STANDSTILL IS NOT AN OPTION

GERT YSEBAERT
CEO
ONCE UPON A TIME…
ONCE UPON A TIME…
2014

MEDIAHUIS

3 GOALS

STRENGTHEN OUR NEWS BRANDS

A LEANER AND MORE EFFICIENT ORGANISATION

STRONGER DIGITAL POSITION
JOINING FORCES
2014

- PRINT + ONLINE
- €300 MIO. REVENUE
- 925 FTE
CROSS-BORDER CONSOLIDATION
CROSS-BORDER CONSOLIDATION
2014 - 2018
X3
Netherlands:
- FTE: 3,200
- Copies: 1.4 MIO.
- Revenue: €800 MIO
- EBITDA: +€100 MIO

Belgium:
- FTE: 1,400
- Copies: 1.2 MIO
- Revenue: €750 MIO
- EBITDA: +€90 MIO
DIVERSE NEWS BRANDS

UPSCALE
NATIONAL
REGIONAL
FREE SHEETS
CONSOLIDATION IS KEY
CONSOLIDATION
SO WE CAN CONTINUE TO FULFILL OUR MISSION

STRONG AND RELEVANT MEDIA ARE CRUCIAL...
because of their positive contribution for the community and the individual.

INDEPENDENT JOURNALISM...
provides a crucial value to our society.
CONSOLIDATION
SO WE CAN CONTROL OUR OWN FUTURE

NEW GLOBAL COMPETITORS

NEW BUSINESS MODELS

SCALE IS NECESSARY
OUR ASSETS

LOYAL READERS
BRAND DESTINATIONS
TRUSTED CONTENT
MASSIVE REACH
PROFESSIONAL ORGANISATION
OUR CHALLENGES

LOYAL READERS
BRAND DESTINATIONS
TRUSTED CONTENT
MASSIVE REACH
PROFESSIONAL ORGANISATION

NEXT GEN READERS
WAR FOR ATTENTION
RELEVANCE & UNIQUENESS
REINVENT ADVERTISING MODEL
TRANSFORMATION
ADVERTISING
ADVERTISING
DIGITAL

FAIR SHARE
COMPLEXITY
LEVEL PLAYING FIELD
AD ALLIANCES
ADVERTISING
CHANGING ROLE
TRUSTFUL PARTNER
CONSULTATIVE SELLING
ONE STOP SHOP
READERS
MARKET

“ONE SIZE FITS ALL NO LONGER WORKS”

FROM BUNDLE TO…  DIGITAL SERVICE  

FROM LESS READERS AT A HIGHER PRICE TO…  MORE READERS AT A LOWER PRICE
READERS MARKET

OUR APPROACH

- CONVERT ANONYMOUS SURFERS TO REGISTERED REACH
- BUILD A QUALITATIVE “PLUS” ENVIRONMENT
- DEVELOP CREATIVE SUBSCRIPTION FORMULA

100% REGISTERED REACH BY 2020

SUPER

MEEST Gekozen

- Dagelijks populaire krant in je televisie
- Elk dag de volledige krant digitaal
- Op midden dag populaire krant
- Elk weekdag een populaire krant

vanaf € 27,50/maand

Ontdek nu >

Meer info oproepen

SLIM

- Digitaal krant in de week + populaire krant op zaterdag
- Elk weekdag een populaire krant
- Elk dag de volledige krant digitaal
- Op midden dag populaire krant

vanaf € 20/maand

Ontdek nu >

Meer info oproepen

SNEL

- Algoelijk toegang tot alle 600 artikels
- Algoelijk toegang tot alle 600 artikels
- Algoelijk toegang tot alle 600 artikels
- Algoelijk toegang tot alle 600 artikels

vanaf € 10/maand

Ontdek nu >

Meer info oproepen
“I LIKE TO BRING COMPLEXITIES BACK TO THE CORE”

EXTEND

COLLABORATE

SIMPLIFY
EXTEND
REINVENTING OUR CORE BUSINESS

from newspaper
TO A DIGITAL SERVICE

from focus on circulation
TO SUSTAINABLE RELATIONS

from advertising sales
TO A TRUSTFUL PARTNER

news as our core business
AND NEW REVENUES TO SUPPORT OUR MODEL
COLLABORATE TO MAKE THE DIFFERENCE

ECONOMIES OF SCALE to be cost efficient

SHARING KNOWLEDGE & EXPERTISE internally

DEVELOPING VALUABLE PARTNERSHIPS externally
SIMPLIFY
FOCUS ON THE ESSENCE

SIMPLIFY THE WAY WE WORK
lean organisation
keep it simple

SIMPLIFY FOR THE ADVERTISER
offering a one stop shop

SIMPLIFY FOR THE CONSUMER
make life easy
EXTEND
COLLABORATE
SIMP LIFY