



“IT and economies of scale
in the Media Business”

@Mediahuis

Koen Vandaele
Peter Soetens

Mediahuis Group

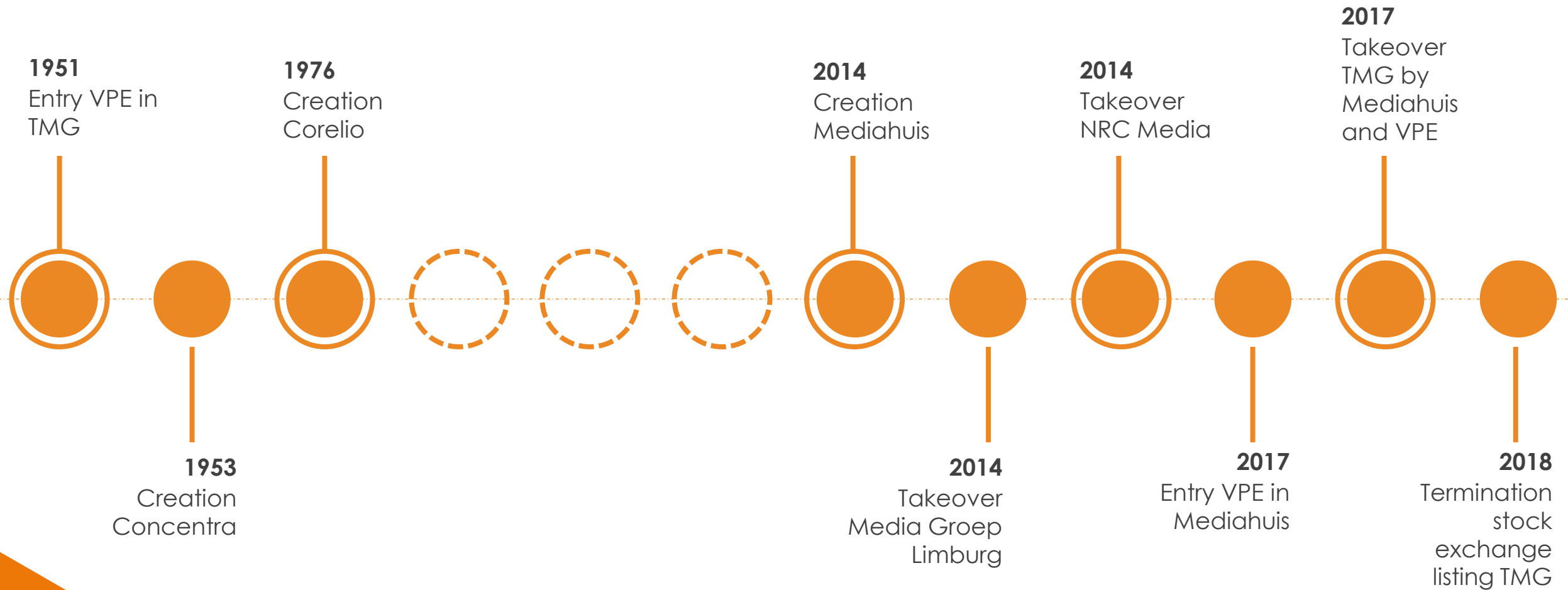


MEDIAHUIS

How fast did we grow?

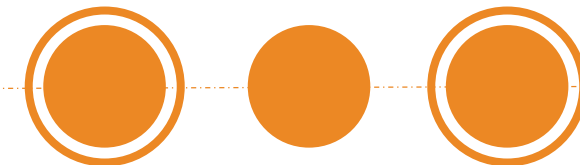


A SUCCESSFUL GROWTH PATH

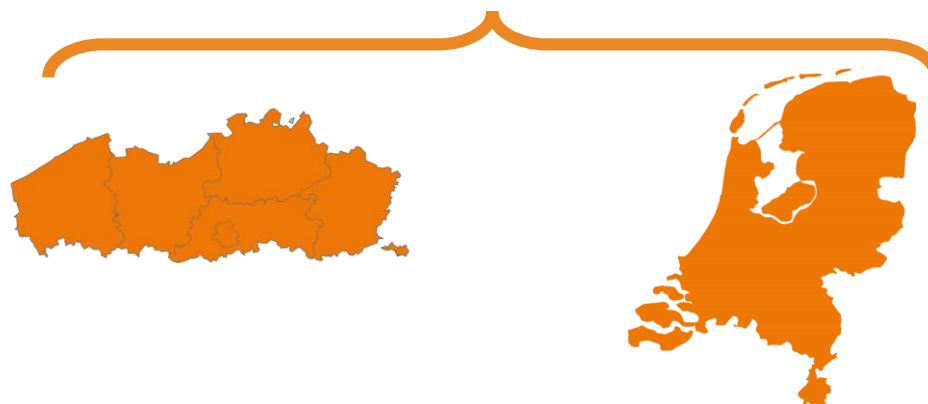


2018

MEDIAHUIS TODAY



MEDIAHUIS





WHAT WE DO?

NEWS BRANDS

CLASSIFIEDS & ONLINE SERVICES

AUDIOVISUAL

PRINTING ACTIVITIES

DIVERSE NEWS BRANDS

UPSCALE

dS De
Standaard

NRC
HANDELSBLAD

nrc.next

NATIONAL

De Telegraaf

N Het Nieuwsblad

REGIONAL

 **Noordhollands Dagblad**

De Limburger

Haarlems Dagblad
Oprechte Haarlemse Courant 1696

Leidsch  **Dagblad**

De Gooi- en Eemlander

 **HET BELANG VAN LIMBURG**

GAZET VAN ANTWERPEN

FREE SHEETS

metro

metro 

ROND OM

via limburg
Verbindt • Informeert • Activeert

CLASSIFIEDS & ONLINE SERVICES



JOBS

Jobat

➔ jellow



HOUSING

zimmoo

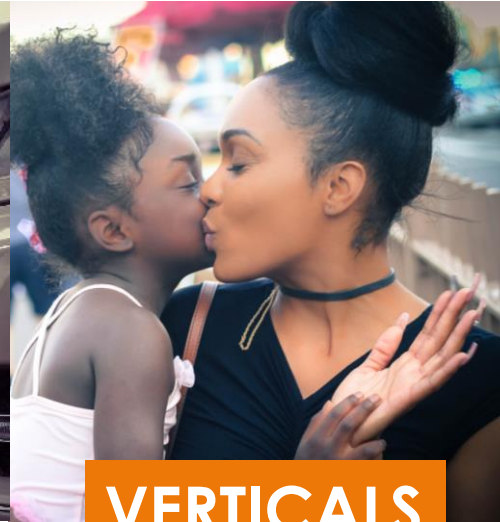
JAAP.NL



CARS

VROOM
Explore · Choose · Drive

gas
pedaal
.nl



VERTICALS



WPV
WAYNE · PARKER · KENT



OTHER

DUMPERT 

groupdeal.nl

relatie@planet.nl

AUDIOVISUAL

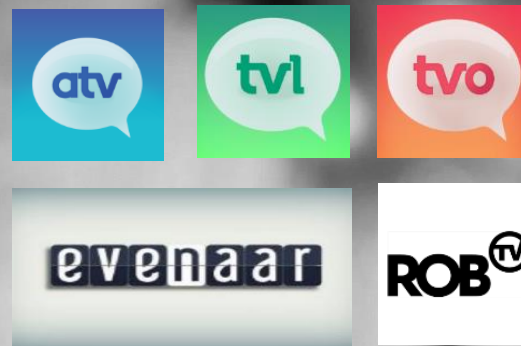
RADIO



NOSTALGIE



REGIONAL TELEVISION



PRINTING ACTIVITIES



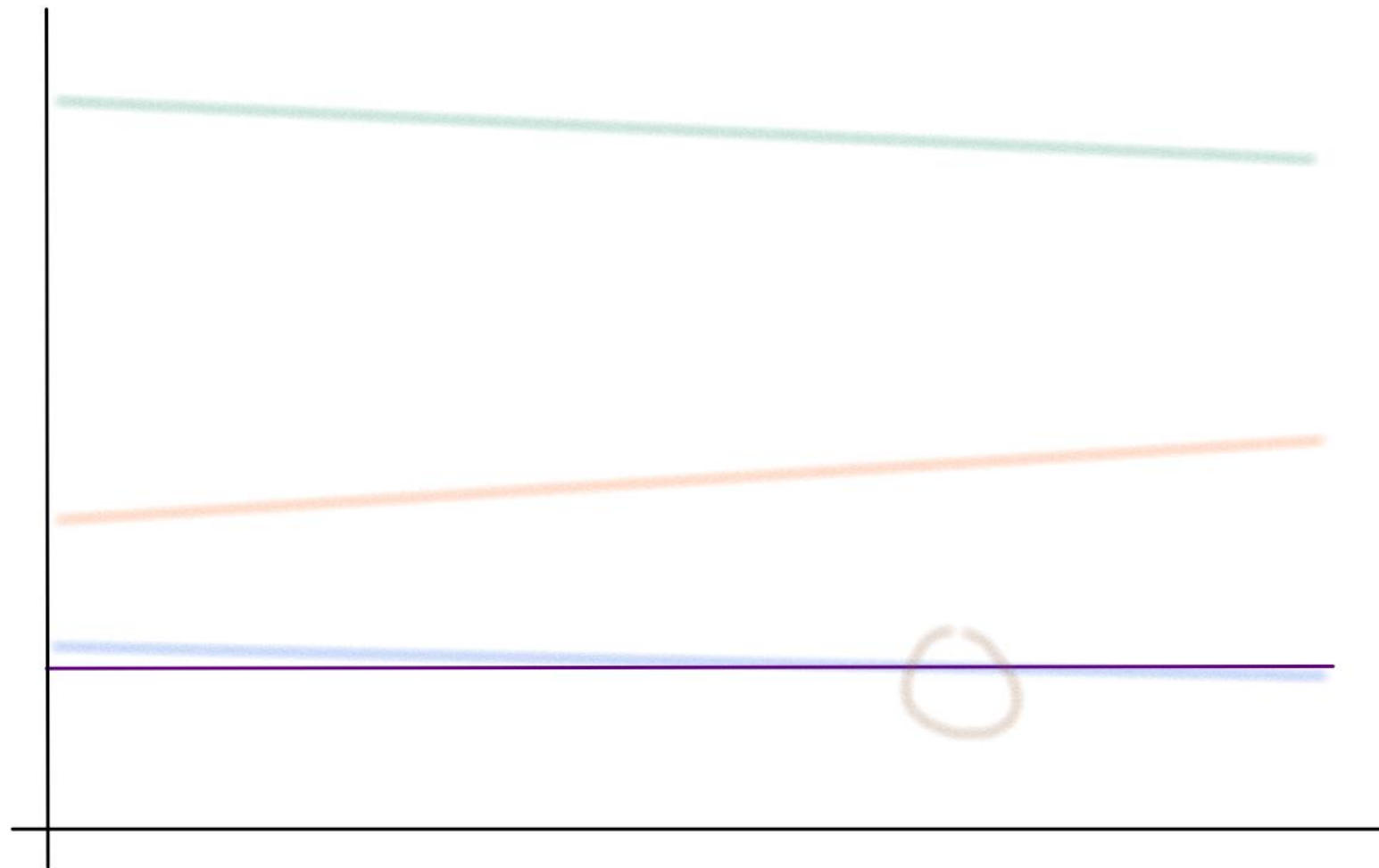
COLDSET PRINTING PARTNERS





What's happening in the media industry?

Dark skies or a bright future?



A hand with pink nail polish holds a white square frame in the foreground. The background is a sunlit ocean with shimmering water and a clear sky. The text 'How our CEO changed the strategy' is centered over the frame.

How our CEO changed the strategy

A new focus!



OUR STRATEGY

EXTEND

SIMPLIFY

COLLABORATE

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



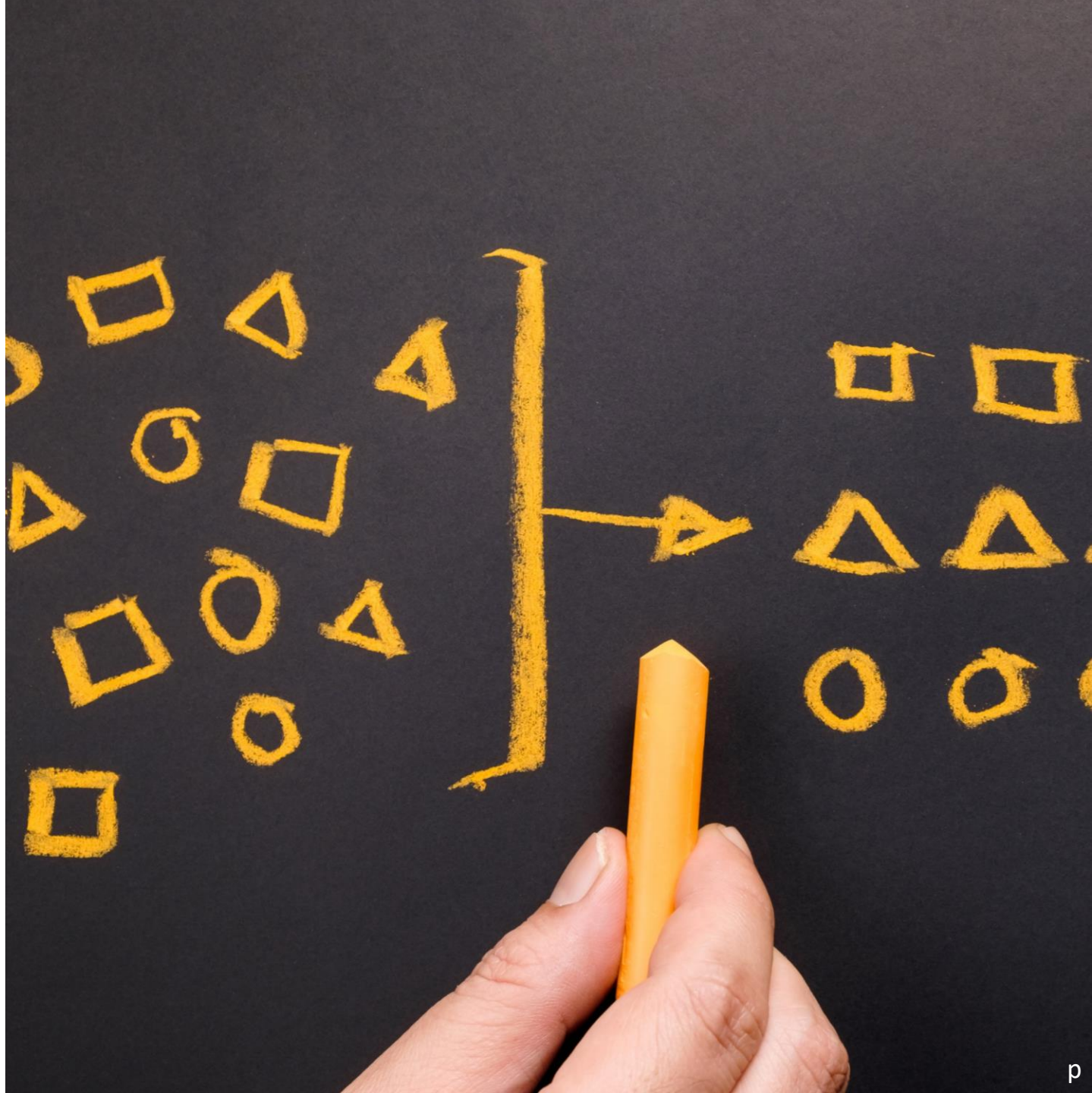
SIMPLIFY

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



The importance of technology

...and how it is organised behind the scenes.



```
128 font-family:
129 }
130 }
131
132 em.mail{
133     background: url(../img/mailico.png) no-repeat center;
134     display: inline-block;
135     width: 12px;
136     height: 14px;
137     float: left;
138     margin: 2px 7px 0 0;
139 }
140 em.phone{
141     background: url(../img/phoneico.png) no-repeat center;
142     display: inline-block;
143     width: 20px;
144     height: 18px;
145     float: left;
146     margin: 2px 8px 0 0;
147 }
```

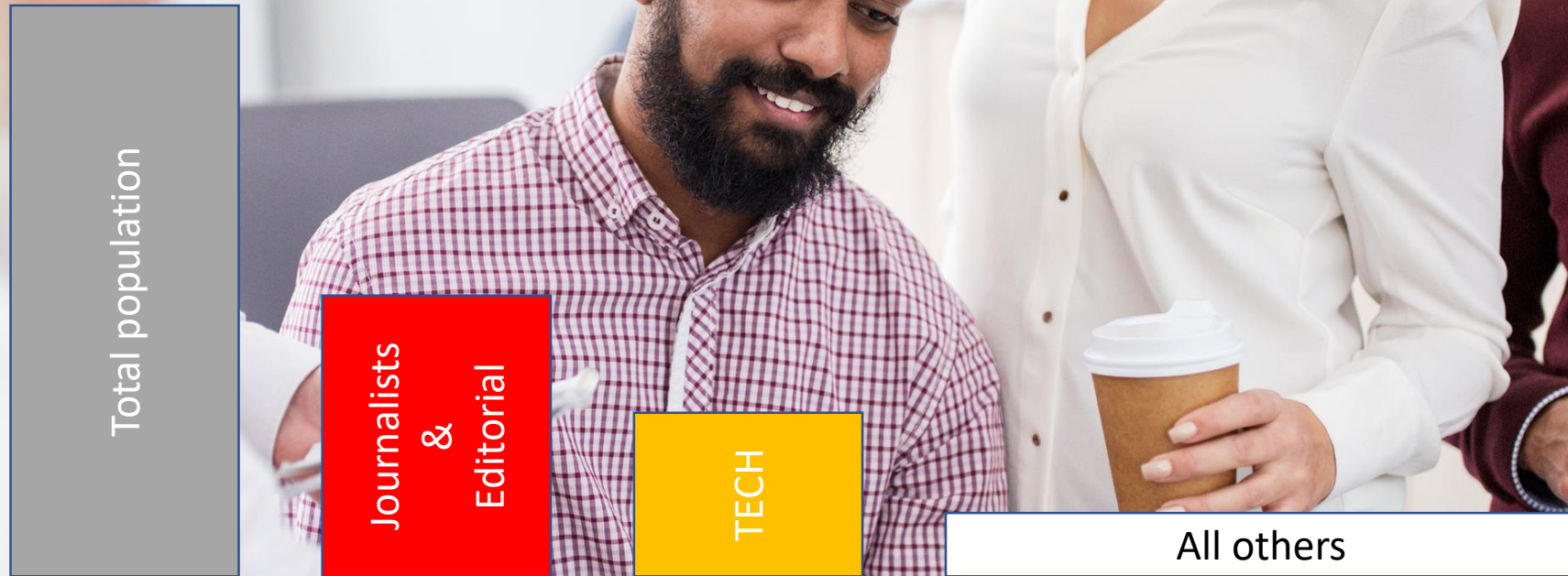
(root) private/var/folders/tt/q702vb87xg3c995drcpnmr0000gp/T/8c98b21-8e7e-4a01-bb5f-8c4e1b85eb11/sntir/css/style.css/

The importance of technology?



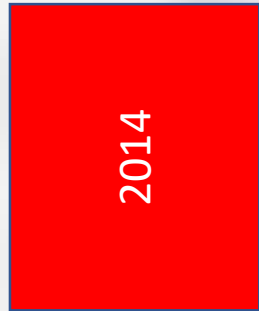
Technology is the product and not only a supporting service

The importance of technology?



More than 20% are technology people

The importance of technology?



**Number of technology people
doubled in less than 5 years**

New profiles

- **Front end dev**
- **Advanced analytics**
- **Mobile dev**
- **Architecture**

The importance of technology?

ICT
Infrastructure
& Applications



Digital News Media

Shifting money

...not saving on it.

Morris Charts

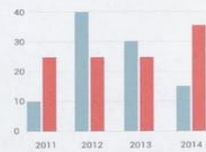
Line Chart



Area Chart



Bar Chart



Donut Chart



Sparkline Charts

Line Chart



Bar Chart



Pie Chart



Easy Pie Charts



How to find money?

It's no rocket science ;-)

And standards help!

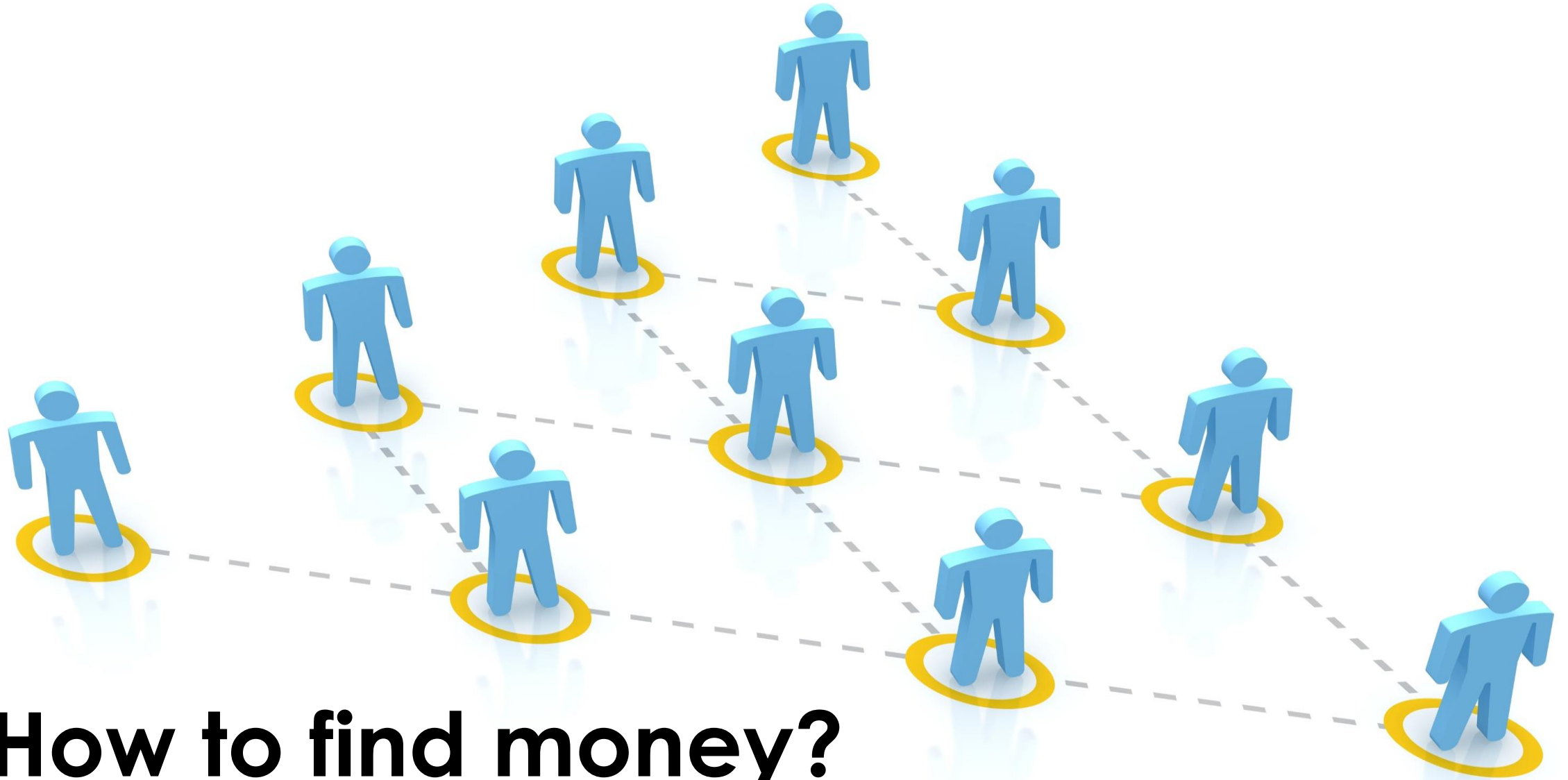


How to find money?



Scale, but how?

best of both worlds
vs.
start from one
or the other



How to find money?

How big should your team be?



How to find money?

Look at your contracts

How to
find money?

OUTSOURCE

IN-HOUSE



How to find money?

And what about cloud?



How to find money?

Get rid of your legacy





How to find money?
Simplify your architecture

△ 2867

How to find money?

Automate



BRAIN STORM NETWORK

8143
BRAIN (OUM) 1000

49868
608

△ 58768

MODEL:428

GMB

△ 5320

△ 7239
572



the story of the humanoid robot is a story that is easy to tell. It heads into our reports that we are increasingly headed to a world where man and machine co-exist, where robots play a daily active role in all of our lives. Consider some of the stories that have appeared in just the past week.

the robot stand-up comedian, the robot prison guards in South Korea, and even robot sex workers. All of these stories seem to suggest that it is just a matter of time before robots catch up to humans in intelligence.

All of this, of course, runs in the face of conventional wisdom. The idea that robots will take over the world is a long-held fear. But the reality is that robots are not going to take over the world. They are going to take over the world's economy. They are going to take over the world's labor force. They are going to take over the world's production. They are going to take over the world's consumption. They are going to take over the world's everything.

As it is being used today to enable collaborative robots to work alongside humans in a factory setting, the technology is being used to create a new world of work. One where humans and robots work together to create a better future for everyone. One where the only limit is our imagination.

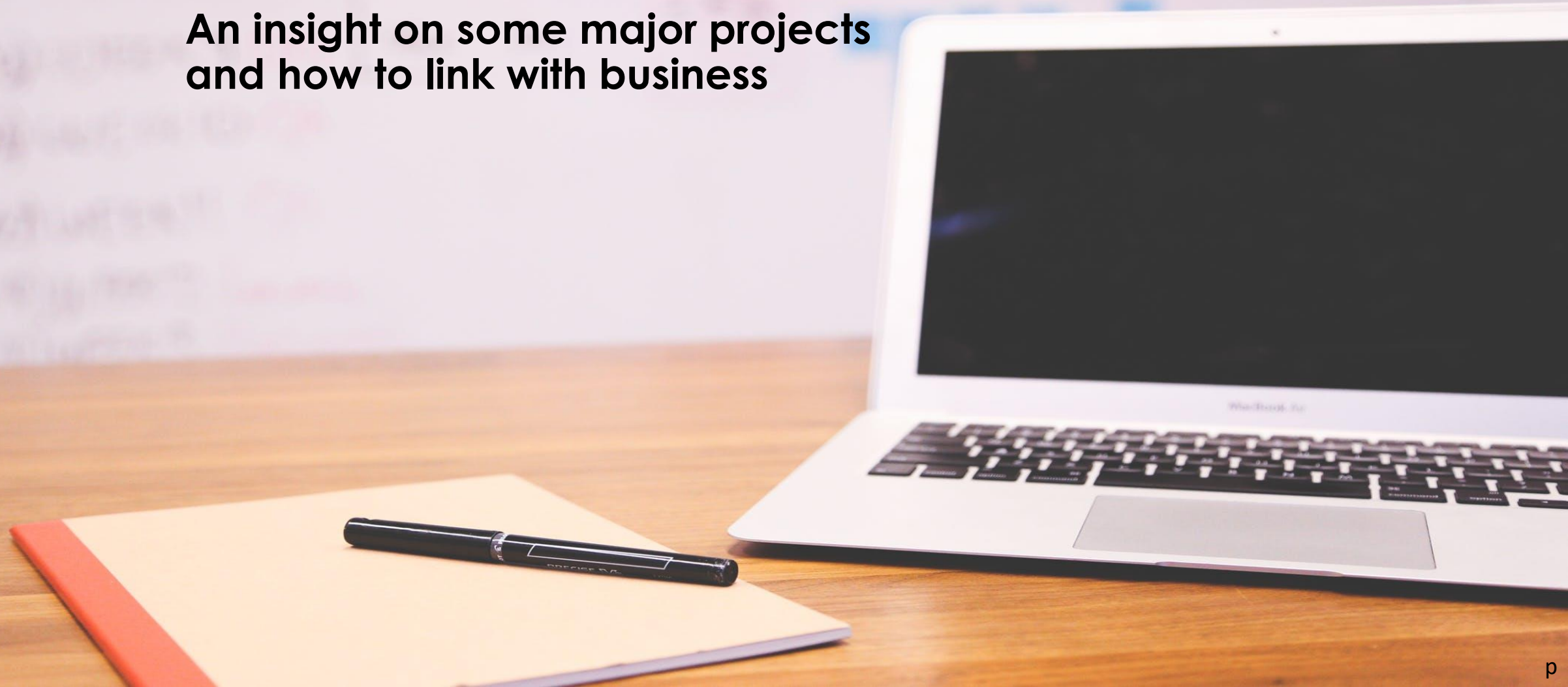
the future of work is not a distant dream. It is a reality that is already here. It is a reality that is being created by the people who are working to make it happen. It is a reality that is being created by the people who are working to make it happen. It is a reality that is being created by the people who are working to make it happen.



**How much
money did
we shift?**

Where and how to spend that money?

An insight on some major projects
and how to link with business



Where to spend the money?

- OnePlatform -
A new digital news platform
- Readers market -
A new architecture
- Advertising -
The switch to self service



WHAT'S
NEXT?

**Ready for
Mediahuis 5.0?**

