



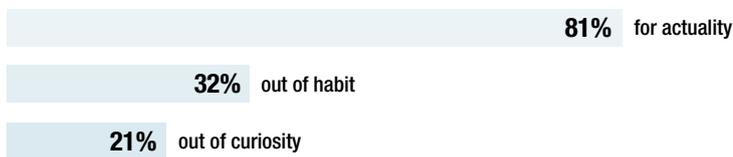
IMPACT OF COVID-19 ON THE MEDIA LANDSCAPE

COVID-19 is distorting the media landscape in the Netherlands, with the Metro newspaper ceasing their printed version and continuing with digital only. Free regional media have ceased to exist or fully stopped print distribution for the time being. Newspaper subscriptions, have, however, significantly **increased**. Sanoma, one of the biggest media houses in the Netherlands who recently joined DPG Media group, did a survey amongst the Dutch people regarding their media intake and consumer behaviour. Nu.nl, Flair, Libelle and Algemeen Dagblad belong to their portfolio.

KEY FIGURES IN THIS SURVEY

Reading behaviour

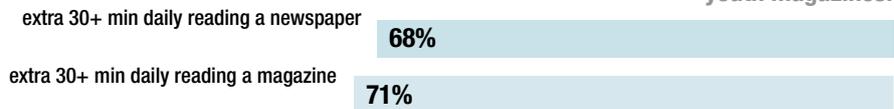
Why do people read newspapers?



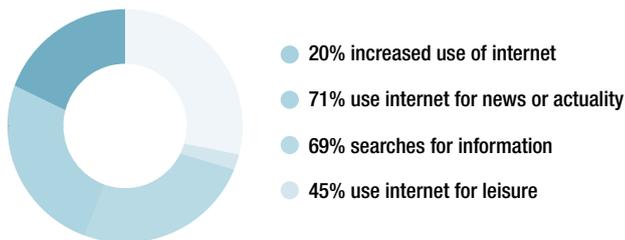
Why do people read magazines?



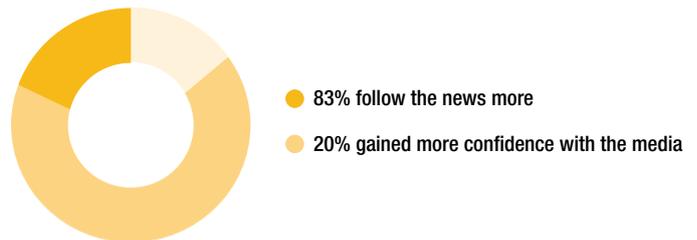
Sanoma sees an increase in single sales for women's and youth magazines.



Online news consumption



News consumption



WHAT CAN BE DONE

Have **“ready-to-go”** and **evergreen** articles that can be published instantly like Thought Leadership articles and by-lined articles. For the Dutch outlets it is vital to offer these articles uniquely to them.

Highly relevant “ready-to-go” content for clients and the journalists.

Monitor the situation constantly and develop the **best strategy** for clients and media outlets.

45% of people use the internet more for leisure, indicating there is an interest in positive, human stories.

Take note

Journalists will have less time to take interviews or choose specific topics. The big publications have postponed (new) travel features.

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