



NL Profiel update for Wan-Ifra

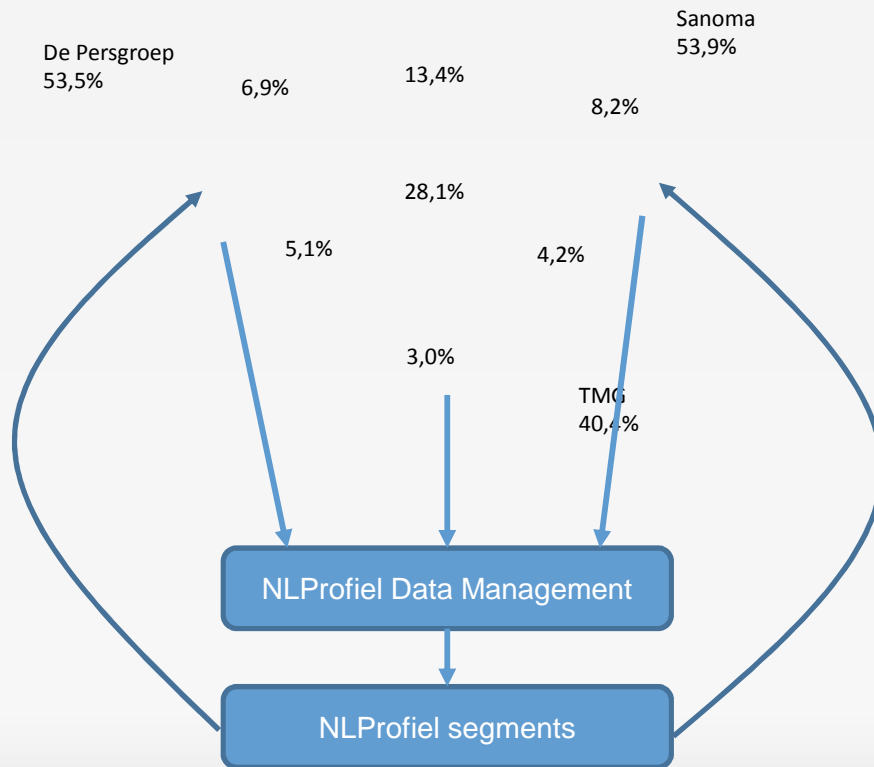
Vienna, 2nd April 2019

DE PERSGROEP.
ECHTE MEDIA . ECHTE MENSEN . ECHTE RESULTATEN

s a n o m a

tmg telegraaf media groep

What we do



- We collect data from the 3 leading Dutch publishers who cover 75% of the market
- Centrally we use this data (raw and segments) to create NLProfiel segments (cross all publishers)
- We push these segments back to the publishers so they can use these segments in all commercial efforts (media sales, content recommendations etc.)
- We do this GDPR-safe, governed by a Joint-Controller agreement and DPA's between the publishers participating in NLProfiel
- The data is free to use for Advertisers
- Available since May 2018, active from September 2018 and currently running 1.000+ direct campaigns and 800+ programmatic campaigns.



Our believes

- **Be the aggregator! Own your destiny**
- Move fast - be the first - or get out, strictly dependent on CEO coverage
- Channel independent: direct, programmatic - all included
- No surcharges in data – to maximize usage
- Socio Demo is the core and needs to be validated with market data (JIC connection)
- Scale is critical
- **Privacy aware - do the rights things right**



The WHY

Collectively, we lose continuous market share and there is no view that this gets better – doing nothing means losing

- **Market share loss:** Publishers lose market share in digital to global players and have now become small players and have to let Facebook and Google go well ahead
- **Margin pressure:** The margin on turnover is under pressure due to the 'tech-tax' levied in the supply chain (technology and agencies)
- **Product mismatch:** In Doing So, competitors offer better optimization options for advertisers, supported by data.
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Expecting different results without making a change will not happen. Change is needed for survival of local media companies.

... and Branded Content and Video will probably only partially be able to make up for the current decline



Facebook and Google gain market share by better product

Simplicity, data, scale, interaction, time-on-site –Google and Facebook lead the game

	Facebook 	Google 	Publishers 
Scale	80+% of social 	95% of search 	75% Netherlands 
Targeting	Very deep interest, social and intent based data on 100% of audience with partly integration with buyers' data 	Very deep intent, interest and social data based on 100% of audience with full integration in buyers' data 	Limited segments on general groups on 50% of the audience 
Campaigns	API driven fully automated optimization 	API driven fully automated optimization 	Offline buying of direct campaigns or online through DSP's 
Reporting	Realtime, detailed and integrated with performance data 	Realtime, detailed and fully integrated with all digital data 	Very limited 
Content	Social content, non verified 	Quality search, video and part of publishers networks content 	High, controlled and safe content environment 
Platforms	Facebook, Whatsapp, Instagram	Google, Youtube, Chrome, Ad Network	Nu, Ad, Telegraaf, Buienradar ...
Brand Safe	Many incidents and issue 	Limited incidents (mostly Youtube) and issues 	Hardly any incidents 

The Why is clear:

Facebook and Google simply offer more scale:

- In Campaign Management
- In data
- In integrations
- In own control
- In Insights

Can we win with our content and brand safety?

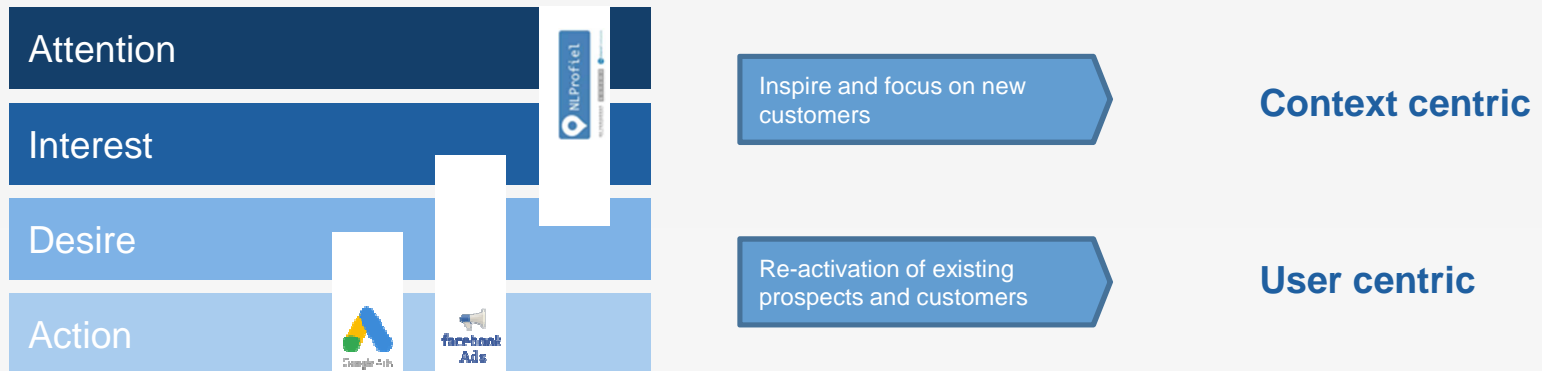
NLProfiel Promise:

"NLProfiel helps you find new customers"



New Customers or existing customers

Do advertisers also Reach new customers with Google and Facebook platforms?

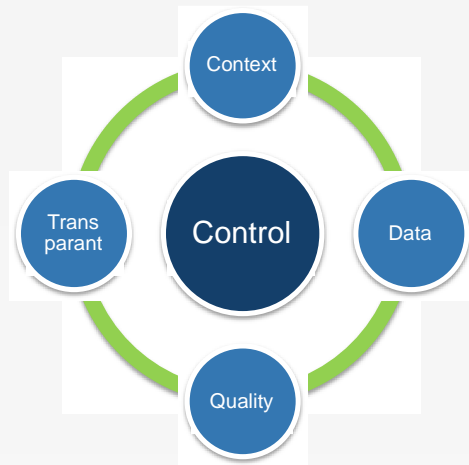


- Google's largest sales driver is to continuously encourage existing users to finalize a (new) action
- Facebook goes a step further and involves the behavior of ' friends ' through a social network infrastructure
- Publishers can put content at the heart of "attention and interest" which can generate new customers



The promise

Smartly reaching new clients



- **Reach 80%** of the Netherlands within the right context so that your message really hits people;
- Use all **available data** from yourself and the publishers to optimize the message to the user;
- Everything with the quality of the **Dutch content and brands that consumers trust**;
- Implemented in a fully **transparent** business model.

Where the right tooling gives the advertiser full control

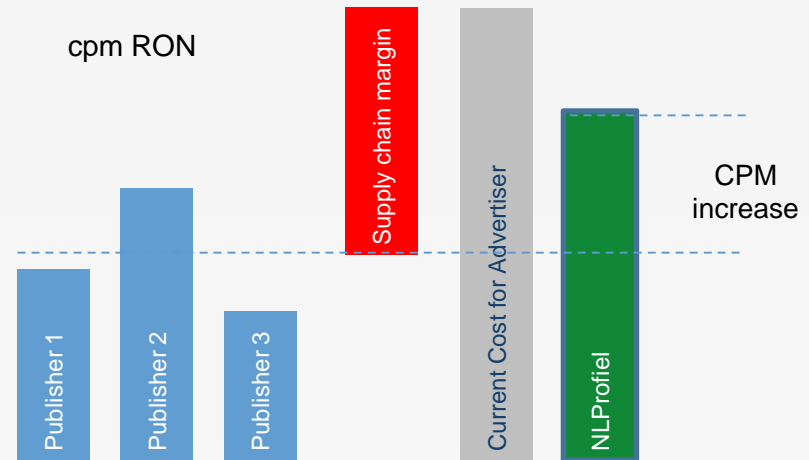
**"NLProfiel helps to improve
the profitability of publishers
in a sustainable manner."**



Win back margin whilst driving a better product

Offering sufficient added value to add margin in the supply chain itself

- Centralizing a Cross-Publisher service offering focused on scale, quality and data
- Create a product that advertisers **WANT** (desire)
- Start small – scale fast and use the transparency of net-net-net pricing
- Win back margin from the eco-system



Learnings

"Go Fast – Be Agile – Be transparent."

Let's connect and share

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