



Press release

15/1/2013 - UMA and R12, consisting of the major media professionals on the Belgian market, engage in a common initiative:

M.E.D.I.A.

“Our Media Environnement Deserves Ideas and Ambition”.

The media industry underwent enormous evolutions in the past years, creating tremendous new business and growth opportunities, there is obviously no reason to believe this will stop in the future.

Media have multiplied their touchpoint offer, encouraging sales houses to expand their sales expertise with a cross media approach. The development of new technologies have urged them to widen their commercial proposition from channel selling to content selling, slowly transforming their relationship with advertisers into a brand to brand interaction..

Media agencies on their side have profoundly repositioned themselves by acquiring wider marketing and communication know how in addition to their historic media buying science. They have started diversifying their offer to include a broader range of marketing & communication products which are connected or not to traditional media.

Starting from these observations, the R12 and the UMA have decided to join forces to initiate further steps to create the best possible media advertising environment for advertisers in the future.

Within the non stop changing & challenging media industry, media professionals felt it is crucial to unite strengths to keep up improving the good work they did in the past. They collectively started to work on a project which is designed to uplift the media advertising market for advertisers with a purpose to match their offer with consumer experience and advertiser needs in an ever-evolving media environment. They are also keen on improving the professional experience for media industry workers to make it as interesting and instructive as possible.

This is how the M.E.D.I.A. project was born, standing for 'our Media Environment Deserves Ideas and Ambition'.

The initiative is intensively supported by the major media companies in Belgium: On the UMA side: Aegis Media Belgium (Carat, Vizeum), Group M (Mindshare, MEC), Havas Media, Mediabrands (BPN, Initiative, UM), Mundomedia, Omnicom Media Group (OMD & PHD), Space/Mediacom/Starcom Mediavest, ZenithOptimedia.

On the R12 side: Brightfish, Clear Channel, de Persgroep Advertising, IP, JCDecaux, Qgroup, RMB, Rossel Advertising, Roularta Media, Sanoma Media, SBS, Scripta, Var, Vmmtv.

It is the first time that so many media representatives unite to set up a forward-looking plan with clear and ambitious industrywide objectives, with highlights on:

- increasing mutual knowledge
- developing common research
- investing in human capital

The M.E.D.I.A. project group action plan included a series of workshops and events, showing first concrete results:

- 6 monthly webinars during the first 2013 quarter, with a purpose to share on specific aspects of media related topics and get to know each others tasks, roles and projects better.

- agreement with the AMMA organisers to create a.o. new awards for young promising media professionals and bringing more relevance to the selection process of the existing AMMA awards
- close collaboration with the GRP management to start a new training cycle for media professionals, focused on strategy & marketing.
 - task force dedicated to research with a first plan to collect & draw actionables from insights providing from multiple belgian or international research sources.

These initiatives are part of the initial phase of the project. Lots of ideas and projects are still in the pipeline awaiting further development, the initiative is expected to hold the ground for at least 3 years.

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