BUILDING BRANDS IN A digital age

Research, insights and cases from OPPA Belgium
ONLINE PROFESSIONAL PUBLISHERS CREATE ORIGINAL, BRANDED, QUALITY CONTENT THAT IS A TRUSTED SOURCE OF INFORMATION FOR CONSUMERS AND THAT ALLOWS BRANDS TO DO EFFECTIVE STORYTELLING.
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CHAPTER ONE
RESEARCH

The value of Branding

Premium content sites are dominant players

sites are OPPa members’ sites fed by recognised journalists, major players in content editing & publishing, originally from the print or audiovisual industry.

OPPA analysed the page requests, sessions and duration in order to design a clear picture of the representation of premium content sites on the Belgian market.

Premium content sites are measured by CIM

191
41

(RTL : member of OPPA until December 2014)
CHAPTER ONE
RESEARCH

The value of Branding

Premium content sites are dominant players

UP TO 80% OF THE TOTAL MONTHLY REAL USERS VISIT OPPA CONTENT SITES. (PC/LAPTOP)

OPPA CONTENT VISITS GENERATE 53% OF THE VISITS MEASURED BY CIM.
AN AVERAGE REAL USER SPENDS 1:30:29 HOURS PER MONTH ON A PREMIUM CONTENT SITE.

REAL USERS PER DAY - FEBRUARY 2015

Source: CIM February 2015 - Belgium only
## Chapter One: Research

### The Value of Branding

Premium content best for brand-focused advertising

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### Reasons why premium content publishers are best for brand-focus advertising

<table>
<thead>
<tr>
<th>Reason</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best delivers my target audience</td>
<td>73%</td>
</tr>
<tr>
<td>Best achieves my branding objectives</td>
<td>63%</td>
</tr>
<tr>
<td>Provides best media brand quality/image</td>
<td>61%</td>
</tr>
<tr>
<td>Provides best quality or most relevant content/context</td>
<td>48%</td>
</tr>
<tr>
<td>Provides audience reach</td>
<td>48%</td>
</tr>
<tr>
<td>Provides best sponsorships / creative options / ad positions / integration</td>
<td>41%</td>
</tr>
<tr>
<td>Provides best audience composition</td>
<td>41%</td>
</tr>
<tr>
<td>Provides best targeting capabilities</td>
<td>31%</td>
</tr>
<tr>
<td>Provides best cross-platform opportunities</td>
<td>29%</td>
</tr>
<tr>
<td>Offers best marketing services</td>
<td>21%</td>
</tr>
<tr>
<td>Has high click-through rates</td>
<td>20%</td>
</tr>
<tr>
<td>Offers best pricing</td>
<td>2%</td>
</tr>
</tbody>
</table>

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Source: IPA – November 2012

Base: [DIGITAL MEDIA TYPE] Considered Best Advertising Vehicle for Brand-Focused Advertising, Premium Content Publishers N=117. Q4b: Which of the following would you count as reasons for your feeling that using [DIGITAL MEDIA TYPE] is the best advertising vehicle to conduct brand-focused digital advertising campaigns?
CHAPTER ONE
RESEARCH

The value of Branding
Belgian premium content sites increase brand recognition and value

- 34% recognised the ad
- 34% find the ad credible
- 28% will try the product
- 21% spontaneous attribution
- 17% will speak about the brand
- 55% find the ad positive

144 CAMPAIGNS
46,841 RESPONDENTS
(Source: internal OPRA members - 2014)
“Since **ROME0** also measures the attraction of an advertisement, advertisers can really use the results while developing their next campaign.”

Monthly measuring of print, online &/or Tv campaigns  
Enriched with an ad hoc question in function of the sector  
Since 2013, 5 waves per month : 125 ads year to date

**Romeo stands for:**  
**Quantitative insights + Qualitative analyses**  

- Recognition  
- Attribution spontaneous  
- Attribution aided  
- Useful score  
- Likeability score  
- Attention value  
- Bonding potential

**EXAMPLE OF A BENCHMARK (CAR SECTOR):**  
- Recognition: 39%  
- Attribution spontaneous: 62%  
- Attribution aided: 66%  
- Useful score: 27%  
- Brand awareness: 97%  
- Likeability: 48% good or very good
CHAD combines quantitative parameters with a modular system of qualitative parameters that meets the objectives of the campaign.

**Impact**
- Spontaneous recognition
- Recognition
- Attribution
- Effective score
- Branding power
- Brand awareness

**Customizable set of three qualitative parameters.**
- **Image building**: What are the most important values of your brand?
- **Call2action**: Does this ad generate call to action?
- **Let’s talk about**: Have you talked about this campaign?
- **Inform**: What is the message of this campaign?
- **Campaign evaluation**: How much do you like this ad?
- **Cross**: Have you seen this campaign in other media?
- **Know your (ex-)client**: Why did you (no longer) choose for this brand?

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**BIGGER FORMAT IS MORE IMPACT - SMALLER FORMATS CAN HAVE A BIG IMPACT**

- **Homepage Take-over**: 63%
- **3 AD**: 60%
- **Large Leaderboard**: 58%
- **TV-Spot Leaderboard**: 57%
- **Arrow**: 55%
- **Halfpage**: 50%
- **Tri-Mu**: 45%
- **2nd Halfpage**: 35%
“The connectometer measures what you treasure.
One big idea: the added performance of an integrated newsbrand campaign is high, mainly on the emotional level.”

INTEGRATED NEWSBRAND CAMPAIGNS - WHERE’S THE SURPLUS - RESULTS OF 23 PRINT + ONLINE CAMPAIGNS

Conclusion
Integrated newsbrand* campaigns generate clearly a better reception of the campaign, both on the cognitive and emotional level. More specific the uplift of +26% on the emotional level is impressive. This clearly means that news consumers appreciate brands who communicate in a consistent way through divers media to tell their story. Those brands who tell one big idea are rewarded by a better emotional response compared to mono media campaigns.

*campaigns that combine online and offline
“**EYE** is a CROSS-MEDIA tool that allows advertisers to evaluate efficiency of cross-media campaigns.”

**EYE is a quantitative study**
- Spontaneous recall
- Recognition
- Attribution
- Effective score
- Brand awareness

... with qualitative insights
- Emotional scores
- Rational attributes
- Effects on images
- Details about activation measure

**EXAMPLE RESULTS**

<table>
<thead>
<tr>
<th></th>
<th>RECOGNITION</th>
<th>ATTRIBUTION</th>
<th>EFFECTIVE SCORE</th>
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</thead>
<tbody>
<tr>
<td><strong>ADVERTISER X</strong></td>
<td>79%</td>
<td>61%</td>
<td>70%</td>
</tr>
<tr>
<td><strong>BENCHMARK</strong></td>
<td>61%</td>
<td>76%</td>
<td>46%</td>
</tr>
</tbody>
</table>

84% **RATIONAL**

68% **EMOTION**

77% **IMAGE**

62% **ACTIVATION**
THE CONNECTOMETER SHOWS THE POWER OF NEWS BRANDS.

“The combination of newspapers, digital and mobile supports allows not only to build high reach on a short period, but also to strengthen awareness and call to action. The Connectometer goes further than the traditional ‘Recognition x Attribution= Useful score’ and measures the quality of impact, with a cognitive and emotional index, and the capacity of the ad to make a connection or start a conversation.”

Luc Van Wichelen
Media Manager Benelux Mondelez International
### An omni-channel presence

**Research agency:** Ipsos  
**Method:** Online questionnaire  
**Field:** 30/04/2014  
**Sampling:** Total brand selection  
**Sample size:** N=2,788  
**Screeners:**  
- Read newspaper today  
- Visited newsite today

#### Recognition

<table>
<thead>
<tr>
<th></th>
<th>Benchmark Print</th>
<th>Chokotoff</th>
<th>Benchmark Web</th>
<th>Chokotoff</th>
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<tr>
<td><strong>BASE = TOTAL SAMPLE (N = 2788)</strong></td>
<td><strong>43%</strong></td>
<td><strong>57%</strong></td>
<td><strong>32%</strong></td>
<td><strong>67%</strong></td>
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#### Attribution

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<tbody>
<tr>
<td><strong>BASE = TOTAL SAMPLE (N = 2788)</strong></td>
<td><strong>67%</strong></td>
<td><strong>65%</strong></td>
<td><strong>47%</strong></td>
<td><strong>69%</strong></td>
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#### Usefull Score

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<tbody>
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<td><strong>BASE = TOTAL SAMPLE (N = 2788)</strong></td>
<td><strong>30%</strong></td>
<td><strong>37%</strong></td>
<td><strong>16%</strong></td>
<td><strong>46%</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Benchmark Print</th>
<th>Chokotoff</th>
<th>Benchmark Web</th>
<th>Chokotoff</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BASE = TOTAL SAMPLE (N = 2788)</strong></td>
<td><strong>24%</strong></td>
<td><strong>49%</strong></td>
<td><strong>24%</strong></td>
<td><strong>49%</strong></td>
</tr>
</tbody>
</table>
70% recognition score

Correct attribution 70%

Useful score 49%

"Chokotoff can be proud about being the first advertising on the market, realising a consistent approach to Total News Brand, this approach will be the base of the future. All consumers who trust the media brands part of the Tango offer (De Standaard, Het Nieuwsblad, Gazet Van Antwerpen, Het Belang Van Limburg, L'Avenir, La Dernière Heure/Les Sports and La Libre Belgique) couldn’t miss this communication. Newspapers, PDF, tablets, mobile, websites, … a complete cross-channel package which guarantees visibility and high impact. What could be better?"

Philippe Geurts
Dentsu Aegis Network Belgium
The power of cross-media campaigns
Research agency: Aqrate
Methodology: online interview
Field: 13-14/12/13
Sample size: N=1142

THE POWER OF CROSS-MEDIA CAMPAIGNS
Thanks to the combination of print & online, the impact of the Ethias campaign is better!
“If we rely on the number of calls in the contact centre and the requests for offers on the website, we can clearly see the impact of the campaign.”

Anja Vandeweyer
Marketing Manager Ethias
CHAPTER TWO

INSPIRATION

The strengths of Advertising on Premium Content Sites

PREMIUM CONTENT WEBSITES

NATIVE NATURALS

THE IDEAL CONTEXT FOR VIDEO

MOBILE AND TABLET LEADERS
Years ago, lots of big publishers were doing it, but no one called it native advertising. Bloggers and journalists referred to it by a different name: Sponsored Content. It’s all about the practice of using content to build trust and engagement with would-be customers.

Marketers partner with OPPA sites to drive consumer engagement, leverage publisher brand equity.

<table>
<thead>
<tr>
<th>Marketeers are primarily using native advertising on our site to:</th>
<th>8 out of 9 publishers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase consumer engagement with advertiser brand</td>
<td>8 out of 9 publishers</td>
</tr>
<tr>
<td>Leverage publisher brand equity to achieve brand lift</td>
<td>8 out of 9 publishers</td>
</tr>
<tr>
<td>Build buzz/WOM</td>
<td>5 out of 9 publishers</td>
</tr>
</tbody>
</table>

Native advertising is an advertising strategy that involves creating and positioning content so that it matches the context of the user’s experience. With native advertising, the material or content matches the format and design of all other content on the page where it’s being advertised. It is a seamless and uninterrupted form of advertising that keeps up with the user’s experience on the website, but still advertising the product or company that has purchased the space/content.
However, consumers are increasingly viewing video across screens. And, as online video advertising matures and mobile video usage proliferates, marketer demand for online video advertising is sure to continue to rise.

Premium Content Sites Ideal For Video Context

34.4 mio

5.9 mio

6

A viewer consults

Are viewed on OPPA sites*

Visitors view videos on OPPA sites*

Content videos on OPPA sites*

* on an average month

(Source: Internal OPPA – SEM 1 2015 – Sanoma, Rosset, Cine Tele Revue, Mediahuis, Roularta, RTL, De Persgroep)
Content consumption on smartphones and tablets continues growing every day. In June 2015, 51% of the visits were generated on mobile devices.

Source: Google Analytics - De Persgroep, Mediahuis, Rossel
Tablets have become embedded in people's lives with the majority of tablet users being on their tablets several times a day. Accessing content and information remains the dominant tablet activity and is also driving high frequency in tablet usage.

<table>
<thead>
<tr>
<th>Activity</th>
<th>2012</th>
<th>2011</th>
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</thead>
<tbody>
<tr>
<td>Access Content / Information</td>
<td>87%</td>
<td>87%</td>
</tr>
<tr>
<td>Access the Internet</td>
<td>67%</td>
<td>63%</td>
</tr>
<tr>
<td>Check Mail</td>
<td>66%</td>
<td>64%</td>
</tr>
<tr>
<td>Play Games</td>
<td>61%</td>
<td>58%</td>
</tr>
<tr>
<td>Use a Social Network</td>
<td>53%</td>
<td>51%</td>
</tr>
<tr>
<td>Listen to Music</td>
<td>51%</td>
<td>58%</td>
</tr>
<tr>
<td>Read Books</td>
<td>42%</td>
<td>42%</td>
</tr>
<tr>
<td>Make Purchases</td>
<td>31%</td>
<td>31%</td>
</tr>
</tbody>
</table>

*Source: GfK, U.S. Census Bureau and eMarketer
Base: Wireless tablet owners/users, N=710; Q.78: Which of the following things do you do regularly (at least once per week) on your wireless tablet
CHAPTER THREE

CASES

Content TO BUILD Trust AND Engagement IN A Cross-Media World
Create a comprehensive, trustable and interactive story around speed and reliability of cable and ADSL:

- **Meet audience interests**
  VOO content in the heart of the most relevant website sections

- **Communicate with the audience**
  Interactive comparison tool

- **Generate engagement**
  Benefit of the audience’s trust in the Rossel newsbrands

“It’s all about creating a brand experience that has been cultivated and tailored by a team of content professionals.”
Le câble ou l'ADSL/VDSL, tout savoir pour bien choisir sa connexion internet

Partir en vacances, c'est l'occasion d'être rassuré lorsque vous pouvez profiter d'un internet fiable. En même temps, vous pouvez regarder la télévision avec une connexion ADSL/VDSL.
Case study

“Having your product tested by a test panel can become a real source of information: how do women rate your product, use it, what do they like about it and what would they like to improve.”

Targeted skin care plus a skin-perfecting foundation—together, they make a visible difference in your skin. But to determine which is the perfect solution for your skin, professional advice is needed. Sanoma brands must make consumers aware that Clinique has the perfect solution for specific skin concerns with a team of SKIN CARE + FOUNDATION and explain & highlight the fact that Clinique has a solution for different skin concerns both, skin care & make-up.

Sanoma brands give trustable advice based on delivering great experiences through credibility, reliability and intimacy.
Credible CONTENT IN A Trusted ENVIRONMENT

editorial presence on Sanoma websites, social media communities and newsletters
Realibility THROUGH RICH AND Interactive CONTENT
Intimacy
THROUGH TRUE EXPERIENCES OF
Appreciated and trusted
Sanoma journalists
In today’s economy it’s very hard to start up your own business. So how could KBC build up a relationship with future business owners and become a good bank in the eye of the general public?

‘The Gap in the Market’ finder tool was created, asking everyone in the country to tell us which business they were missing in their towns. That way future business owners could see which kind of businesses were needed and where. A list of the most wanted businesses for every town was put on thegaptinthemarket.be. The rest of the data came directly from the people.

A strong team of regional journalists of Het Nieuwsblad made a hyper local approach possible:

- articles specifically about the needs of every single town;
- local advertising coverage across the country;
- a microsite with interviews, results by region and top business opportunities based on third-party data and people’s submissions. The microsite also features results of an iVOX survey commissioned by KBC to study people’s satisfaction with the shops and services around them.
ABOUT the needs of EVERY SINGLE TOWN
local advertising coverage

Results by region and top business opportunities
The fashion e-shop of 3Suisses has a huge collection of fashion brands, clothing and shoes. 3Suisses wanted to help all women struggling with their wardrobe each morning, not knowing which outfit to choose. A close collaboration between 3Suisses and the editorial staff of Nina.be, made it possible to offer every day an uber trendy 3Suisses outfit to all women visiting De Persgroep websites.

14 trendy outfits were proposed by the editorial staff of Nina and promoted on Nina.be, Kanaal You and hln.be and its newsletters.

“De Persgroep finds your new look by combining the qualitative women content of Nina.be to build trust with the high reach of hln.be”
A 3AD format on Nina.be, Kanaal You and HLN.be promoted the concept using a strong call to action. The content page generated a clickthrough rate 67% higher than average, the contest page ‘Win uw shopbudget t.w.v. € 200’ generated even 96%.

**Case 3SUISSES**

**Combining qualitative women content to build trust**

3. A content page resuming the 14 looks: every day a new additional visual, an **interactive capsule** clicking directly to 3Suissses.be and a wallpaper linking to a contest page.
Efteling, the third largest entertainment park in Europe, wants to increase brand awareness in the South. IP New Media has set up a powerful and impacting cross-channel campaign to promote.

‘A World of Wonders’. Here are the key placements:

- The editorial section available on RTL.be/PourElle containing various articles about the park, a photo gallery, videos, practical information.
- Efteling took advantage of a strong visibility on our media websites (RTL.TV, Club RTL, Plug RTL) and on KidzRTL with the cartoons ‘The Tree of Tales’ and ‘Jokie’.
- A contest has been proposed on RTL.be and highlighted on RTL.be/jeux. Testimonials of the winners were broadcast on RTL TV1.
- Social media were also strongly integrated thanks to numerous posts on RTL Facebook fan pages.
Case Efteling

ABOUT THE Magic of a cross-channel APPROACH
Premium content brands are able to start a real brand conversation with their readers. Consumers and brands trust our words and advice.

1. **Trends.be/Levif.be** organise chat sessions between their visitor and Deutsche Bank in which people can ask everything they always wanted to know about stock exchanges.

2. Promotion of the sessions on all social media platforms we use to spread the news.
The results

Comment bien investir?

Également tenir compte du fait qu'à la Deutsche Bank, la plupart des fonds sont accessibles à 0% de frais d'entrée, ce qui représente déjà une économie de coût appréciable.

12h02
Commentaire de la part de Marc S.
Quels sont les fonds bon père de familles? Comment choisir entre les gestionnaires?

12h07
David Ghezai: Ce sont des fonds qui viseront avant tout à préserver le capital investi (Carmignac Patrimoine, Ethna Aktiv) et donc à limiter autant que possible leur participation à la baisse quand les marchés chutent. Idéalement, ils auront aussi une bonne réactivité en période de hausse des marchés. Au niveau du choix des gestionnaires, Deutsche Bank a déjà fait le travail de sélection pour vous. Le résultat de cet exercice rigoureux est visible dans notre liste Best Advice.
PREMIUM CONTENT SITES
CREATE great stories
ENGAGE audiences
AND DELIVER business results
CHAPTER FOUR
CIM SURVEY

Representation of OPPA premium content sites in the CIM survey

MULTI-DEVICE USERS

- 58% surf time share on smartphone
- 2,154,944 PRI’s on PC/laptop
- 72% coverage on SC 1-2 on PC/laptop
- 741M per month
- 80% reach on PC/laptop
- 73% coverage on 18-24 y/o on PC/laptop
- 72% coverage on 25-44 y/o on PC/laptop
CHAPTER FOUR

CIM SURVEY

80% REACH ON PC/LAPTOP

58% SURF TIME SHARE ON SMARTPHONE

Premium content sites: high reach and high surf time share

surf time share: the time on a website as percentage of the total time a target group spends on all measured websites. Calculation: volume time website X / volume time all websites.
CHAPTER FOUR
CIM SURVEY

THE 4,842,666 VISITORS ARE MULTI-DEVICE USERS

INTERNET USAGE PER DEVICE 18+ - FEBRUARY 2015

Source: CIM - February 2015
CHAPTER FOUR
CIM SURVEY

PROFILES

73% COVERAGE ON 18-24 y/o
72% COVERAGE ON 25-44 y/o
2 154 944 PRI’S
<table>
<thead>
<tr>
<th>NET REACH</th>
<th>PC/LAPTOP</th>
<th>PHONE</th>
<th>TABLET</th>
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</thead>
<tbody>
<tr>
<td><strong>SUR 7</strong></td>
<td>464,020</td>
<td>178,156</td>
<td>97,677</td>
</tr>
<tr>
<td><strong>cinemnews.be</strong></td>
<td>182,980</td>
<td>60,642</td>
<td>56,764</td>
</tr>
<tr>
<td><strong>CINE</strong></td>
<td>134,368</td>
<td>62,022</td>
<td>44,935</td>
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<tr>
<td><strong>DeMorgen.</strong></td>
<td>781,874</td>
<td>324,856</td>
<td>282,066</td>
</tr>
<tr>
<td><strong>dS De Standaard</strong></td>
<td>979,245</td>
<td>340,539</td>
<td>351,540</td>
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<td><strong>DH.be</strong></td>
<td>655,114</td>
<td>303,014</td>
<td>193,702</td>
</tr>
<tr>
<td><strong>EPICURIEN</strong></td>
<td>29,240</td>
<td>5,793</td>
<td>10,218</td>
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<tr>
<td><strong>feeling</strong></td>
<td>11,605</td>
<td>1,790</td>
<td>3,837</td>
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<tr>
<td><strong>Femmes</strong></td>
<td>23,898</td>
<td>4,455</td>
<td>5,667</td>
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<td><strong>Flair</strong></td>
<td>164,559</td>
<td>119,419</td>
<td>52,458</td>
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<td><strong>GAEL</strong></td>
<td>2,130</td>
<td>NA</td>
<td>1,028</td>
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<td><strong>GAZET VAN ANTWERPEN</strong></td>
<td>662,979</td>
<td>304,357</td>
<td>269,852</td>
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<td>39,662</td>
<td>68,879</td>
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<td>907,922</td>
<td>862,438</td>
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<td><strong>HUMO</strong></td>
<td>203,252</td>
<td>3,196</td>
<td>50,326</td>
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<td><strong>LE SOIR</strong></td>
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<td>104,582</td>
<td>25,115</td>
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<td><strong>Style Today</strong></td>
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<td><strong>moustique</strong></td>
<td>31,499</td>
<td>8,351</td>
<td>7,932</td>
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<tr>
<td><strong>Nieuwsblad.be</strong></td>
<td>1,783,161</td>
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*Less than 40 reached respondents / Source: CMI - February 2015*
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<td>4,268,937</td>
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<td>36,245</td>
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Source : CIM - May 2015
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T: +32 2 558 97 50
F: +32 2 558 97 58

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