



IPP møte 2 desember i Oslo

The Netherlands - Lex Wagenaar

Vi gir lokale ideer globale muligheter

Markeds oversikt (1)

Newspapers

Nationwide	: 13
Regional & local	: 94

Public magazines (estimated)

Total	: 1200
Travel	: 20
Other with travel column	: 300 (not all relevant)

Markeds oversikt (2)

TV-channels

Non-commercial	: 3
Commercial	: 7

Web

General	: x
Travel	: y

Media trender (1)

Newspapers

1. Market loss (fewer newspapers, fewer pages)
2. Content sharing (loss of variety)
3. Decrease in article size (loss of detail)
4. Alternative activities (web & TV)

Media trender (2)

Magazines

1. Position much stronger than newspapers
2. Photo's increasingly important (less text)
3. More demanding (no. of participants, program)
4. Less journalism independence (commercial campaigns)

Hva forventer en journalist?

- Enthusiasm for personal / editorial ideas
- Creative input
- Serious program (no hotel sightseeing etc.)
- Accurate and detailed information
- Planning flexibility / last minute travel
- Strong preference for individual trips

Resultater fra 2009 (indikasjon)

• Journalists to Norway	:	56
• Publications printed	:	52
• Add value printed matter	:	1.320.000 euro
• TV programs	:	9
• TV viewers	:	2.100.000
• Press releases	:	12
• Press newsletters	:	3
• Press events	:	4

Eksempler (1)

Holland Herald

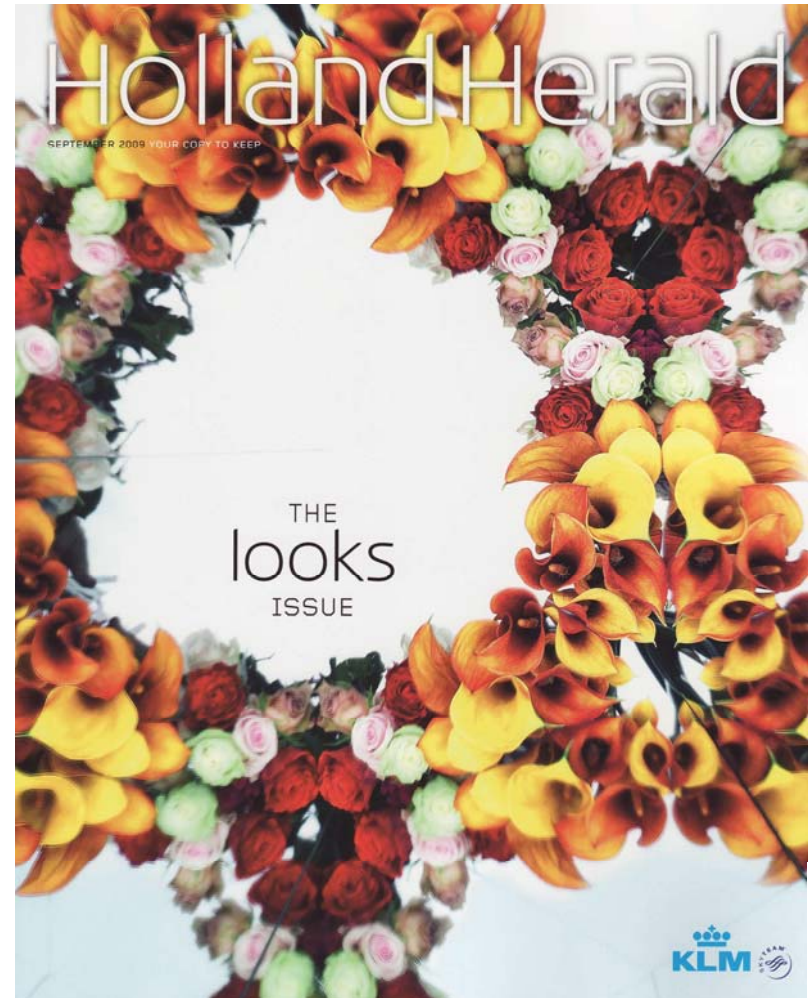
KLM in flight magazine

Circulation : 155.000

Viewers : 1.350.000

Pages : 11

Add value : 127.500 euro





Fjord focus

Norway's western fjords feature some of the world's most spectacular views, with every peak battling to offer a more startling panorama

WORDS: MATT FARQUHARSON PHOTOS: EIVIND SENNESET

An axe-wielding 75-year-old has brought 14 people to a halt halfway up a blue glacier. "Photo!" she shouts, as she plants her pick in the ice. She wobbles on her crampons, steadies herself, and snaps away. Then she makes a sound like a little girl who has just been given a pony. It's a kind of squealed "ooh" that rises in pitch for several seconds and ends in a coquettish giggle, accompanied by a rapid hand clap. The rest of the group, all tied together with a line of rope and none less

than 20 years her junior, know the scene will be repeated soon, just as it has been all the way up. But any excuse to look around is welcomed. Steep mountains rear up on either side and, down below, the ice yields to a lake of luminous greens and blues.

This is the Nigardsbreen glacier in Jostedal National Park, western Norway, where a 50-metre deep, 2,000-year-old ice wave tumbles down a mountain. From a distance it has a blue-grey hue, but the brilliance of its colours and crevices is best. >>

The Sognefjord ferry coasting through the narrow mountains of the Westfjord, which is a listed UNESCO World Heritage Site

Eksempler (2)

Rail Away

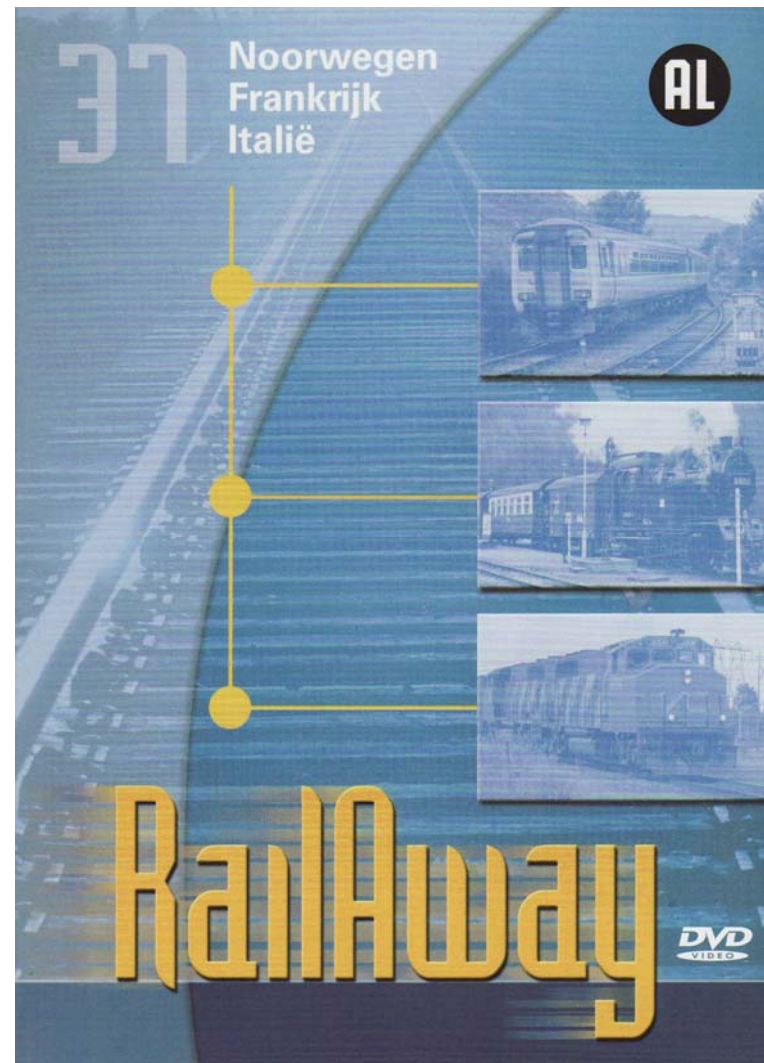
Railway lines TV program

Viewers : 750.000 ex DVD

Length : 30 minutes

Episodes : 2

- Ofotenbanen
- Sorlandsbanen



Utfordringer for 2010

Besides meeting partner expectations:

- Enhance long term relationship with key quality media
- Increase personal contact with press
- Increase focus on 50+, web & TV
- Active monitoring of developments (economy, media)