media

Sales House	# Titles
IP Belgium (IP Radio)	192
Pebble Media	154
Mediahuis Connect	138
Roularta Local Media	129
Sanoma	98
HiMedia Belgium	94
Clear Channel Belgium	88
IPM Advertising	86
Rossel Advertising Online	83
Professional Media Group (PMG)	81
JCDecaux Airport Belgium	76
Roularta Recruitment Solutions	76
Rossel Advertising Régional	75
Skynet Advertising	70
Corelio Connect Regionaal	64
L'Avenir Advertising	56
Maison Moderne Media Sales	55
Bisnode	46
Roularta Media	46
de Persgroep Advertising Digital	45

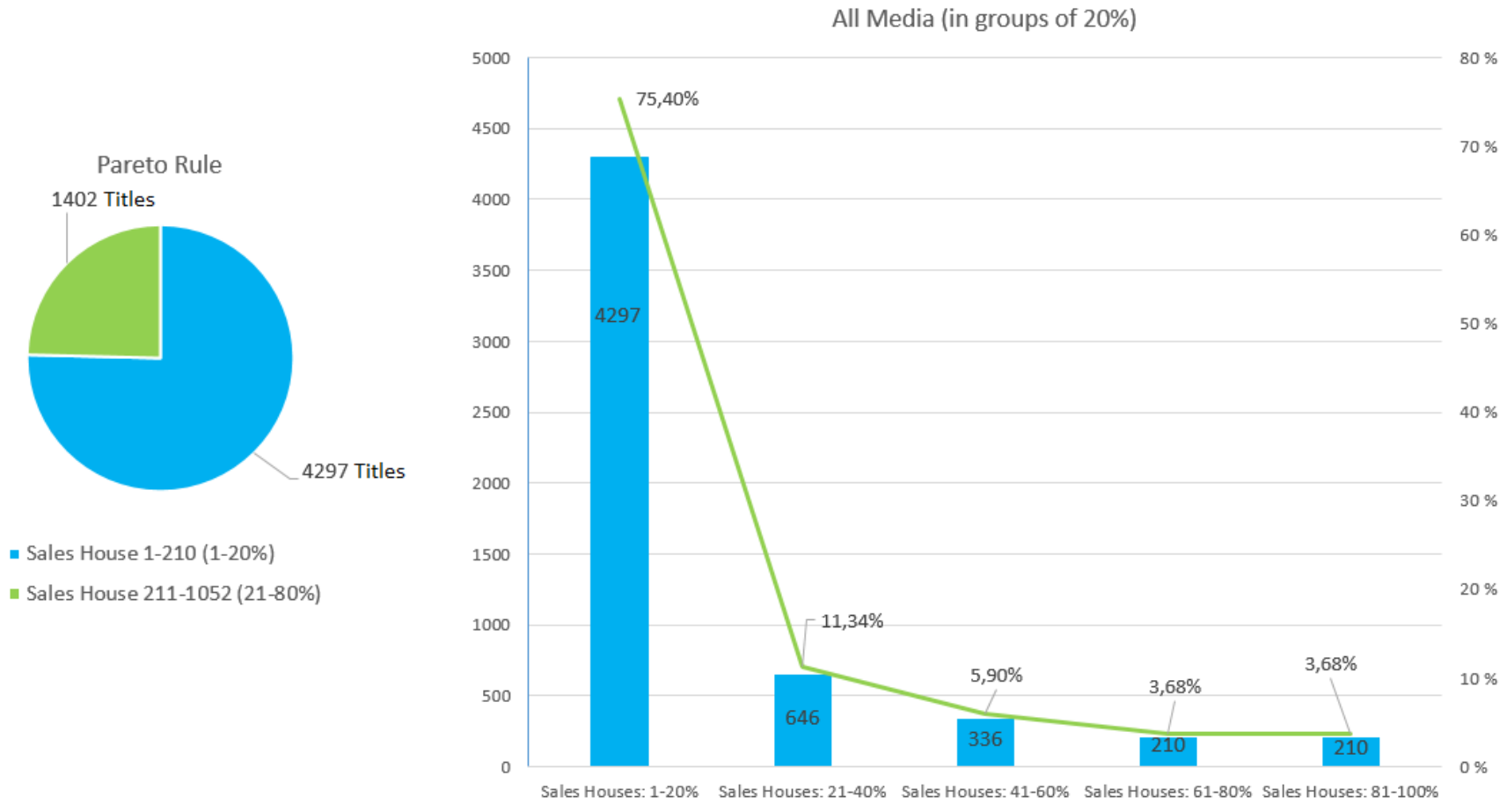
# Sales Houses: 1.051

# Titles: 5.699

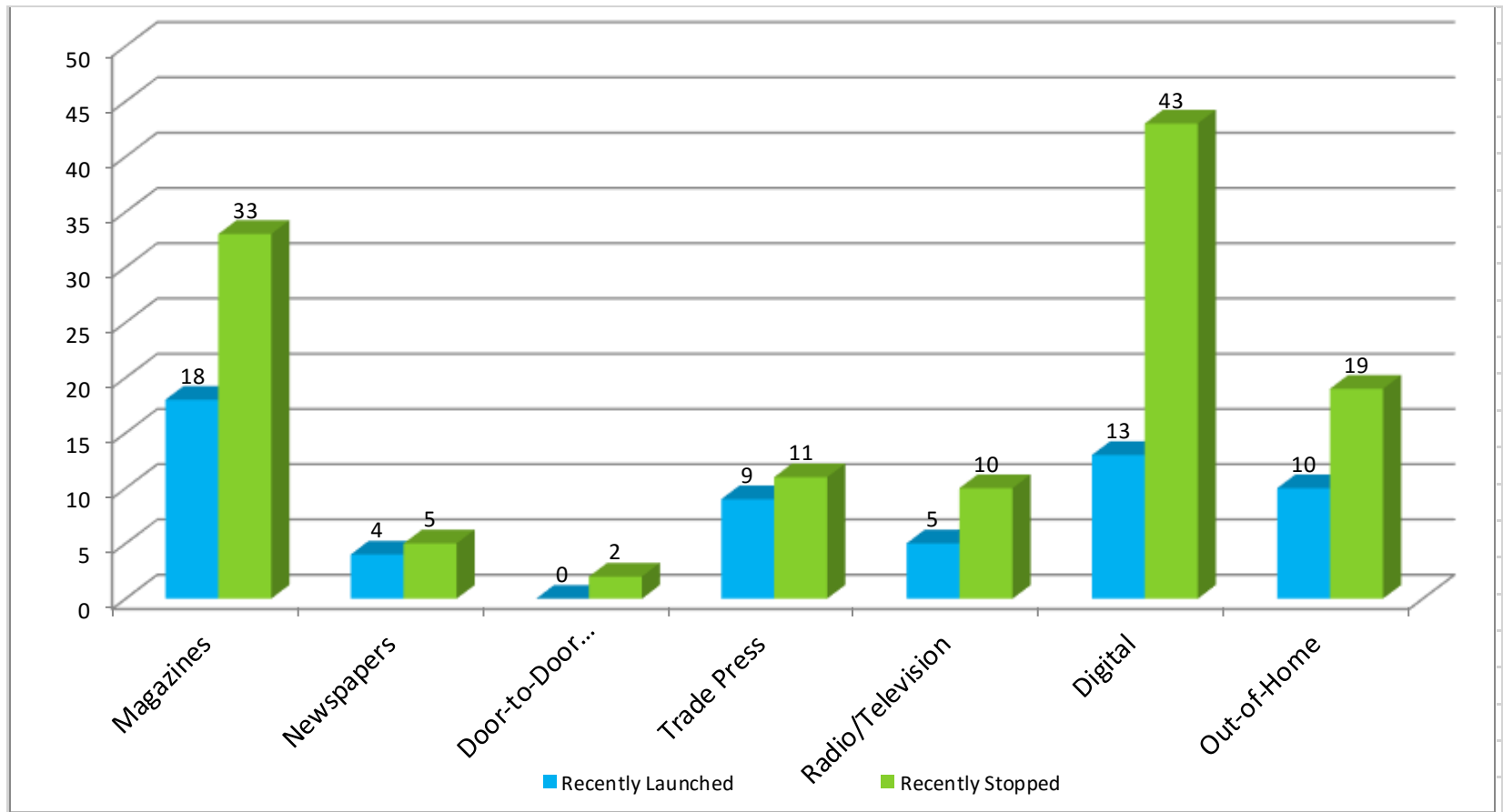


# Pareto Rule

20% of the biggest sales houses represent 75,4% of the media products



# Recently Launched & Stopped



# Info & feedback

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

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