

A woman with long dark hair, wearing a bright yellow, flowing top, stands with her arms outstretched to the sides. Her head is tilted back, and her eyes are closed, suggesting a moment of freedom or joy. The background is a dramatic, cloudy sky. The overall mood is one of liberation and optimism.


# Nova Media Producties

vs

# Adverteerders

R u d y   D e i g h t o n

2 0 2 0

A woman with long dark hair, wearing a bright yellow top, stands with her arms outstretched against a dramatic, cloudy sky. The image is mostly grayscale, with the woman's top and hair providing the only color. The text is overlaid on the left side of the image.

# Crossmedia & Newmedia de **Nieuwe** toekomst

# Uniek adverteerders Programma

A woman with long dark hair, wearing a bright yellow, flowing dress, stands with her arms outstretched to the sides. She is looking upwards and to the right. The background is a bright, cloudy sky. The overall image has a soft, ethereal quality.

## ▶ 1 - Crossmedia & Newmedia

▶ Het model

## ▶ 2 - Innovatie

▶ Tijd voor iets nieuw in medialand

## ▶ 3 - Realiteit

# 1 - Crossmedia



# Crossmedia

- ▶ **Vele betekenissen en definities**
- ▶ **Hype?**
- ▶ **Passé?**
- ▶ **Media!**
- ▶ **“Crossmedia is eerder techniek, concept en content management dan een beweging.**



# Medialandschap verandert

- ▶ **Kranten**

- ▶ van betaald naar gratis

- ▶ **Televisie**

- ▶ digitale TV,

- ▶ **Vervagen media**

- ▶ TV op mobiel, krant & uitzendingen op internet

- ▶ **Radio, (Internet, podradio, herhalingen van fragmenten)**

- ▶ **Consument (ontvanger) of producent (programma & zender)?**



# Verandering?

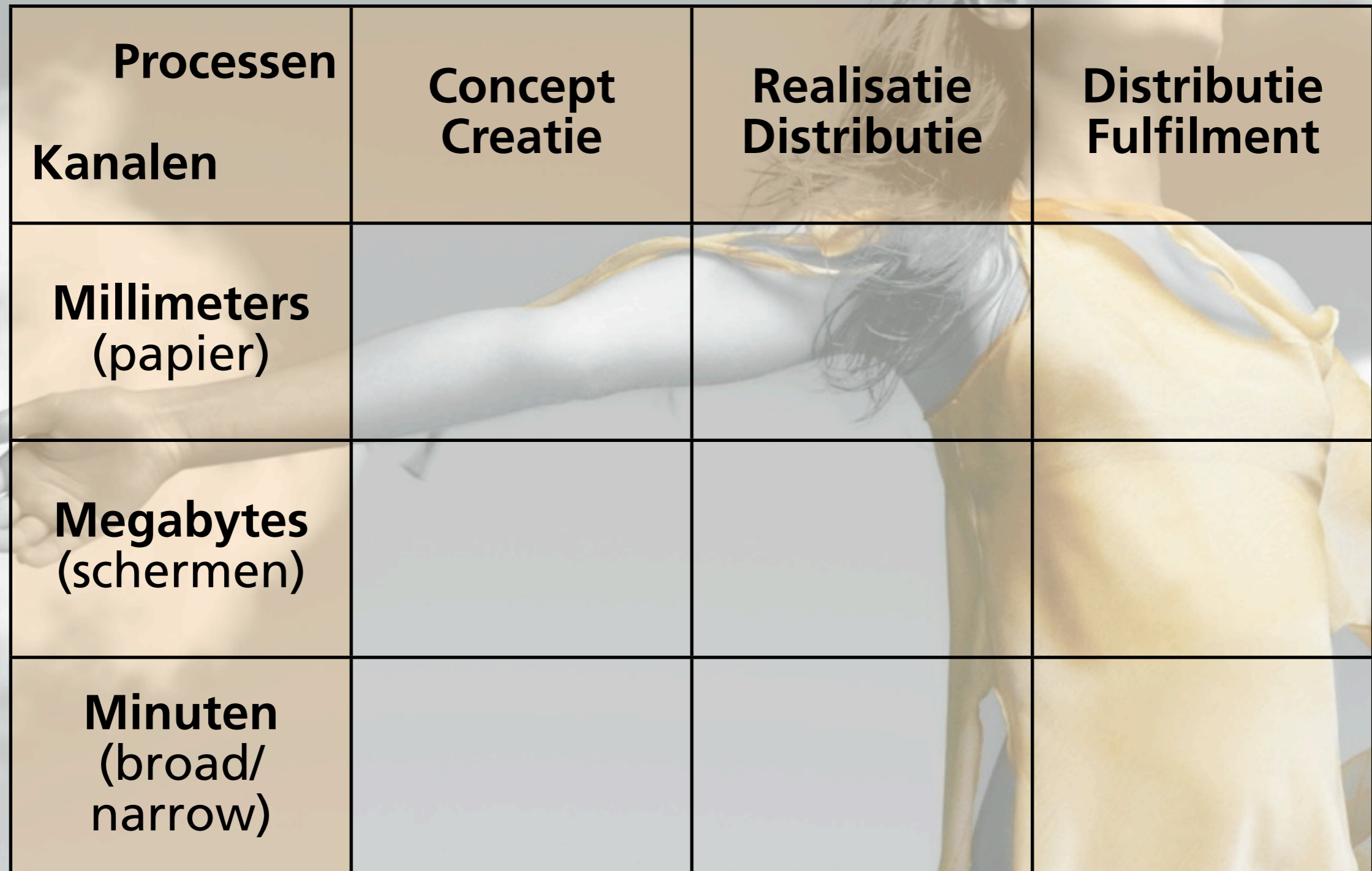
- ▶ **Eigen vakgebied omroepwereld**
    - ▶ specialisatie
    - ▶ toegang tot / invloed op kennis en informatie
  - ▶ **Consument (ontvanger)**
    - ▶ waar? hoe?
  - ▶ **Producent (zender)**
    - ▶ wie? wanneer?
  - ▶ **Genereren van aandacht (geld) in actie/reactie**
- 

# Het model



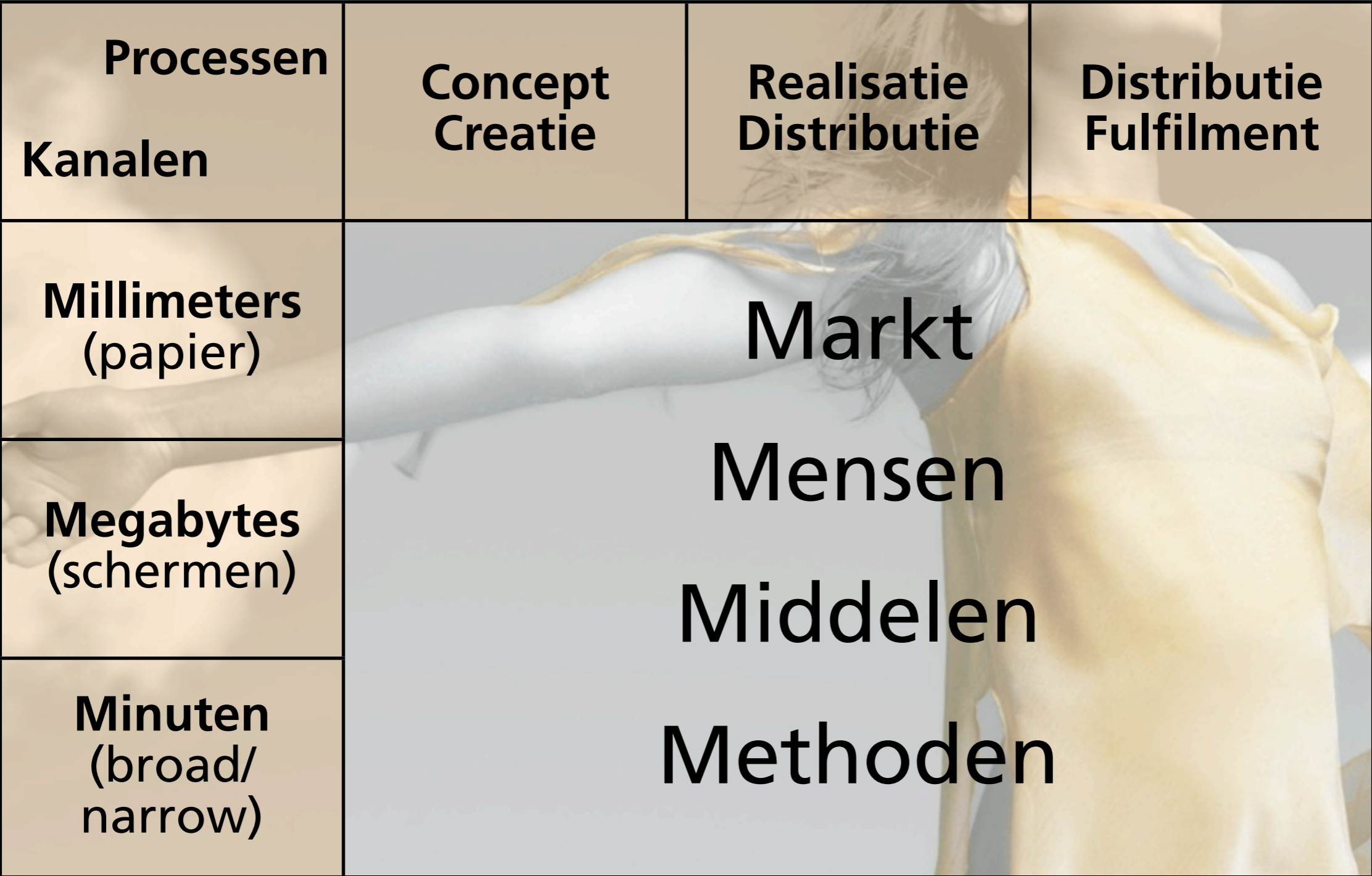


# Het model



<b>Processen</b> <b>Kanalen</b>	<b>Concept</b> <b>Creatie</b>	<b>Realisatie</b> <b>Distributie</b>	<b>Distributie</b> <b>Fulfilment</b>
<b>Millimeters</b> (papier)			
<b>Megabytes</b> (schermen)			
<b>Minuten</b> (broad/ narrow)			

# Het model



<b>Processen</b> <b>Kanalen</b>	<b>Concept</b> <b>Creatie</b>	<b>Realisatie</b> <b>Distributie</b>	<b>Distributie</b> <b>Fulfilment</b>
<b>Millimeters</b> (papier)	<b>Markt</b>  <b>Mensen</b>  <b>Middelen</b>  <b>Methoden</b>		
<b>Megabytes</b> (schermen)			
<b>Minuten</b> (broad/ narrow)			

# Het model - gevolgen

- ▶ **Markt**

- ▶ veranderende businessmodellen

- ▶ **Mensen**

- ▶ kennisontwikkeling

- ▶ **Middelen**

- ▶ investeringen, bestedingen en technologie

- ▶ **Methoden & Ondersteuning**

- ▶ Adverteerders, sponsors, advertorials, interviews



# Het model - technologie

<b>Processen</b> <b>Kanalen</b>	<b>Concept</b> <b>Creatie</b>	<b>Realisatie</b> <b>Distributie</b>	<b>Distributie</b> <b>Fulfilment</b>
<b>Millimeters</b> <b>(papier)</b>	van scannen naar digitaal	native bestand naar PDF	on-demand digitaal papier
<b>Megabytes</b> <b>(schermen)</b>	losse databases naar XML	statisch naar interactie	van pc naar online en mobiel
<b>Minuten</b> <b>(broad/ narrow)</b>	van analoog naar DV	van hi-end naar desktop	van broadcast naar narrow- en webcast

# Het model - technologie

▶ Digitalisering

▶ Versnelling

▶ Efficiency

▶ Juist en uniek Brand Concept maakt crossmedia mogelijk  
waarbij een win-win situatie het succes bepaald



# Convergentie van beleid

- ▶ Niet alleen beleid convergeert, maar concept en strategie
  - ▶ Media kanalen & Brand concept versterken elkaar
  - ▶ Strategie, marketing en Reklame naast publicatie
    - ▶ Uniek online platform is het uitgangspunt
- 
- A woman with long dark hair, wearing a bright yellow, flowing dress, stands with her arms outstretched to the sides. She is looking upwards with a serene expression. The background is a bright, cloudy sky. The image is semi-transparent, allowing the text to be overlaid on it.

# Gevolgen

A woman with long dark hair, wearing a bright yellow, long-sleeved, flowing dress, stands with her arms outstretched to the sides. She has her eyes closed and a serene expression, looking upwards. The background is a bright, cloudy sky. The overall image has a soft, ethereal quality.

## ▶ **Markten**

- ▶ Bereiken en benaderen nieuwe markt?

## ▶ **Bedrijven**

- ▶ hoe gaan managers met nieuwe marketing om?

## ▶ **Methoden**

- ▶ hoe presenteren we de nieuwe adverteerders modellen?

## ▶ **Middelen**

- ▶ hoe integreren we de nieuwe business platformen?


# Relaties

A woman with long dark hair, wearing a bright yellow top, stands with her arms outstretched and her head tilted back, looking up at a bright, cloudy sky. The image is semi-transparent, allowing the text to be overlaid on it.

- ▶ **Interactie van zender naar ontvanger**  
**van communicatie naar reclame**
- ▶ **Meer kennis van ontvanger bij zender**  
**betere reclame voor adverteerder**
- ▶ **Processen**
  - ▶ ontwikkelen complex adverteerders module
  - ▶ resultaten sneller, beter en meer animo



# Marketing ... voert crossmedia uit

- ▶ **Apart concept, business case en beleid**
  - ▶ **Meer afstemming tussen de zender, media & business**
  - ▶ **Een betere strategie en beleid voor de totale organisatie**
- 
- A woman with long dark hair, wearing a bright yellow, flowing dress, stands with her arms outstretched to the sides. She is looking upwards and to the right. The background is a bright, cloudy sky. The image is semi-transparent, allowing the text to be overlaid on it.

# 2 - Innovatie



# Wat houdt een nieuwe Nova Concept in?

## ▶ Interactie

- ▶ thinking out of the Box

what's in it for me?

breder & meer marketing?

beter en meer bereik

aanbieden nieuw adverteerders platform

nieuwe aanpak acquisitie



# Nieuwe adverteerders mogelijkheden

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## ▶ Inzetten crossmediaal content

▶ advertentie

▶ corporate interviews

▶ viral marketing

▶ banners

▶ inzetten youtube

▶ inzetten slideshare

▶ inzetten Internet platformen

# Inzetten Internet modules

A woman with long dark hair, wearing a bright yellow, flowing dress, stands with her arms outstretched and her head tilted back, looking up at a bright, cloudy sky. The image has a soft, ethereal quality with a light grey overlay.

- ▶ **Social networks**

- ▶ facebook

- ▶ linkedin

- ▶ twitter

- ▶ Instagram

# Inzetten nieuw Internet Modules

- ▶ **Corporate**

- ▶ Speciaal ontworpen Corporate Web Platform

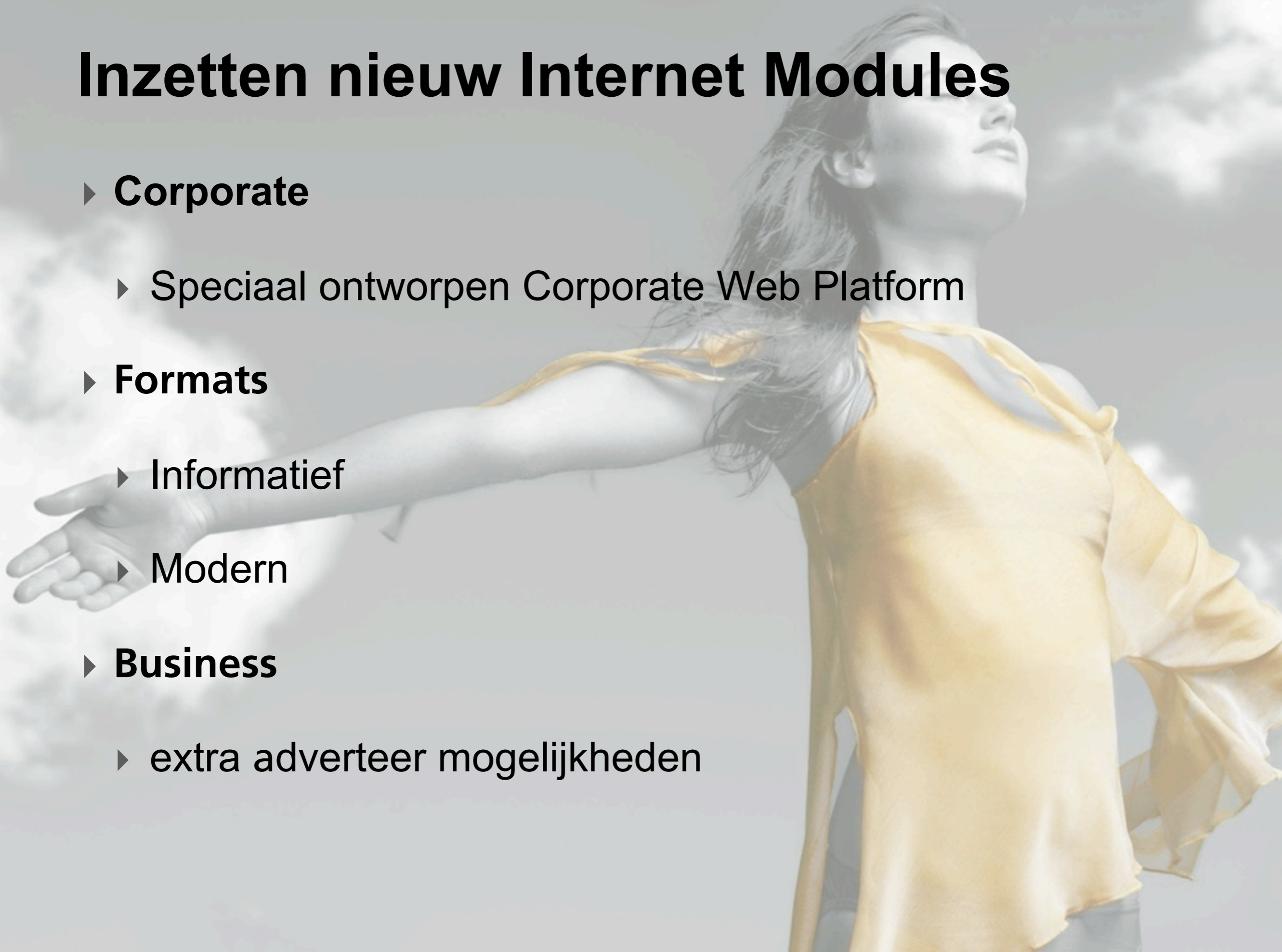
- ▶ **Formats**

- ▶ Informatief

- ▶ Modern

- ▶ **Business**

- ▶ extra adverteer mogelijkheden



# Inzetten Newmedia

A woman with long dark hair, wearing a bright yellow, long-sleeved dress, stands with her arms outstretched to the sides. She is looking upwards with a serene expression. The background is a bright, cloudy sky. The image is semi-transparent, allowing the text to be overlaid on it.

## ▶ Apparaat

- ▶ krant, televisie, radio vs internet, mobiel, Ipad, computer
- ▶ narrowcasting

## ▶ Kijk, luister en leesgedrag

- ▶ digitale televisie, radio & Internet
- ▶ uitzendinggemist, herhalingen & volgen

## ▶ Crossmedia

- ▶ programma's & uitzendingen koppelen aan Internet modules

# Wat is marketing?

- ▶ **Drager**

- ▶ digitaal: iliad, epaper

- ▶ **On demand**

- ▶ personaliseren en segmenteren

- ▶ zelf uitgeven

- ▶ **Web to print**

- ▶ gemak







# Wat is nieuw - essentie

- ▶ **Gebruiker centraal**

- ▶ ontvanger en zender

- ▶ **Samenvloeien media (crossmedia?)**

- ▶ nieuwe mogelijkheden

- ▶ **Relaties veranderen**

- ▶ interactie

- ▶ transparantie



# 3 - Realiteit



# Cijfers



# Cijfers

- ▶ **PriceWaterhouseCoopers**

- ▶ Entertainment & Media Outlook 2019

- ▶ **KPMG**

- ▶ De uitgever aan het woord 2019

- ▶ **iProspect/Jupiter**



# PriceWaterhouseCoopers

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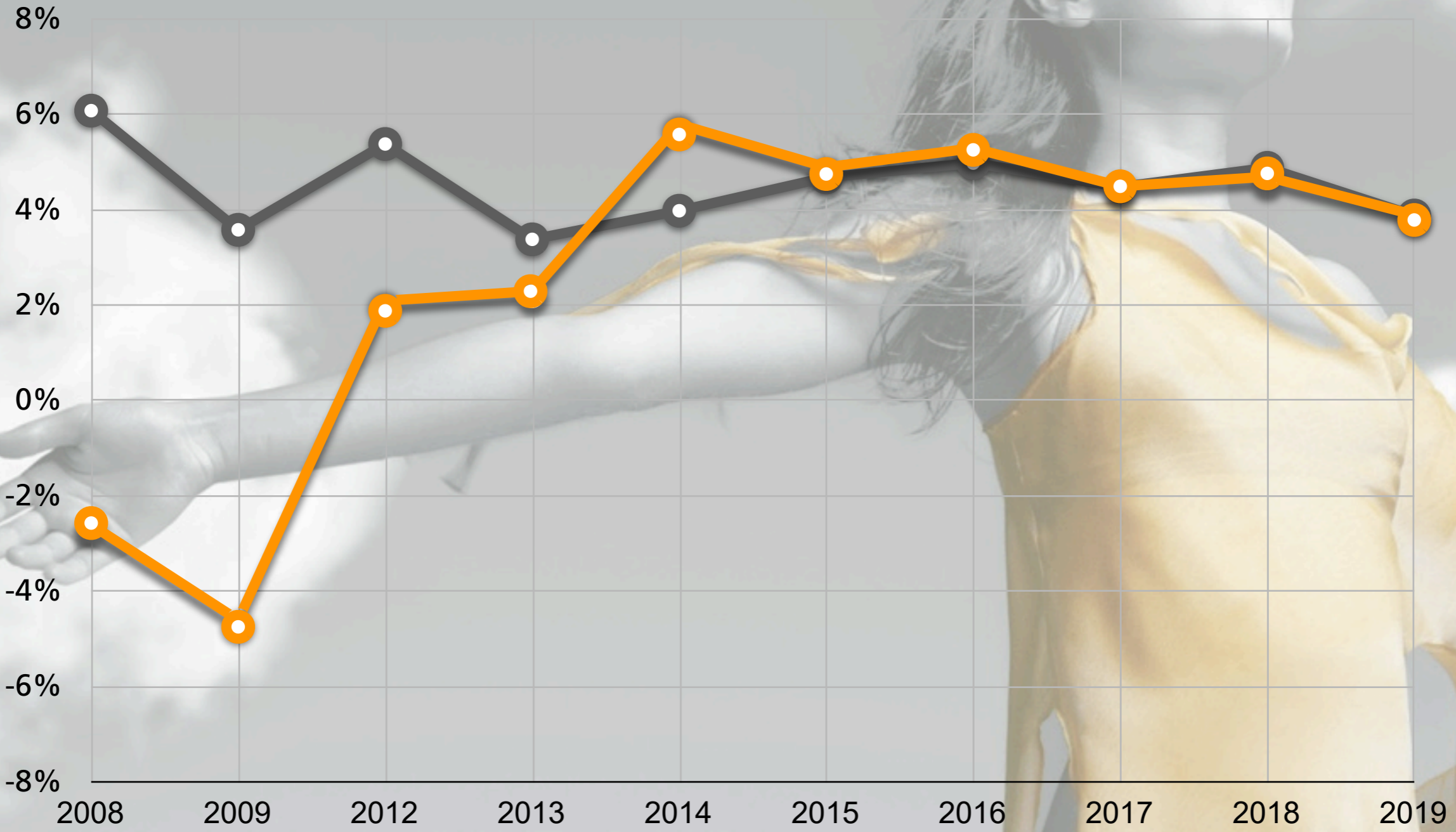
- ▶ **Groei Internet in 2019 + 34,4%**

- ▶ sterkste stijging in 5 jaar

- ▶ **Business groeit het snelst**

- ▶ **Games op 3e plaats**

# PWC: advertentiebestedingen



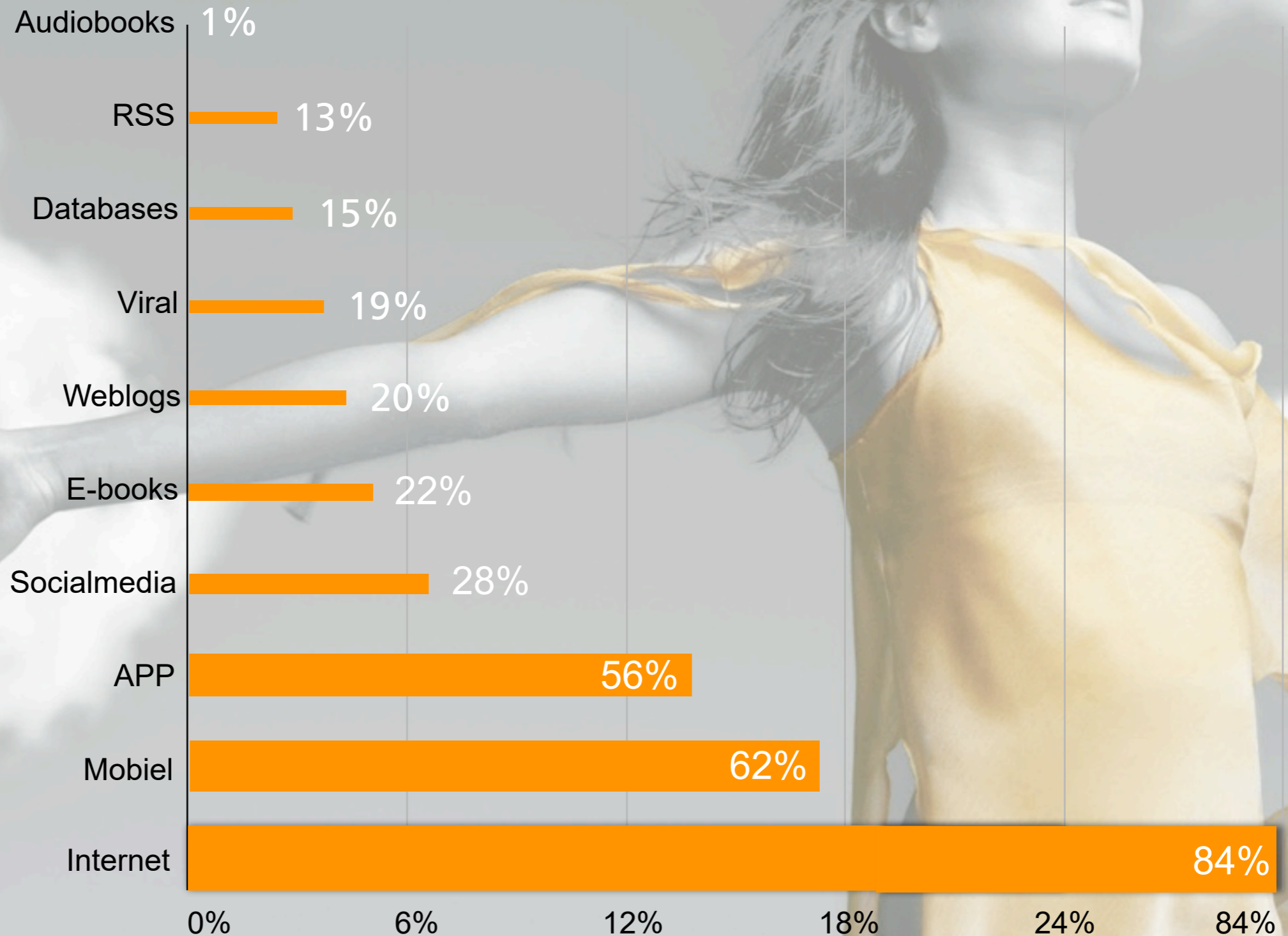
 Advertising     End-User Spending

# **DELTA ONLINE PLATFORM CONCEPT**

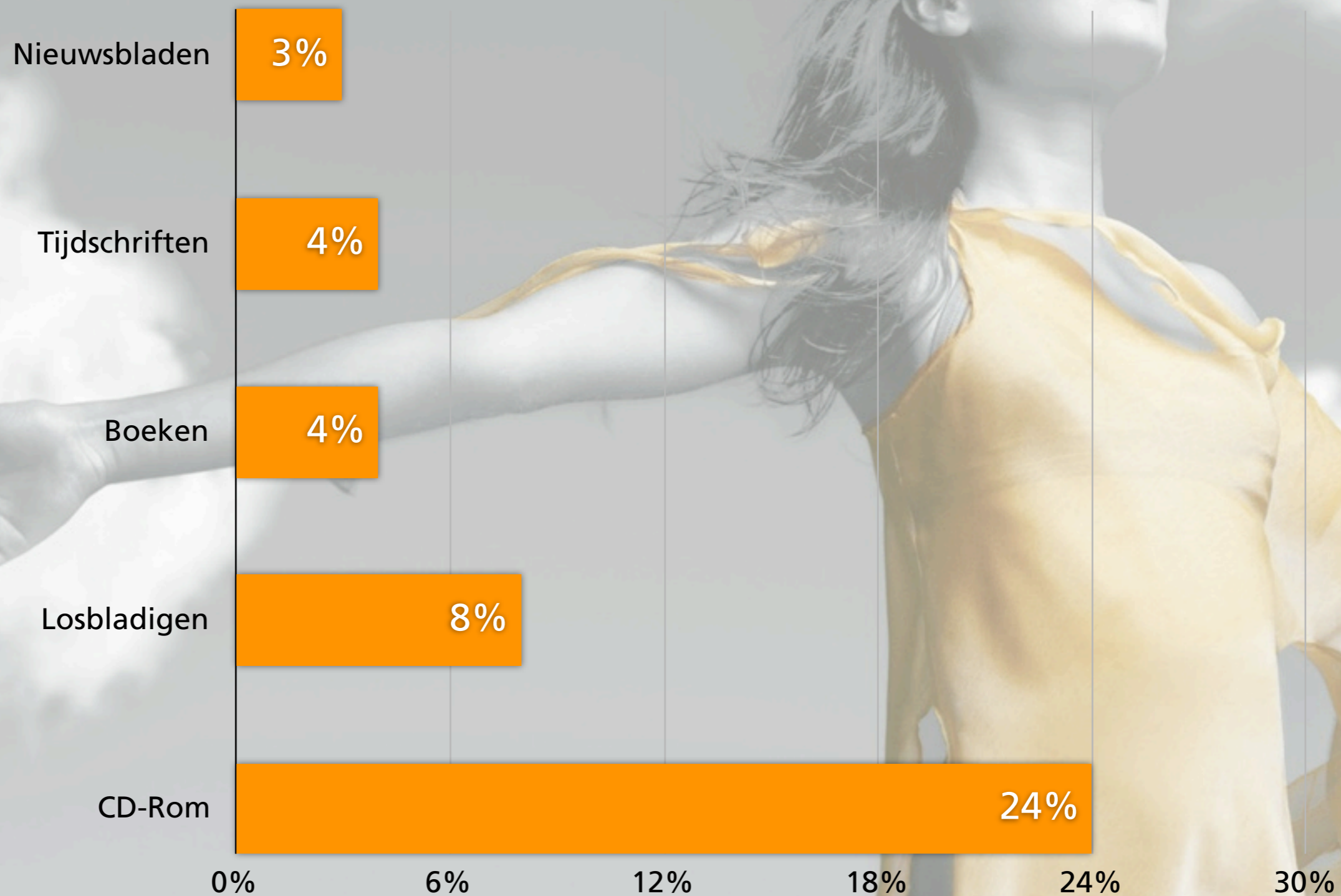
- ▶ **Nieuwe strategie, maar bestaand blijft**
- ▶ **Huidige strategie substantieel, maar minder interessant**
- ▶ **Omzet, adverteerders & resultaten door nieuw concept**
- ▶ **Verwachtingen online activiteiten onverminderd hoog**
- ▶ **Toename eigen en nieuwe bezoekers**
- ▶ **Doelbewusten en strategische activiteiten**



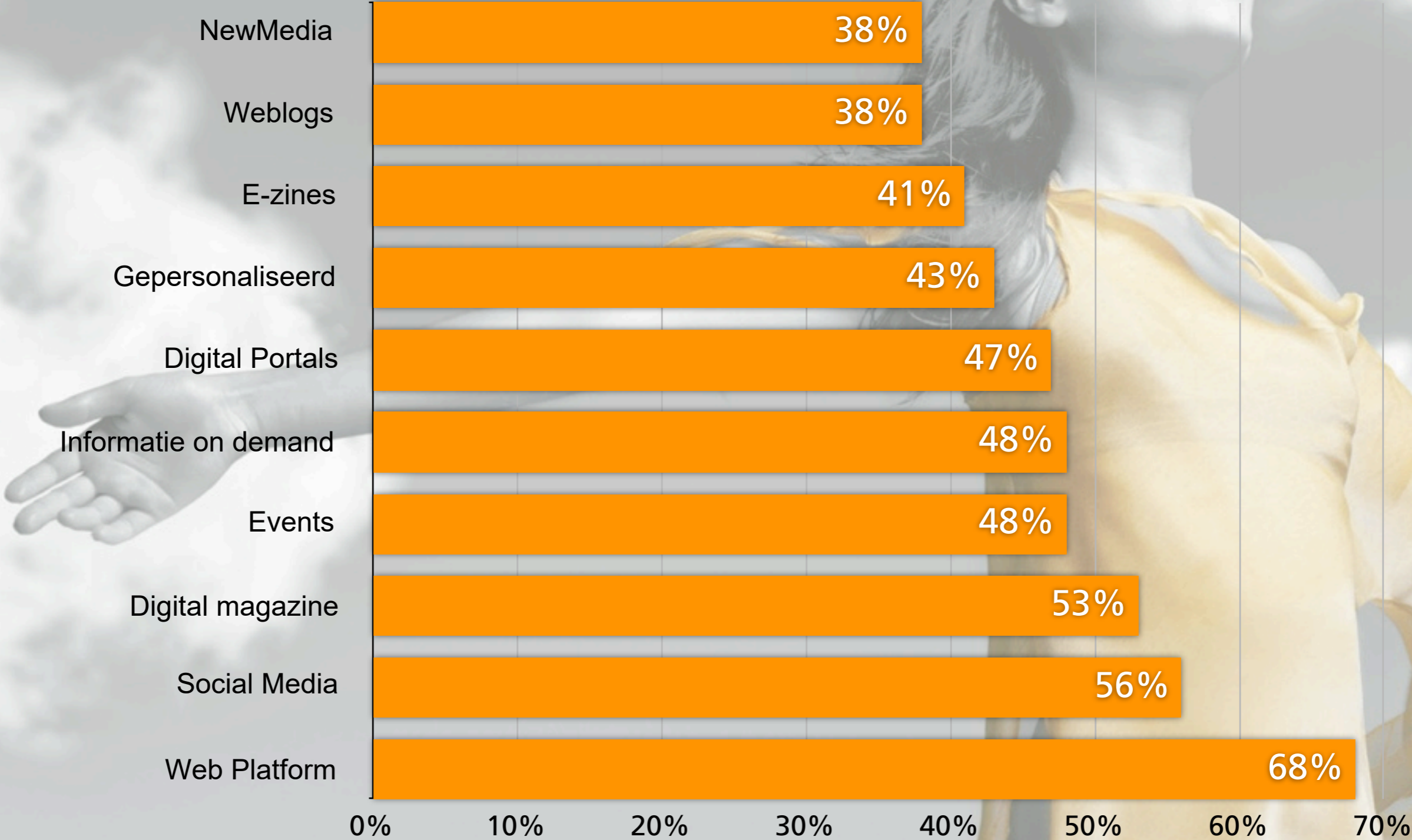
# ONLINE: Stijgers (2014-2019)



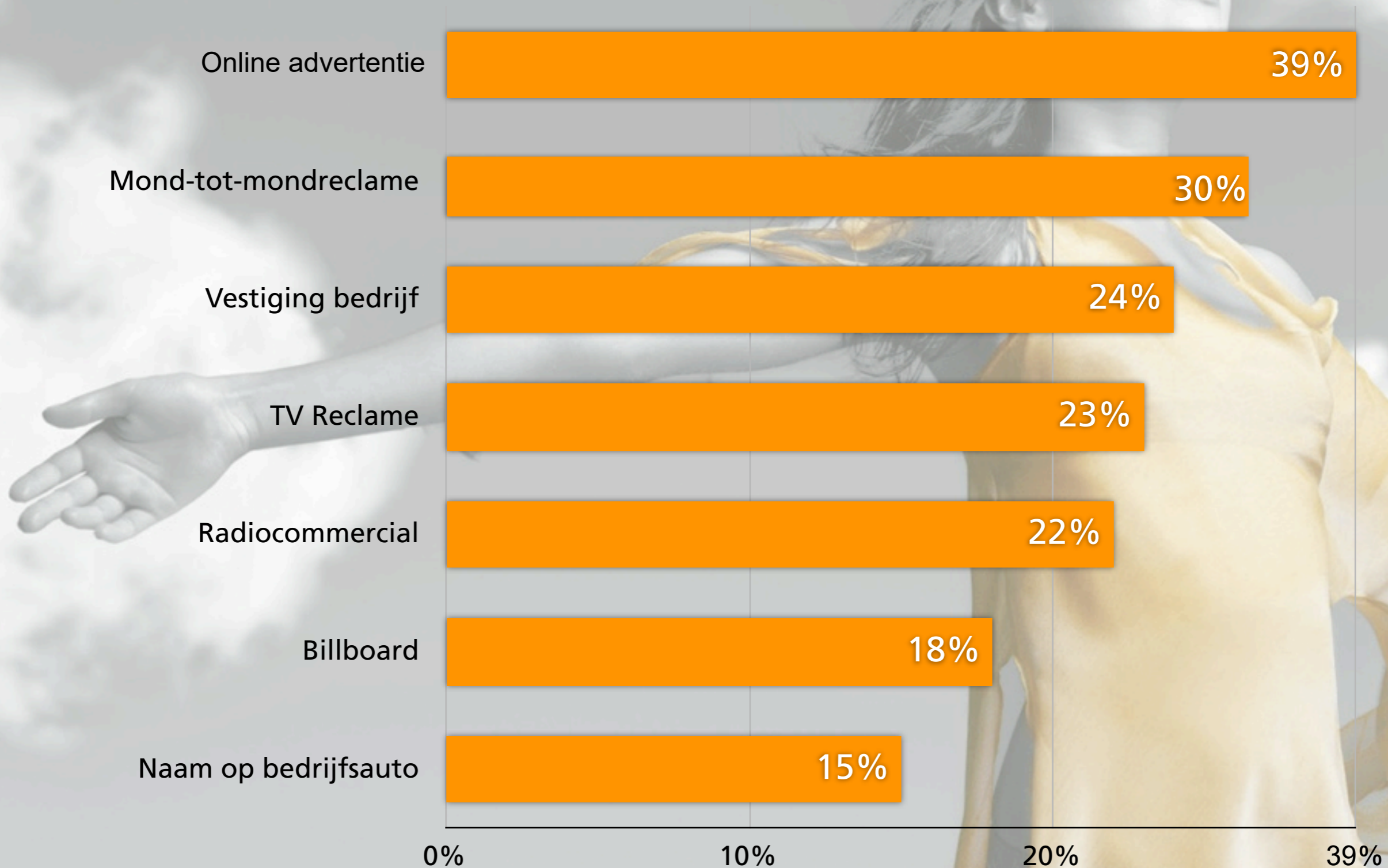
# ONLINE: Dalers (2014-2019)



# MEDIA: Top 10 (2014-2019)



# iProspect - aanleiding koopgedrag



What's  
in it  
for me?



# Het nieuwe 'media' denken

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- ▶ **Interactie**
- ▶ **Multichannel communicatie & modules**
- ▶ **User generated content**
- ▶ **Projectmatige aanpak**
  - ▶ lange termijn mediaplan vs korte termijn bericht
- ▶ **Functioneel ontwerp**
  - ▶ verwachtingen, kanalen, etc.

# Crossmedia is hier

- ▶ **Maak het niet (te) moeilijk:**
  - ▶ Uitzendingen & programma's ondersteund door websites
  - ▶ Radioprogramma's, corporate interviews en websites
  - ▶ Corporate Web Modules & viral marketing
  - ▶ Digital Play (print, radio, tv, internet, mobiel)
  - ▶ Thema-kanalen en -programma's naast business
  - ▶ Business events



# Information overload

- ▶ + 100% iedere 18 maanden
- ▶ Distributie
- ▶ RSS
  - ▶ Google Reader
- ▶ Alle media
- ▶ Nieuwe media werken aanvullend





# Leermoment

- ▶ **Geen unieke 'originators' van content meer**
- ▶ **Huidige advertentiemodellen dient te veranderen**
- ▶ **Huidige businessmodellen veranderen**
- ▶ **Huidige communicatiemodellen veranderen**
- ▶ **Eén-op-één communicatie belangrijk**
  - ▶ op alle kanalen
- ▶ **Bereik, breedte en relevantie**



# Final thoughts




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**Nieuw mediaal tijdperk:**

**“Een tijdperk waarbij de mens, product en bedrijf centraal staat binnen een perspectief van vooruitgang door samenwerking, inzetten technologie en new thinking”**

**“Een mediamerk is pas echt crossmediaal als het ook newmedia gebruikt.”**



A woman with long dark hair, wearing a bright yellow, flowing dress, stands with her arms outstretched to the sides. She is looking upwards with her eyes closed, as if feeling the sun or wind. The background is a bright, cloudy sky. The overall mood is one of freedom and optimism.

“Als het internet, mobieltje, kabel en satelliet broadcasting eerder was ontdekt dan de krant of tijdschrift was er geen adveerterders op print ooit gekomen.

Maar nu die er wel zijn dienen de huidige marketing activiteiten plaats te maken voor de toekomstige manier van adverteren”

**Bedankt  
voor uw  
aandacht!**



**Delta Media**