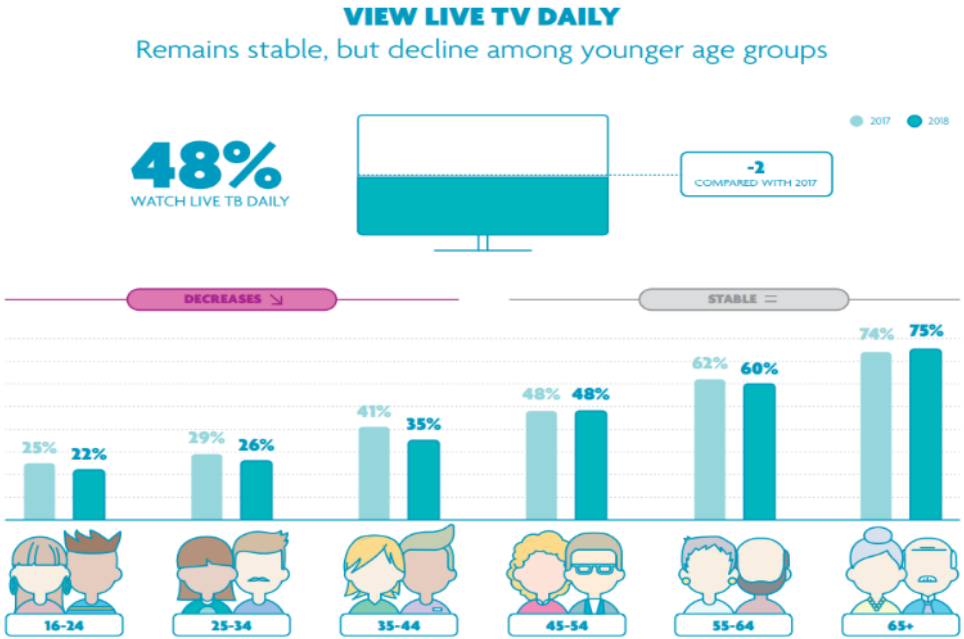
# WELCOME ADM BOARD!

**JOHN PORTER, CEO TELENET**
**MECHELEN, 27 FEBRUARY 2019**

# TREND: DECREASE IN LINEAR VIEWING

New ways of consuming content:
anywhere, anytime on any device

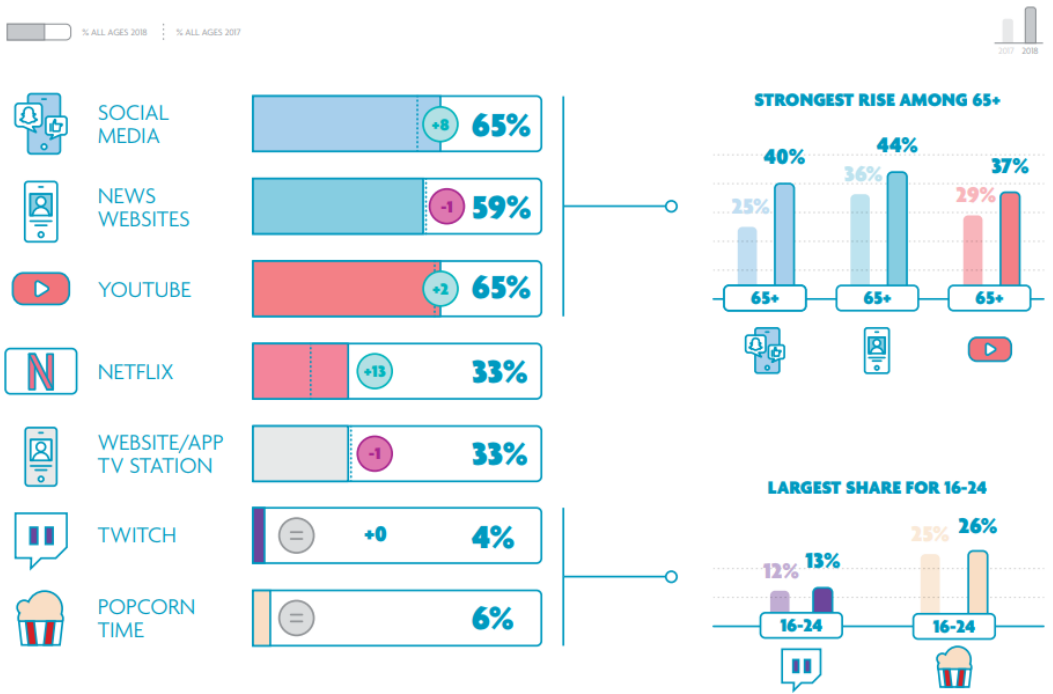



*Source: Digimeter 2018*

# TREND: EYEBALLS SHIFTING FROM TV TO ONLINE

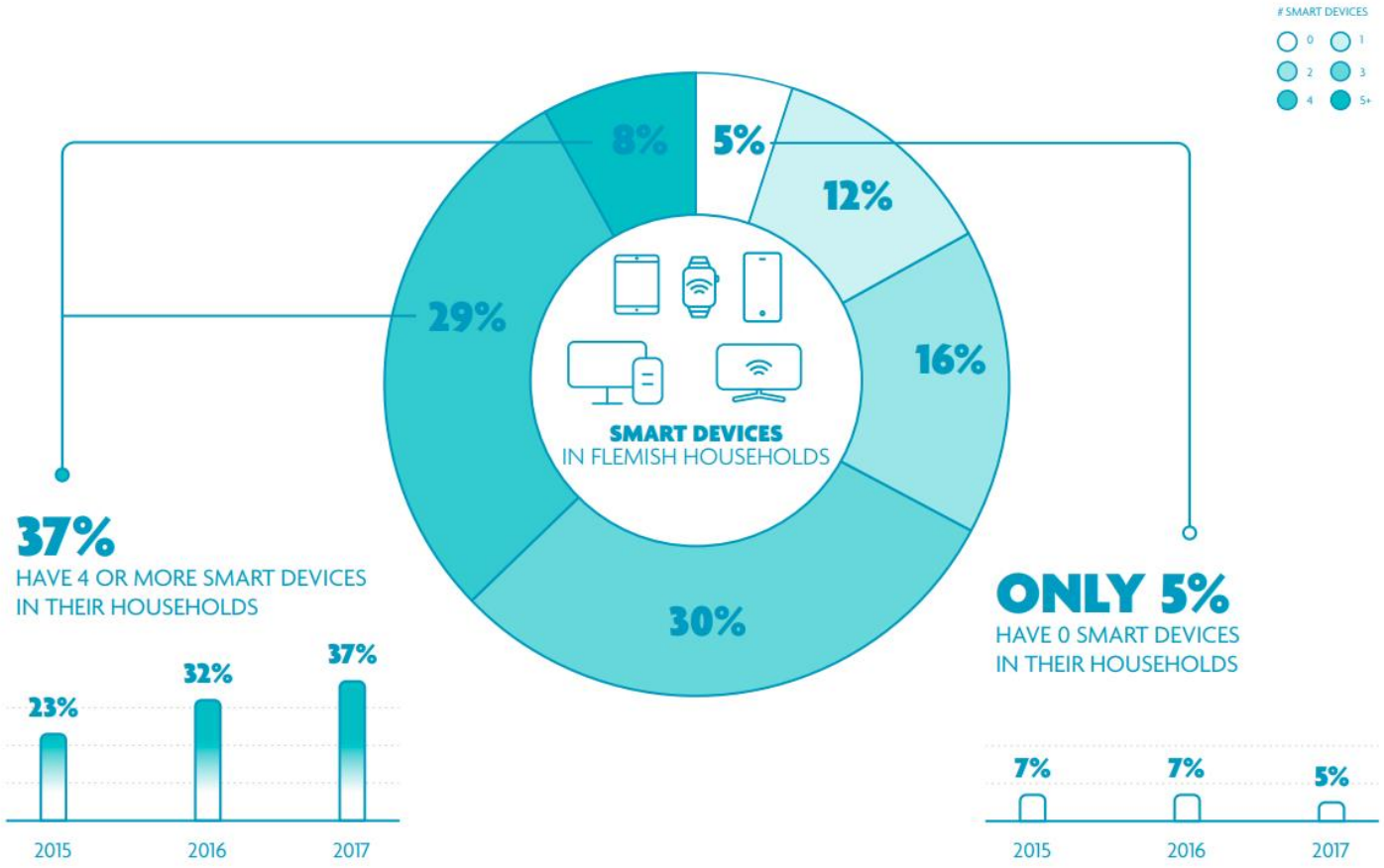
## ONLINE VIDEO

Clear increase among 65+




*Source: Digimeter 2018*

# TREND: EXPLOSION OF NUMBER OF DEVICES




*Source: Digimeter*

# TREND: CHERRY PICKING FROM LOCAL AND INTERNATIONAL PLATFORMS

NETFLIX

YouTube

amazon Prime instant video

tv

chromecast

Yelo Play

Play

Play More

Play Sports

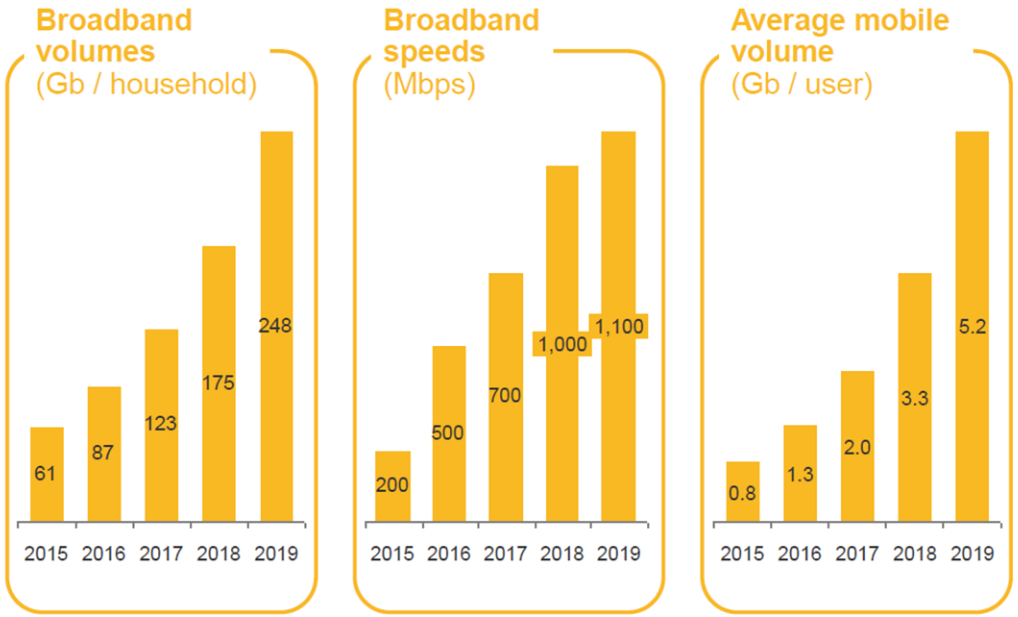
vtm GO

vrt nu

Jungle of content

# HOW WE RESPOND

## #1 Build the fastest mobile and fixed network




Broadband volumes increase **42%** annually

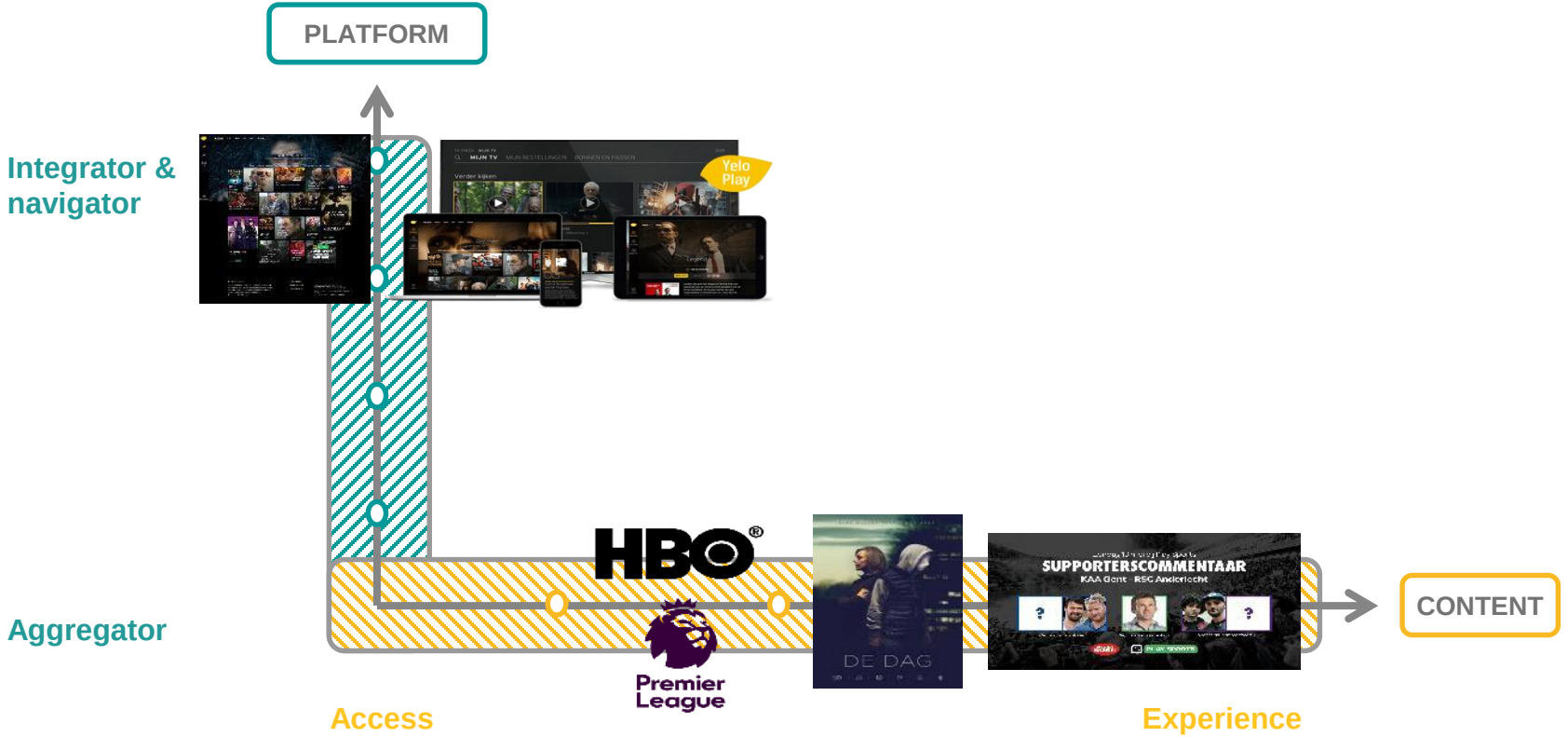
Speeds to increase to **+ 1Gbps** by 2019

Mobile volumes increase **60%** annually

**€ 1,8 million investments per day**

# HOW WE RESPOND

## #2 Using platform and content strengths



# DEVELOP BEST PLATFORMS TO CONSUME CONTENT

- Smart integrator & content navigator
- 4k
- Apps
- Voice

Yelo Play

First in Europe to watch on all screens

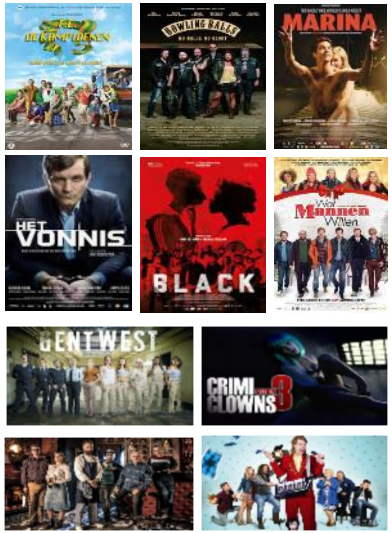
# CREATE AND CURATE THE BEST CONTENT

## It’s Playtime

PLAY
PLAY MORE
PLAY SPORTS

HBO

## STAP funding




## Original content

## 50% of Woestijnvis

W&W 20%
50%
MEDIAHUIS 30%
de VIJVER media
SBS VIER VIJF zes
woestijnvis

# CATER TO MOBILE FIRST SEGMENT

Best entertainment

One app

Carefree mobile

Best internet at home

# GIVE OXYGEN TO THE LOCAL MEDIA ECOSYSTEM: INNOVATION IN ADVERTISING

Addressable advertising

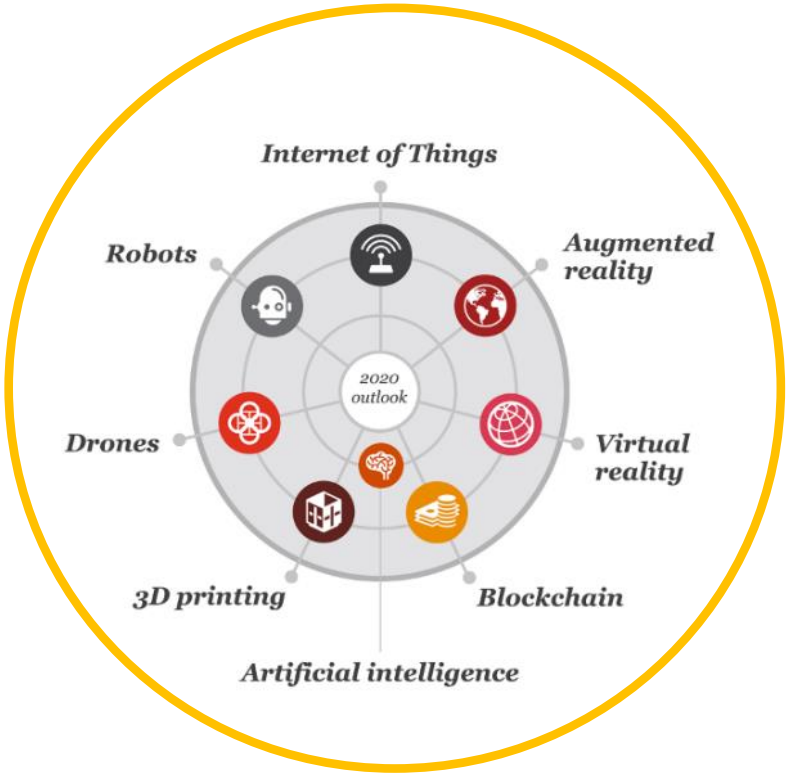
Pauze still

# TAKE ENTERTAINMENT TO THE NEXT LEVEL

THE PARK

WHAT'S AHEAD OF US?

# TECHNOLOGY ACCELERATES CHANGES AND IMPACTS EVERY INDUSTRY



# NURTURING THE PIONEERS OF TOMORROW: WAR FOR TALENT

Lifefong learning

Youngsters: get a feel for tech

**… how do you attract and keep talent?**

# THANK YOU

**How to stay in touch?**

Connect with me on LinkedIn! Or “like” Telenet on Facebook, Twitter, Instagram or LinkedIn.