

A woman with long dark hair, wearing a bright yellow top, stands with her arms outstretched against a dramatic, cloudy sky. Her eyes are closed, and she has a serene expression, looking upwards. The lighting is soft, highlighting the texture of her hair and the fabric of her top.

RegioTV Tiel

vs

Adverteerders

D e l t a M e d i a

2 0 2 2

METAVVERSE

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 image is semi-transparent, allowing the text to be overlaid.

▶ 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

A woman with long dark hair, wearing a bright yellow, long-sleeved 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.

- ▶ **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)?**

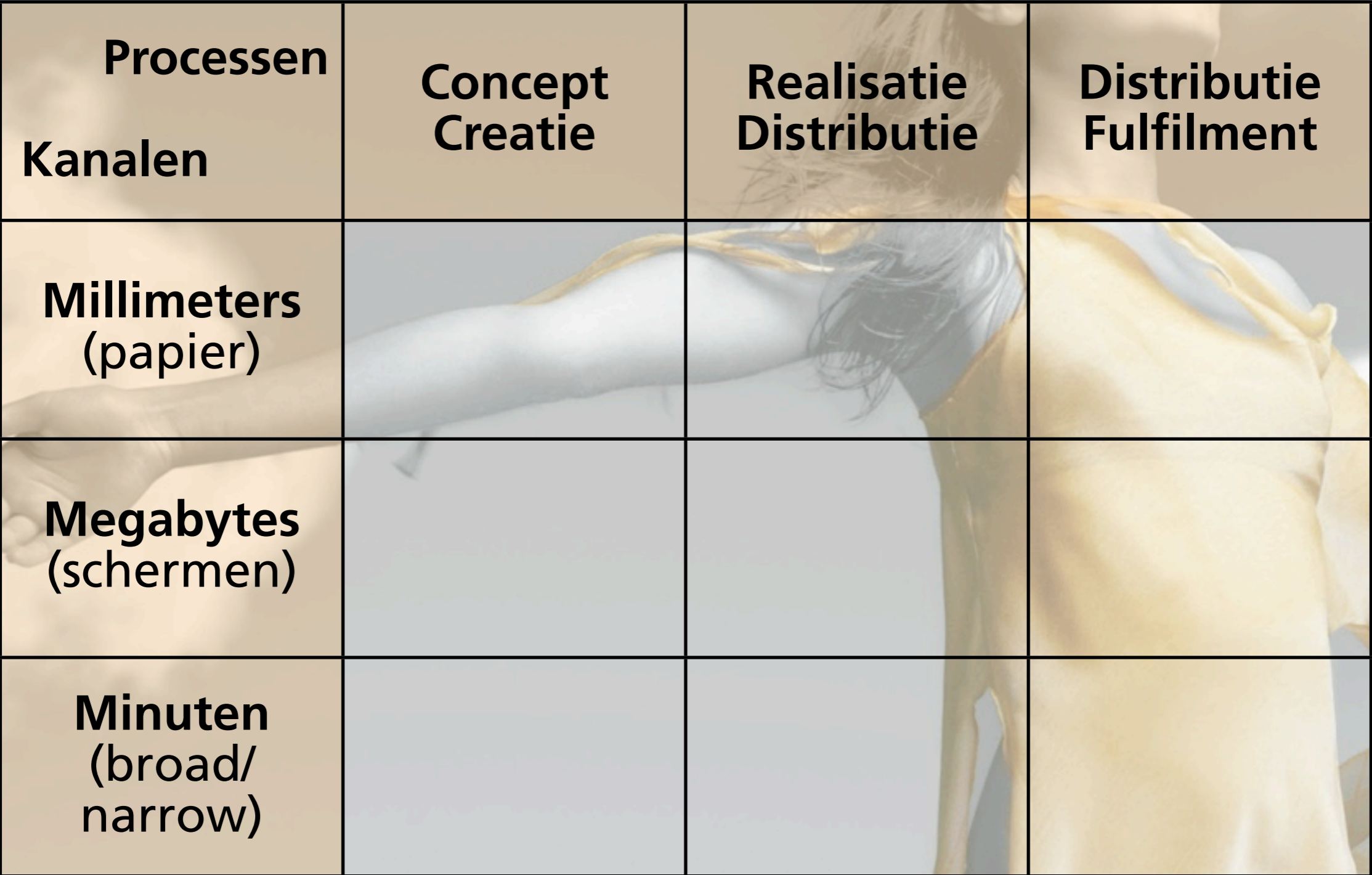
Verandering?

- ▶ **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

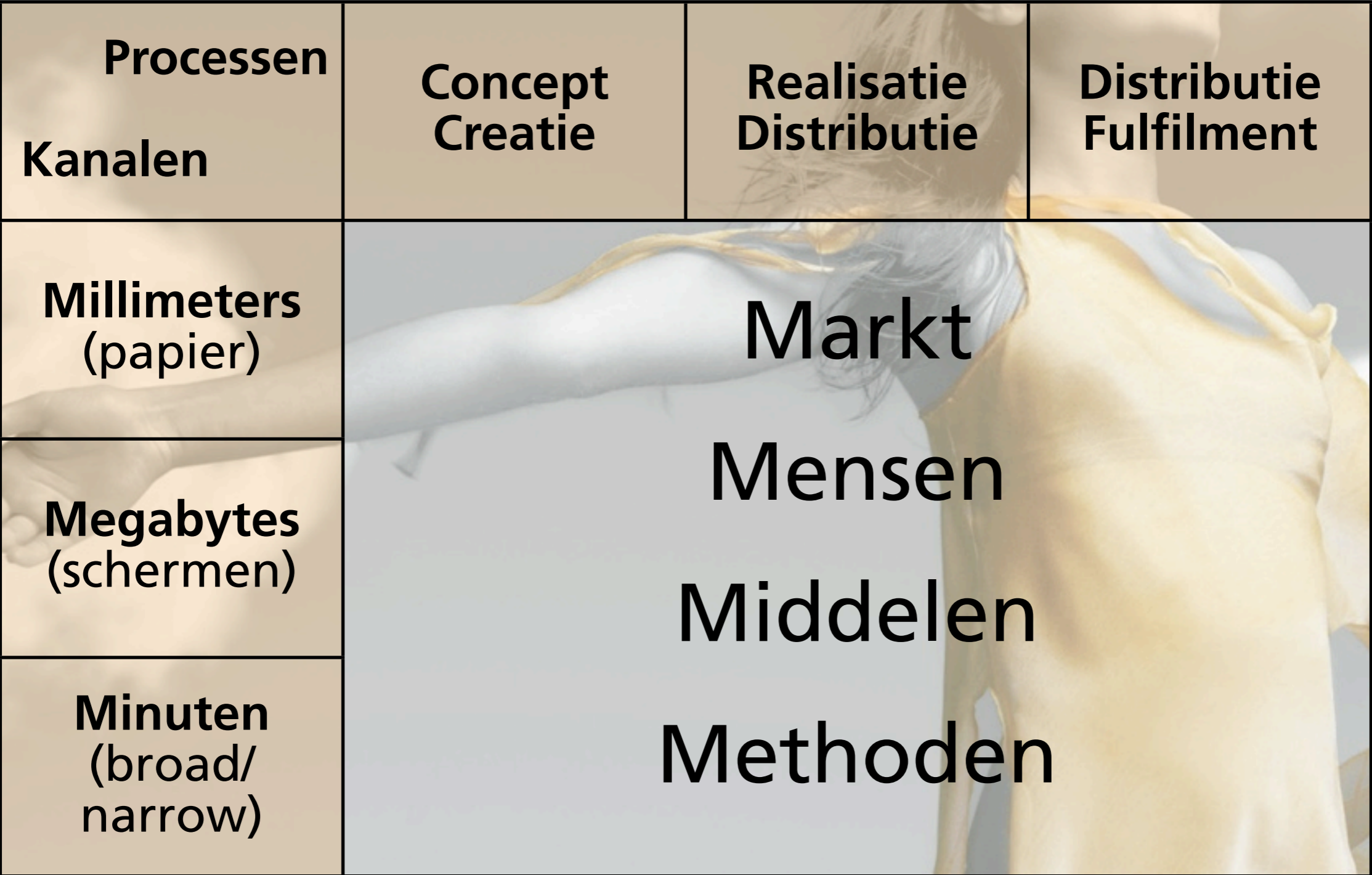


Het model



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

Het model



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

Het model - gevolgen

- ▶ **Markt**

- ▶ veranderende businessmodellen

- ▶ **Mensen**

- ▶ kennisontwikkeling

- ▶ **Middelen**

- ▶ investeringen, bestedingen en technologie

- ▶ **Methoden & Ondersteuning**

- ▶ Adverteerders, sponsors, advertorials, interviews



Het model - technologie

Processen Kanalen	Concept Creatie	Realisatie Distributie	Distributie Fulfilment
Millimeters (papier)	van scannen naar digitaal	native bestand naar cPDF	on-demand digitaal papier
Megabytes (schermen)	losse databases naar XML	statisch naar interactie	van pc naar online en mobiel
Minuten (broad/ narrow)	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 platform is het uitgangspunt
- 
- A woman with long dark hair, wearing a bright yellow, long-sleeved, 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, serving as a background for the text.

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**
- 
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2 - Innovatie



Wat houdt een nieuwe Brand 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

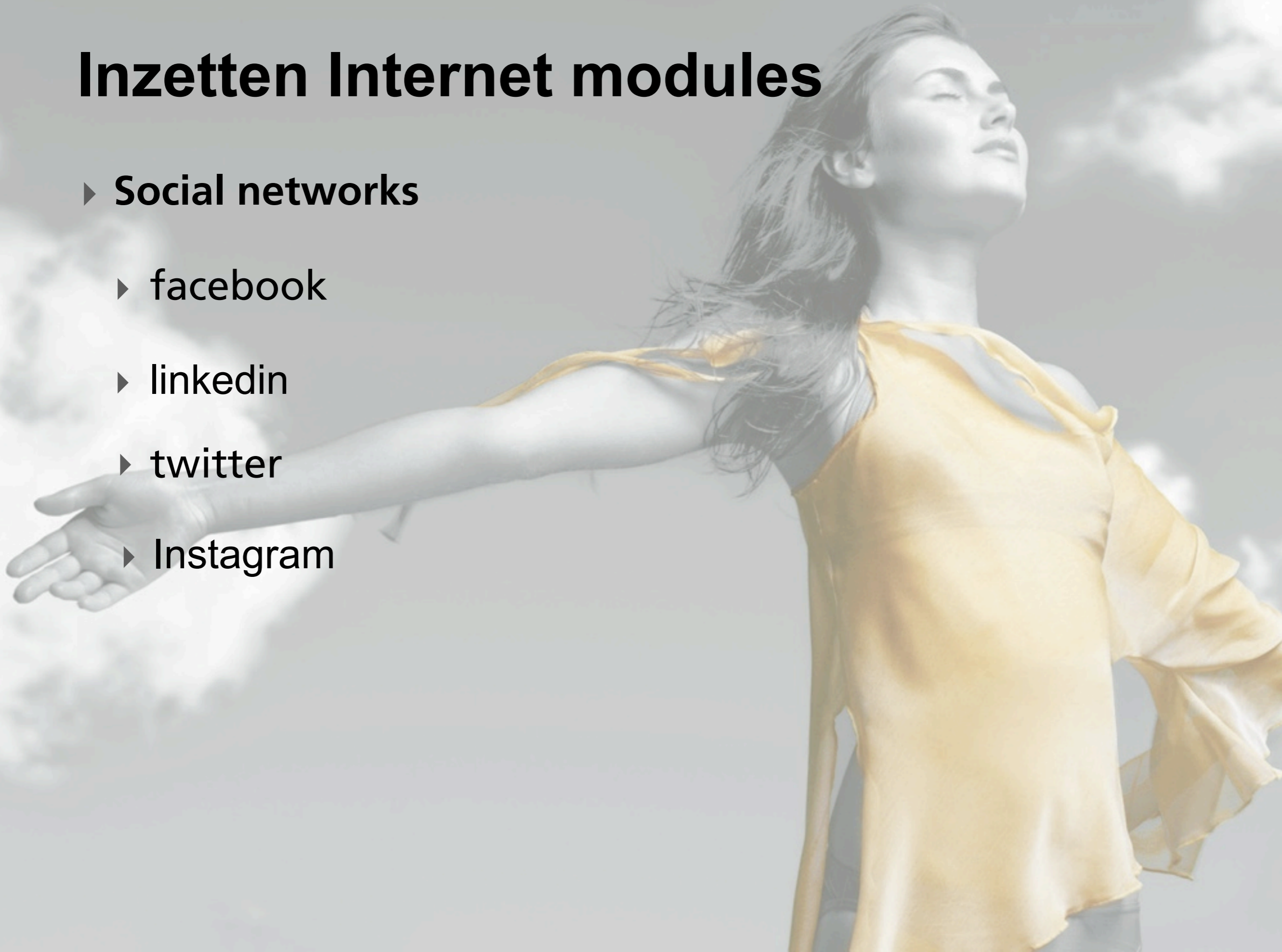
- ▶ **Social networks**

- ▶ facebook

- ▶ linkedin

- ▶ twitter

- ▶ Instagram



Inzetten nieuw Internet Modules

A woman with long dark hair, wearing a bright yellow, long-sleeved, 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.

- ▶ **Corporate**

- ▶ Speciaal ontworpen Corporate Web Platform

- ▶ **Formats**

- ▶ Informatief

- ▶ Modern

- ▶ **Business**

- ▶ extra adverteer mogelijkheden

Inzetten Newmedia

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▶ 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: lulu.com

- ▶ **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 2021

- ▶ **KPMG**

- ▶ De uitgever aan het woord 2021

- ▶ **iProspect/Jupiter**



PriceWaterhouseCoopers

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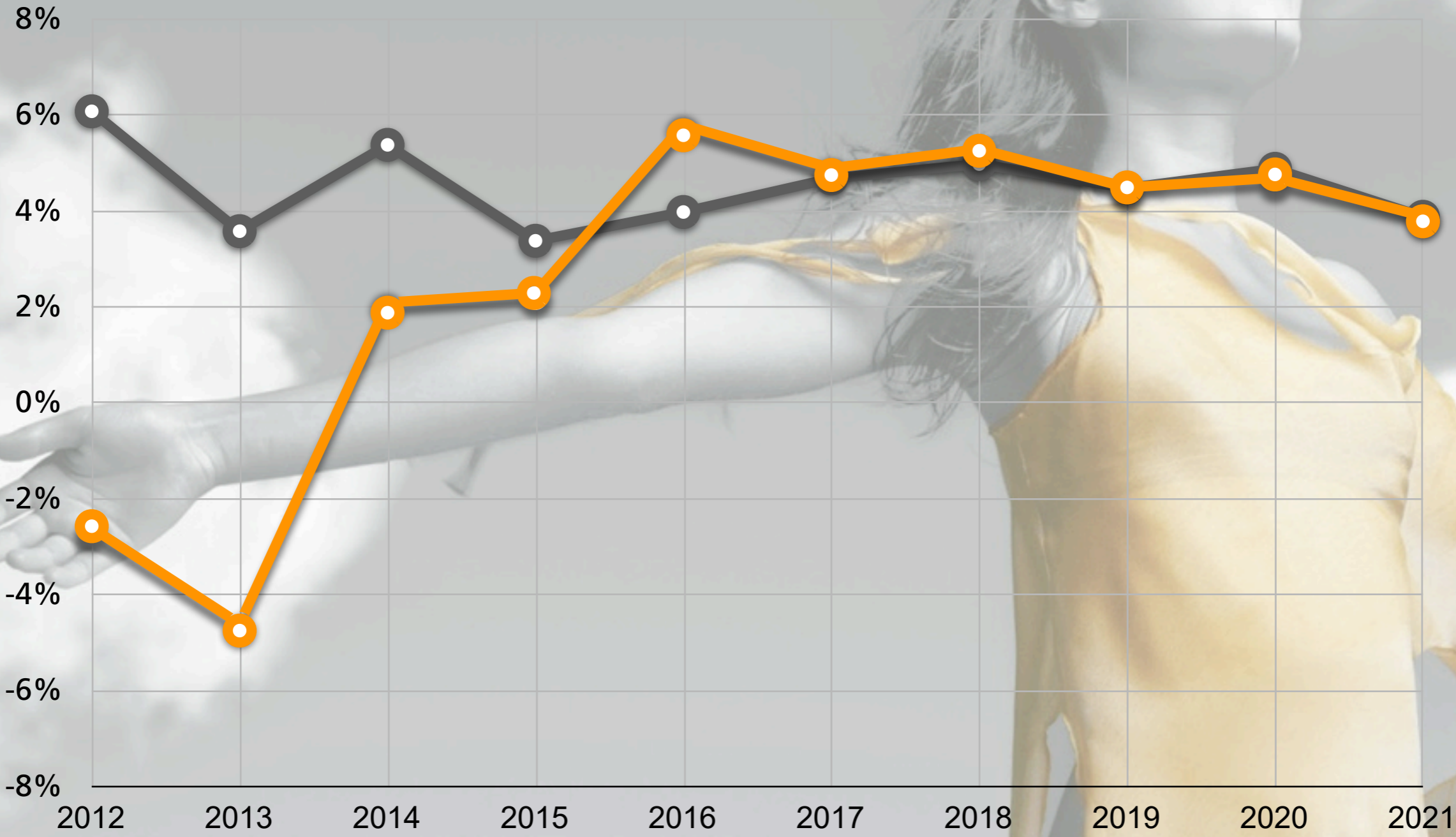
- ▶ **Groei Internet in 2021 + 54,4%**

- ▶ sterkste stijging in 5 jaar

- ▶ **Business groeit het snelst**

- ▶ **Games op 3e plaats**

PWC: advertentiebestedingen

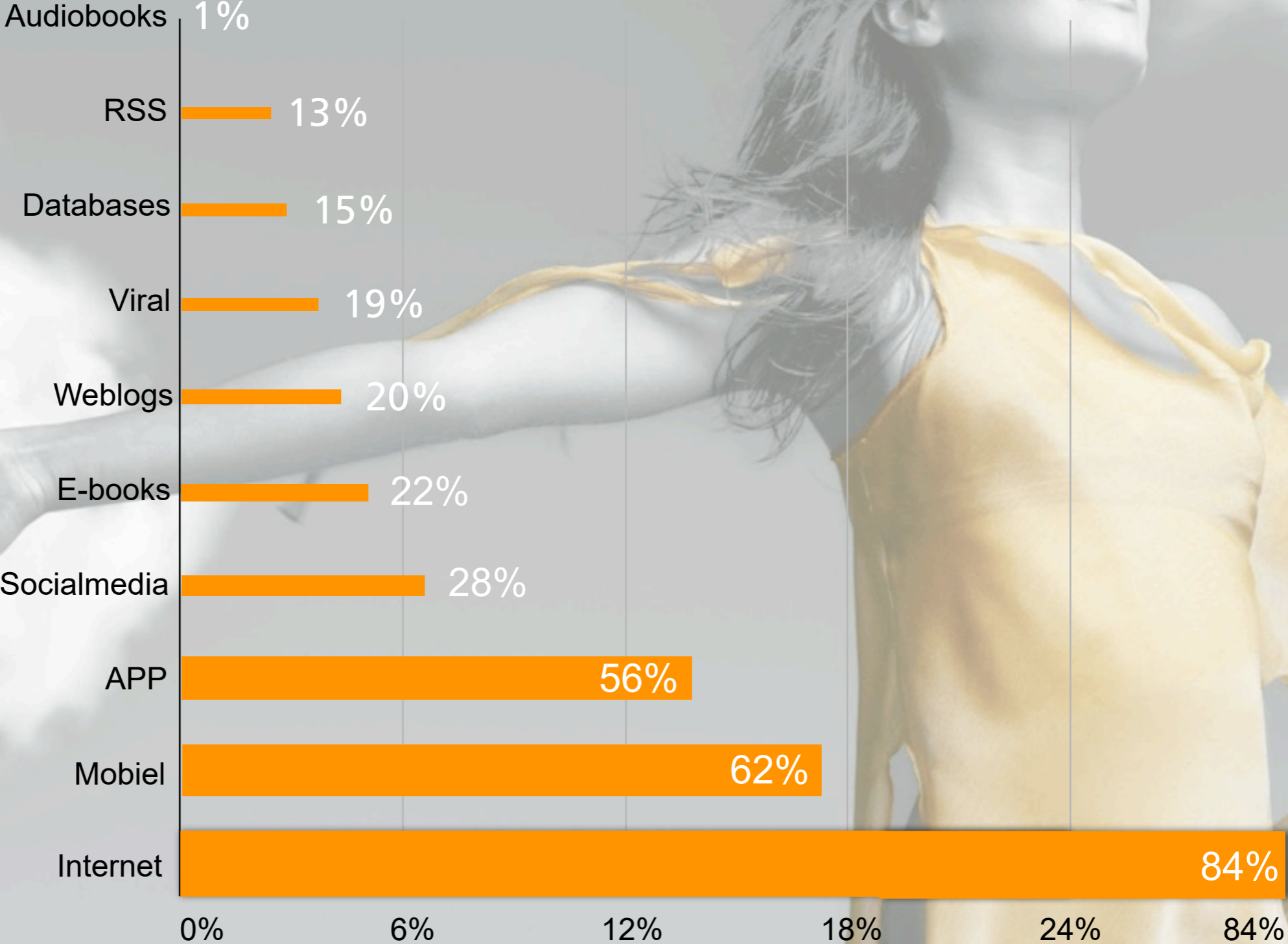


 Advertising  End-User Spending

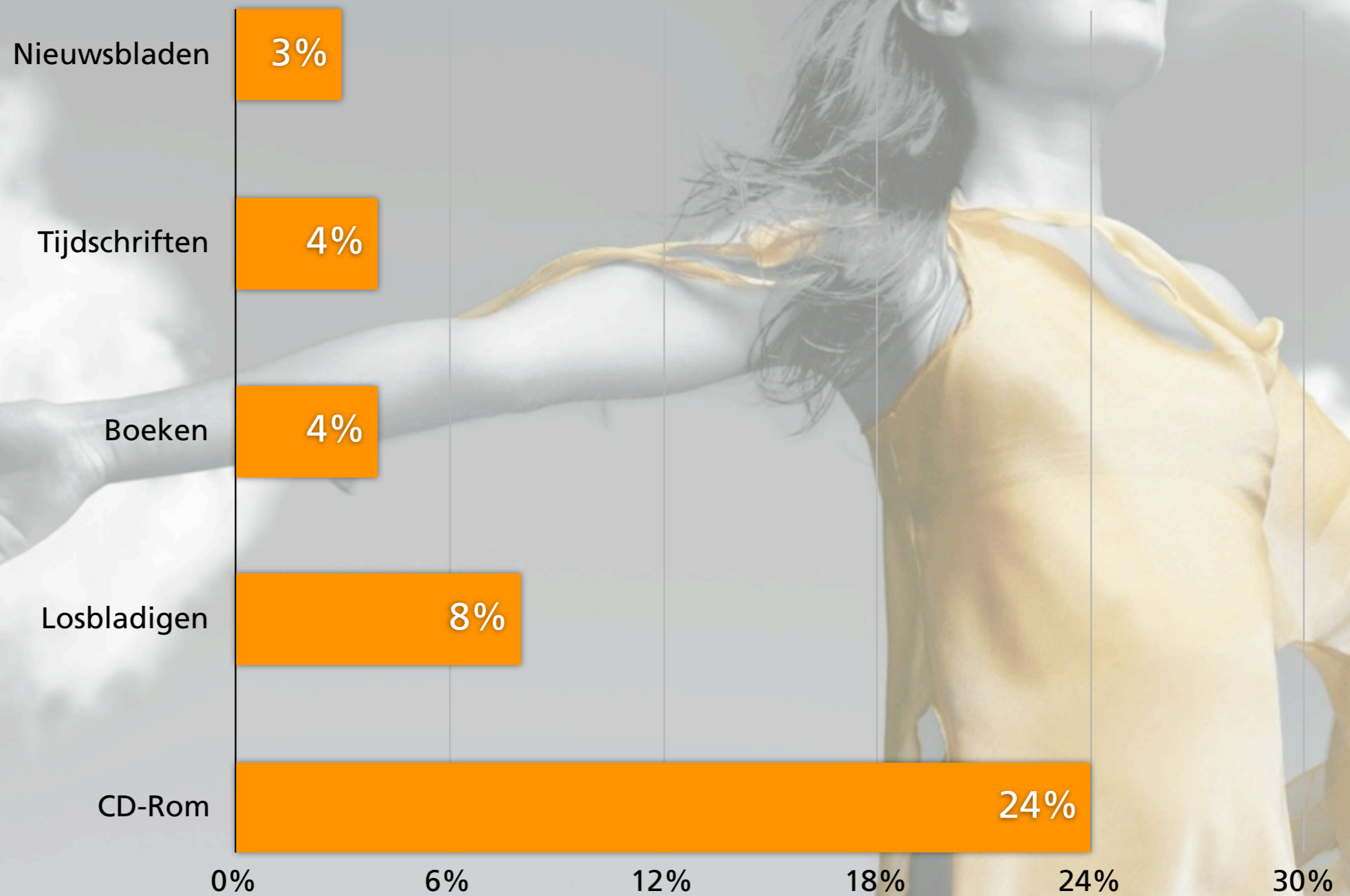
DELTA ONLINE PLATFORM CONCEPT

- ▶ **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**

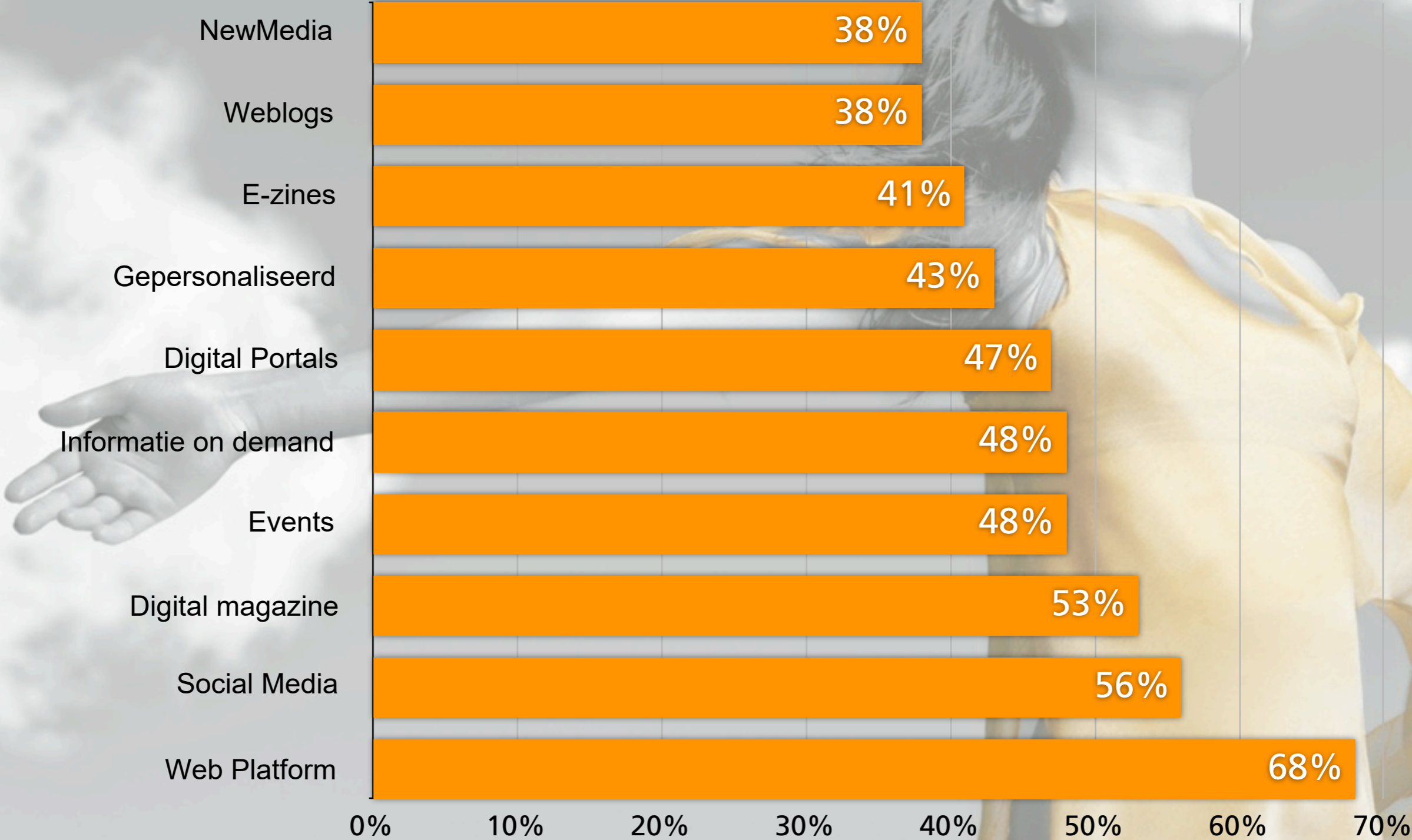
ONLINE: Stijgers (2018-2021)



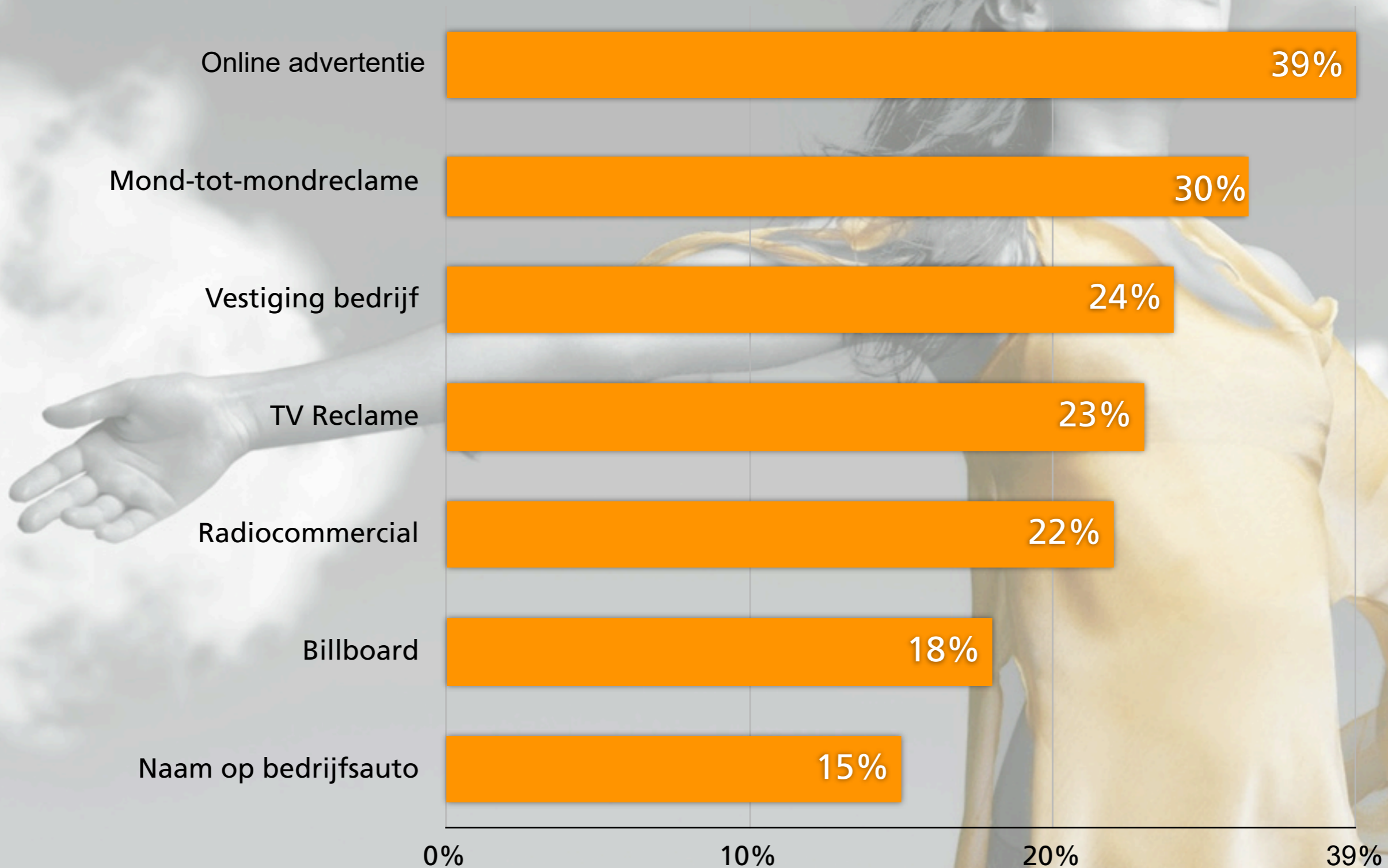
ONLINE: Dalers (2019-2021)



MEDIA: Top 10 (2019-2021)



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




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 has a soft, ethereal quality with a light grey overlay.

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.”



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“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