

INVESTISSEMENTS MEDIAS (MDB/CIM 06)

National

	2004	2005	Evol 05 vs 04	2006	Evol 06 vs 05
Affichage	204.519.332	214.558.511	4,9%	214.196.922	-0,2%
Cinéma	25.043.145	28.817.093	15,1%	29.382.307	2,0%
Presse Régionale Gratuite				175.240.583	
Internet				50.333.710	
Magazines	281.876.040	280.421.834	-0,5%	285.204.990	1,7%
Presse Quotidienne	531.103.923	592.610.968	11,6%	701.980.428	18,5%
Radio	252.588.688	289.432.148	14,6%	325.799.992	12,6%
Télévision Locale et Thématique	66.781.576	74.026.076	10,8%	87.319.809	18,0%
Télévision Nationale	936.772.454	907.492.534	-3,1%	989.163.205	9,0%
TOTAL	2.298.685.159	2.387.359.163	3,9%	2.858.621.945	19,7%
TOTAL hors PRG & Internet				2.633.047.652	10,3%

Sud

	2.004	2.005	Evol 05 vs 04	2.006	Evol 06 vs 05
Affichage	98.569.975	104.710.488	6,2%	104.739.058	0,0%
Cinéma	12.116.795	13.550.359	11,8%	13.299.086	-1,9%
Presse Régionale Gratuite				102.074.394	
Internet				19.624.207	
Magazines	101.865.913	103.204.468	1,3%	105.679.035	2,4%
Presse Quotidienne	213.270.496	228.464.182	7,1%	255.440.716	11,8%
Radio	118.685.418	138.087.146	16,3%	156.441.162	13,3%
Télévision Locale et Thématique	15.708.643	16.156.888	2,9%	21.995.890	36,1%
Télévision Nationale	364.593.372	349.776.367	-4,1%	360.903.671	3,2%
TOTAL	924.810.612	953.949.899	3,2%	1.140.197.218	19,5%
TOTAL hors PRG & Internet				2.175.655.377	6,8%

Nord

	2.004	2.005	Evol 05 vs 04	2.006	Evol 06 vs 05
Affichage	105.949.357	109.848.022	3,7%	109.457.864	-0,4%
Cinéma	12.926.350	15.266.733	18,1%	16.083.221	5,3%
Presse Régionale Gratuite				73.166.189	
Internet				30.709.503	
Magazines	180.010.127	177.217.366	-1,6%	179.525.955	1,3%
Presse Quotidienne	317.833.427	364.146.786	14,6%	446.539.712	22,6%
Radio	133.903.270	151.345.002	13,0%	169.358.830	11,9%
Télévision Locale et Thématique	51.072.934	57.869.188	13,3%	65.323.919	12,9%
Télévision Nationale	572.179.081	557.716.167	-2,5%	628.259.534	12,6%
TOTAL	1.373.874.546	1.433.409.264	4,3%	1.718.424.728	19,9%
TOTAL hors PRG & Internet				1.614.549.035	12,6%

(source: Aegis Media)

MEDIABESTEDINGEN (MDB/CIM 06)

Nationaal

	2004	2005	Evol 05 vs 04	2006	Evol 06 vs 05
Affichage	204.519.332	214.558.511	4,9%	214.196.922	-0,2%
Bioscoop	25.043.145	28.817.093	15,1%	29.382.307	2,0%
Gratis regionale pers				175.240.583	
Internet				50.333.710	
Magazines	281.876.040	280.421.834	-0,5%	285.204.990	1,7%
Dagbladpers	531.103.923	592.610.968	11,6%	701.980.428	18,5%
Radio	252.588.688	289.432.148	14,6%	325.799.992	12,6%
Lokale en thematische televisie	66.781.576	74.026.076	10,8%	87.319.809	18,0%
Nationale televisie	936.772.454	907.492.534	-3,1%	989.163.205	9,0%
TOTAAL	2.298.685.159	2.387.359.163	3,9%	2.858.621.945	19,7%
TOTAAL zonder PRG & Internet				2.633.047.652	10,3%

Zuiden

	2.004	2.005	Evol 05 vs 04	2.006	Evol 06 vs 05
Affichage	98.569.975	104.710.488	6,2%	104.739.058	0,0%
Bioscoop	12.116.795	13.550.359	11,8%	13.299.086	-1,9%
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Noorden

	2.004	2.005	Evol 05 vs 04	2.006	Evol 06 vs 05
Affichage	105.949.357	109.848.022	3,7%	109.457.864	-0,4%
Bioscoop	12.926.350	15.266.733	18,1%	16.083.221	5,3%
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TOTAAL	1.373.874.546	1.433.409.264	4,3%	1.718.424.728	19,9%
TOTAAL zonder PRG & Internet				1.614.549.035	12,6%

(bron: Aegis Media)

Omzet van de media bureaus aangesloten bij UMA (United Media Agencies)

Ranking 2006		Omzet 2006	Omzet 2005	Index	Ranking 2005	Staff 2006	Staff 2005	Index
		000 €	000 €					
1	Aegis Media	236.416	237.727	99	2	87	87	100
2	I - BC Group	217.870	243.200	90	1	75	79	95
3	Space	171.834	170.534	101	4	56	55	102
4	Universal Media	156.579	175.931	89	3	39	39	100
5	OMD	144.588	125.330	115	5	50	46	109
6	Mindshare	121.347	109.579	111	6	53	50	106
7	MEC	118.909	107.512	111	7	46	40	115
8	ZenithOptimedia	81.259	70.403	115	8	37	32	116
9	MPG	37.021	29.139	127	9	19	16	119
10	Schreiner &VB	14.941	13.351	112	10	9	9	100
11	Media Force	8.315	8.566	97	11	5	5	100
	Totaal	1.309.079	1.291.272	101		476	458	104

Omzet= bruto gefactureerde omzet door de media, na aftrek van de tariefvoordelen en onderhandelingen en voor aftrek van de agentschapscommissie

Opmerking= deze omzet is enkel gebaseerd op de aankopen door de mediabureaus en houdt dus geen rekening met eventuele andere prestaties

Staff= aantal werknemers uitgedrukt in voltijdse jobs, met inbegrip van langdurige stagiairs

Aegis Media= Carat + Vizeum + Posterscope

I - BC Group= Initiative + Brand Connection

Universal Media= Universal Media + Universal Communication