

WELCOME!



SHARE & CONNECT

Next events

**Special
Edition**



Info & inschrijven



ADM Visit | Roularta Media Group





Roularta
Media Group

Creating media with impact in a digital world



**NELE
BAEYENS**

Chief Marketing Officer

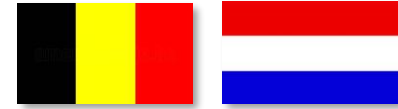


**KAROLIEN
VAN DINTER**

Publishing Manager



Key Figures





Roularta
Media Group

It all starts with our customer

Customer centricity

- ✓ We listen to readers, viewers, users and communities, with a focus on families.
- ✓ We build around their needs, habits and expectations.
- ✓ We use strong brands to create trust and relevance.
- ✓ We do not innovate to be first. We innovate to create value.





 **WE CREATE MEDIA**
WITH IMPACT



Roularta
Media Group



The basics remain the same

- ✓ **Strong content**
- ✓ **Strong brands**
- ✓ **Strong communities**

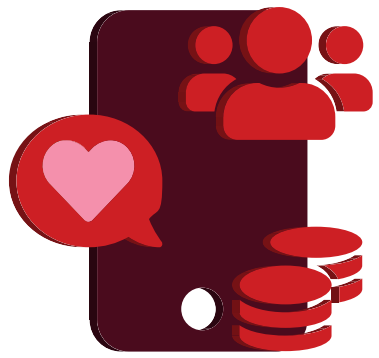
But the way we create, distribute, and market them is changing fundamentally.



TRENDS

READER

ADVERTISER



TRENDS

READER

- 01 — **Communities over mass reach**
- 02 — **Digital media consumption continues to grow**
- 03 — **Reliability is becoming increasingly important**
- 04 — **AI is changing search behavior and traffic**

ADVERTISER

- 01 — **Major tech companies dominate the digital landscape**
- 02 — **Post-cookie requires its own data**
- 03 — **AI is gaining ground in advertising**



How do we continue to put the consumer first?

- ✓ **Strengthen our direct relationship with readers**
- ✓ **Build digital platforms where convenience & community are key**
- ✓ **Adopt a multimedia approach**
- ✓ **Use data more effectively**
- ✓ **Integrate AI responsibly**
- ✓ **Expand partnerships**

INNOVATION WITH IMPACT

01 Digital platforms

Mijn Magazines-app

02 AI & automation

readers benefits

03 Data & personalization

paywall, first-party data,
targeting

04 Multimedia communities

example: Trends

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example: Trends



Use case 1: Mijn Magazines app

One platform built around reader convenience

- Arose from the need to bring print readers into the digital world
- Brings all our brands together
- Tailored to the consumer:
read anytime, anywhere
- Experience: 30 magazines/newspapers, comics, puzzles, podcasts, exclusive content...
- Partnerships: ENGIE

 Free trial of 4 weeks in goodiebag

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Use case 2: AI in our operations

AI as an accelerator, not a replacement.

- Editorial: support with final editing, summarizing, visuals, and structure
- Marketing: AI agents and content production
- Customer service: more efficient handling of inquiries
- Transparency through an AI charter





Abortuskliniek
De gemiddelde
cliënt heeft al
twee kinderen

**Koffie, haring
en chocolade**
Zo houd je je brein
gezond

David Van Reybrouck
'Het klimaat
is gevaarlijker
dan de Russen'

Vlaamse wapenindustrie
Van onderwater- tot
zelfmoorddrones

Superrijken
'Geld werkt
zoals drugs'

Pesticiden
We gebruiken nog altijd
'een goed productje'

Knack



BOYCOT TEGEN AMERIKA

Is het zinvol om geen Amerikaanse
producten meer te kopen?

Weekblad - 65e jaargang
Nr. 10 van 52 - 10 maart tot 1 april
België ISSN 0072 - 3210 PRODEK7
€7,90



Knack



Nog tien jaar geduld

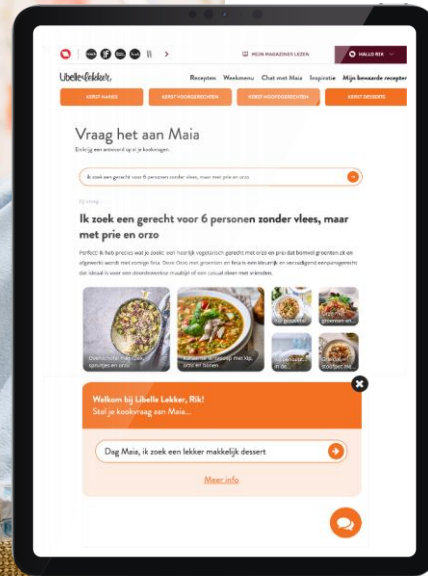
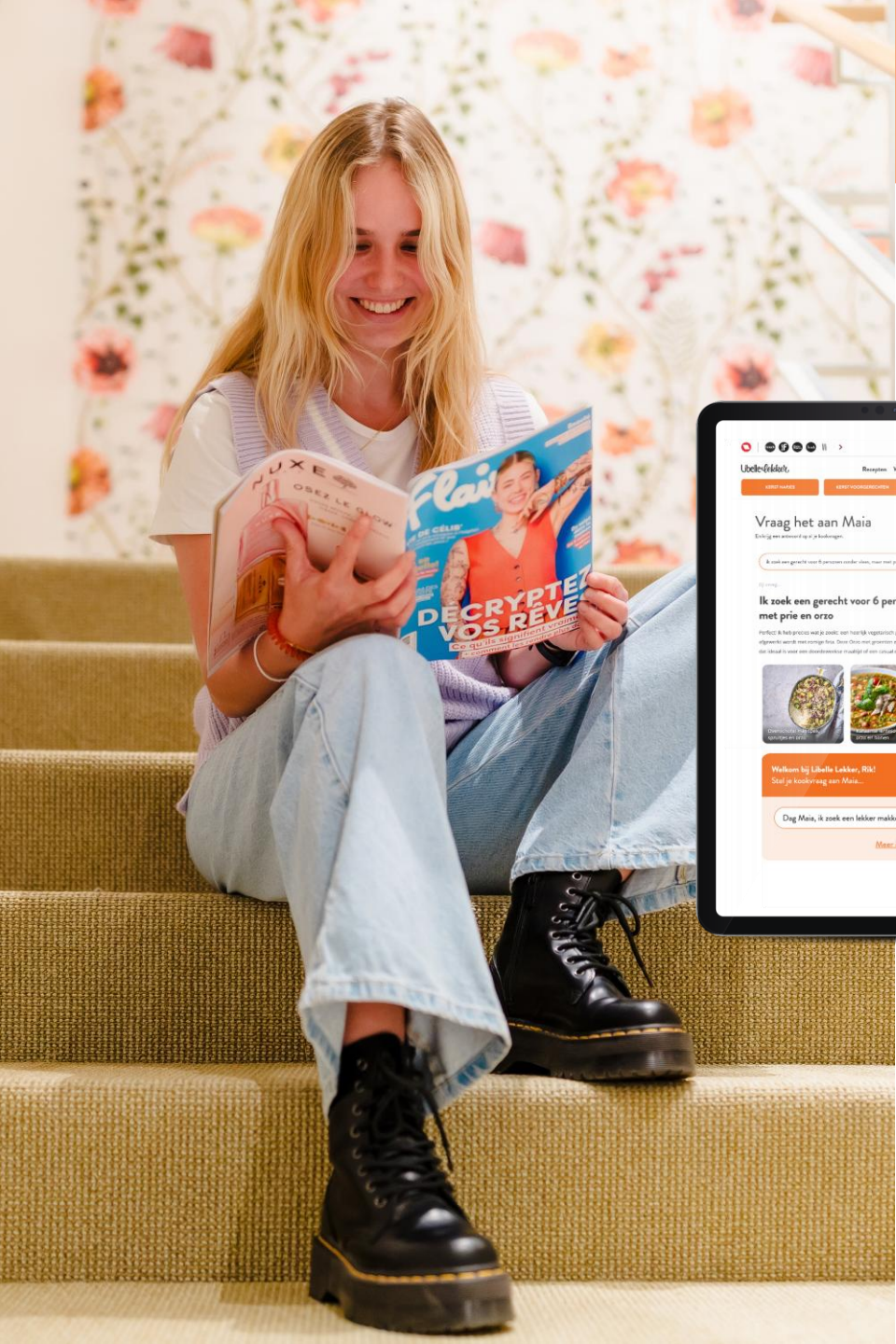
De Vlaamse kinderopvang komt
30.000 plaatsen tekort

Weekblad - 65e jaargang
Nr. 10 van 52 - 10 maart tot 1 april
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AI for readers

- AI offers opportunities to get more out of our vast wealth of content.
- Tools for readers
 - AI Assistant Maia – Libelle Lekker & Delicious.
 - AI Dine Guide – Knack Weekend & Le Vif Weekend
 - AI Travel Guide – Libelle & Plus Online
- Based on our own content archive (potentially expanded with content from advertisers)
 - Content is our strength (USP)
 - Focus on quality and curation





We test. We cook. We taste.



feeling



knack



MIJN MAGAZINES LEZEN

HALLO KAROLIEN 

Libelle

Libelle
mama

Libellelekker

SHOP

ABONNEREN

Recepten

Weekmenu

Chat met Maia

Inspiratie

Mijn bewaarde recepten

CAKE & CO.

GEHAKT

OVENSCHOTELS

PANNENKOEKEN 🥞

BIJV.: PASTA, GEHAKT, VEGETARISCH, PANNENKOEKEN ...



Cake bakken en smullen maar!

NAAR DE RECEPTEN



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Use case 3: Data & personalization

- The importance of first-party data
- Smarter paywalls
 - AI driven paywalls
- Personalisation is key
- Contextual targeting – importance for advertisers
 - Quality above quantity

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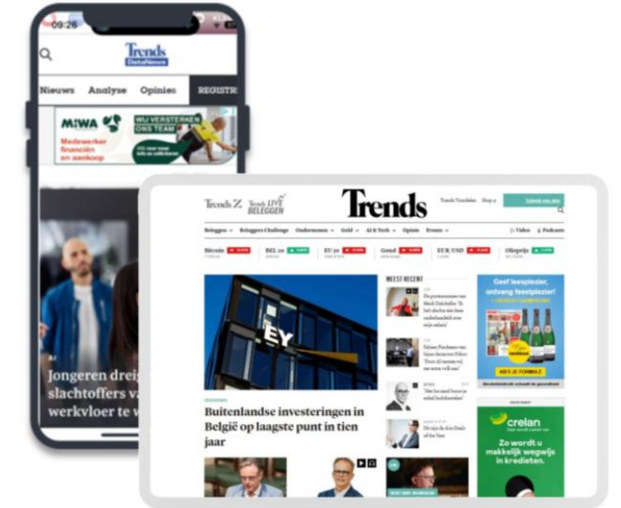
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example: Trends

TRENDS TALK



Use case 4: Trends as business community brand





Use case 4: Trends as business community brand

Together, we're shaping the future

- The country's largest business community
- The go-to resource for your finances and investments
- Powered by technology and AI
- A 360-degree approach for each component (content, services, events, podcasts, etc.)
- Integration DataNews in Trends
Kristof Van Der Stadt is present tonight.
- Integration Kanaal Z in Trends

Use case 4: Trends as business community brand

- In a world of constant change, information is everywhere, but **true insights** are scarce.
- Information becomes a **work tool**.
- Companies need **context**, not news.
- **Trends Business Pack** translates news into insights that help you make the right decisions.
 - One point of access to all business content

“Every entrepreneur should encounter Trends at various times throughout the week—not just occasionally, but on a regular basis.”



Time to see RMG in action

Follow live the news

19u15 – 19u45

Live cutting meevolgen via scherm in patio

 Patio

Met nieuwsanker Valerie Bauwens

Behind the multimedia newsroom of Knack

19u45 – 20u15

Door Bert Bultinck

 Redactie Knack
+ Studio Trends Z

Studio Trends Z visit

19u45 – 20u15

Walking dinner

20u15 – 22u

 Patio

Questions?

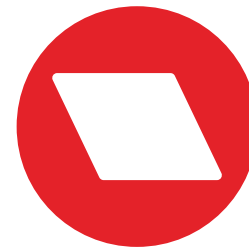


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Volg ADM op LinkedIn