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# MEDIAHUIS NOORD

## BUSINESS REPORT



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Class: CC-CRB-1G-INT  
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# **Preface**

Me and my classmate from CC-CRB-1G-INT were tasked with the assignment to make a research and write a report on MediaHuis Noord's products.

This type of assignments is rather new to me since I have done research before but not on that big scale. It was quite challenging to me for a couple of reasons. Firstly, most of the sources are in dutch and it was harder for me to extract the necessary information than it would have been if it was in English. Secondly, on many occasions I felt like the information that was being provided from the company was not enough for me to fill all of the components. And finally, although I received feedback from my coach and peers and I tried to improve my work I still think it is not good enough.

On the contrary, I think this assignment will benefit me in the future, because I get insights on how to deeply analyse the structure of a real life company.

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## **Introduction**

The purpose of this assignment is to write a report that analyses the current situation in Media Huis Noord – a publishing company. In order to get insights, the Business Model Canvas, The Marketing Mix, The People, Purpose, Structure and the Persona of the company will be reviewed in more detail.

Media Huis Noord is a publishing company that publishes more than 30 news and weekly newspa

pers and more than digital regional and national channels, including Mensenling and Familie messages. They are the publisher of the Leewarden Courant, Dagblad van het Noorden and the Friesch Dagblad. (ref – from their website – the homepage)

The report will focus mainly on their podcasts.

\_\_\_ Firstly, an overview of the organizational structure of the firm Mediahuis Noord, will be provided. The tree parts of this chapter being for the people, the purpose and the structure. The aim is to view in detail the company's goal, objective and human resources.

### - People

MediaHuis has 4 601 employees, from whom 1 922 journalists. 2 036 people work in the Netherlands. The board of directors consists of: **Chairman:** Thomas Leysen; **Vice-chairman:** Robert Ceuppens; **Directors:** Jan Baert, Arian Buurman, Bruno de Cartier, Patrick Hermans, Peter Hinssen, Jan Suykens, Guus van Puijenbroek, Phillippe Vandeurzen and Phillippe Vlerick

There are 479 people working for Mediahuis Noord. 31 work in direction and staff, 259 in redaction, audio, video and content, 80 in operations, 96 in commercial, 13 in digital.

The employees of the company value teamwork and dedication – it can take up to 4 months of non-stop work in production and research to create one of their stories. Usually, a team consists of up to 4 people and there is always someone who is working on the podcast.

They value honesty, that is the reason why constructive feedback is vital to them. They encourage each other and provide a safe environment for growth, improvement, and developing new ideas.

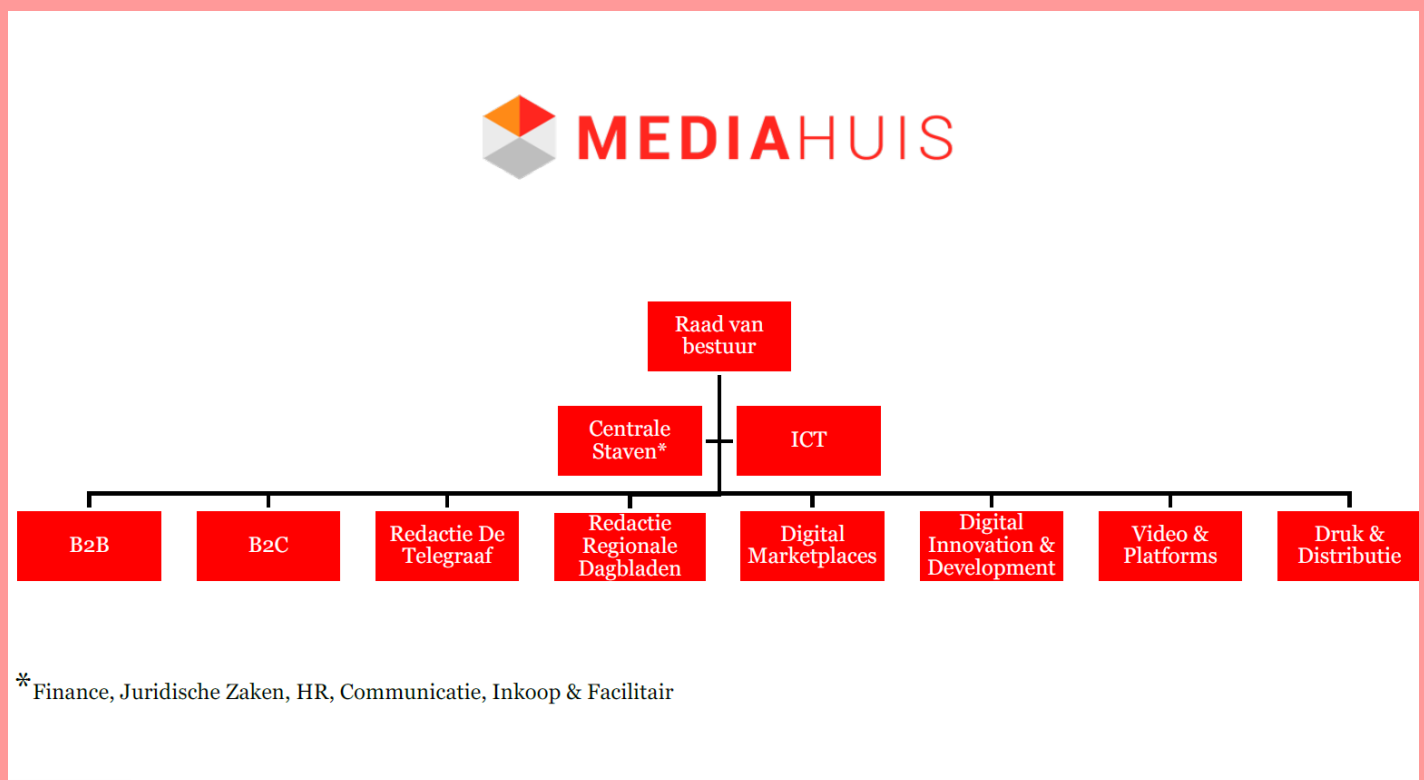
### - Purpose

MediaHuis Noord is self-sufficient and in the center of northern society. They understand the news industry's requirements and how people choose to read, watch, or listen to specific content. Our They are always responding to the demands of our readers and sponsors. They are knowledgeable about what motivates them so that we can incorporate client feedback into their everyday operations. MediaHuis Noord cultivates long-term partnerships and guarantee that the clients value them.

MediaHuis Noors is a flexible, adaptable company. They like what they do. They deliver on their promises. It is critical for them to challenge and encourage one another. They are driven and seek opportunities to expand, widen, and deepen their knowledge and abilities. But most importantly their journalists provide high-quality material.

## - Structure

An organizational structure is a system that outlines how certain activities are directed in order to achieve the goals of an organization. These activities can include rules, roles, and responsibilities. Down below is presented the chart of the organization structure:



Mediahuis covers a variety of target groups throughout the Netherlands as the publisher of well-known brands like De Telegraaf, VROUW, Privé, GroupDeal, NSMBL, and Dumpert. Regional brands like Noordhollands Dagblad and Haarlems Dagblad have helped to forge a strong connection with the area.

Mediahuis Nederland's operational management is the responsibility of the Executive Board. Tasks are clearly separated based on a "two-tier board" that consists of an executive board and a supervisory board. The board of directors, the editors in chief of the daily newspapers, and the directors of Mediahuis Nederland's business units and staff departments make up the general management team.

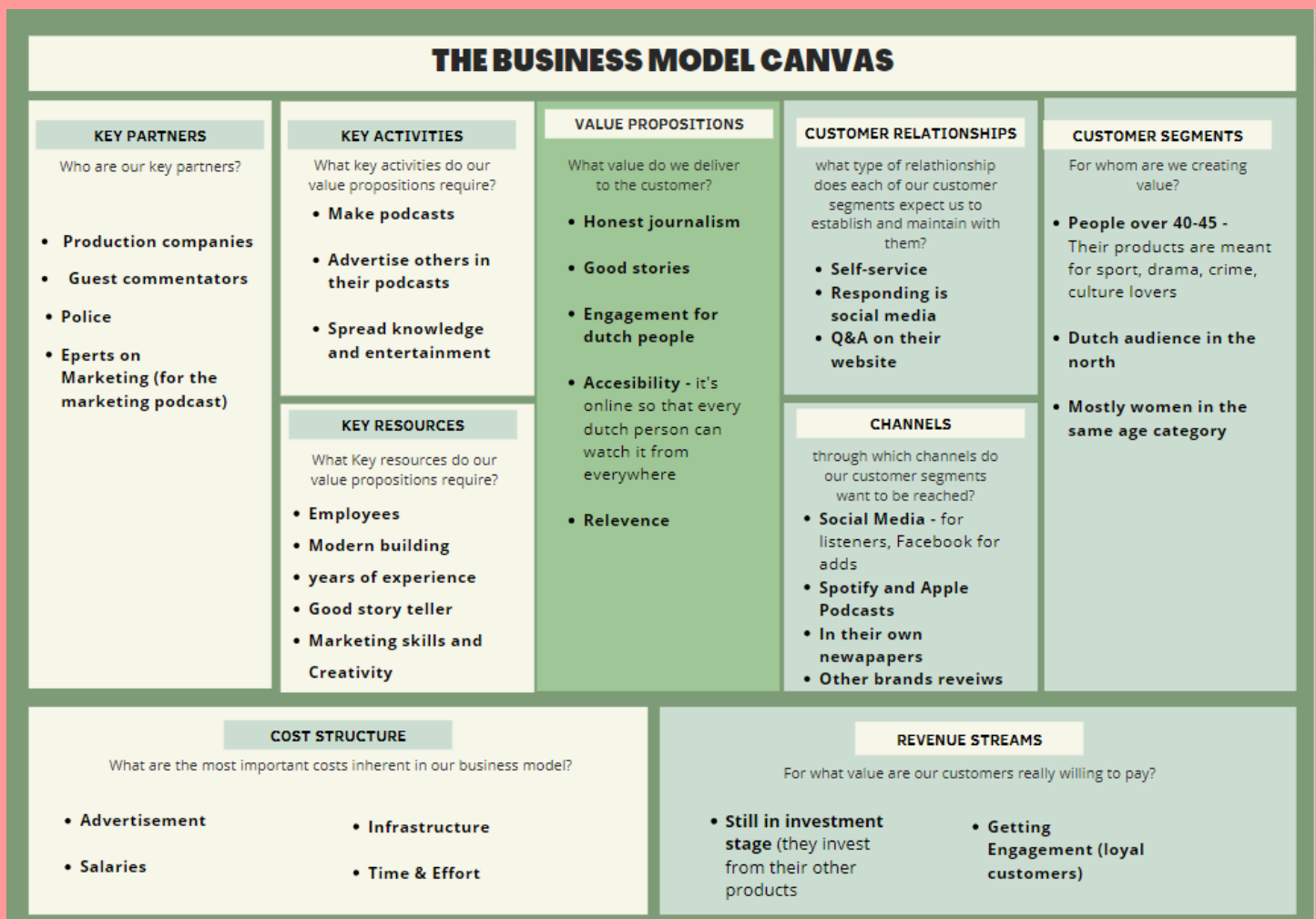
Since August 2019, Rien van Beemen is CEO at Mediahuis Netherlands.

Barbara Lokhorst is the financial director of Mediahuis Netherlands.

More about the structure – in the Appendix

To conclude: MediaHuis Noord is a company that consists of 479 devoted people who made honest news and relatable media their mission and being the best leading brand the company's goal.

## Business Model Now



The Business Model Now will help understand the current business situation in a structured way. The canvas will visualize the insights on the customer – Media Huis Noord, what value proposition is offered through the channels, how the company makes money, who is helping the company, and who are the customers their product is reaching.

### - Key Activities

Media Huis Noord is a company that deals with publishing newspapers and weekly news, which they distribute both physically and online.

One of their products are podcasts. The podcasts focus on true crime stories ( 4 of them), sports activities (6 of them), current affairs (2 of them) and culture ( 1 of them). More products are being planned and developed for the future. ( ref – the presentation).

There are a couple of steps to making a podcast. Firstly, they plan – in this step the podcaster figures out why they want to do it, what they like and do not like, researches the target audience and what can be offered to them. Secondly, a topic has to be chosen – that is the step when a niche topic that aligns with the motive for the creation of the podcast, is being considered. Thirdly, a name it has to be chosen. It may seem like a last minute task but the name is actually very important since it is the one of most recognizable parts of a product. It has to be catchy and easy to remember and search for. The next step includes- choosing the format. Some of the formats in MediaHuis Noord podcasts include Story Telling scripted narratives (the true crime podcasts), documentaries (the history podcasts and the true crime podcasts), co-hosted shows (the sports podcasts). Next is choosing the length. In MediaHuis Noord's case, the average length is 35-40 minutes per episode. The next step is creating a memorable brand. In this scenario, MediaHuis Noord is already a big brand name that attracts listeners. After that, the teams working on the products have to set up the equipment, record and edit the podcast.

- For the Sports it takes 2 hours for production, 1 hour for recording, 1 hour for editing in postproduction.
- For the News: 2-4 hours - production, 1 hour - recording, 1 hour - editing.
- For the stories: 2-4 months production with team (3/4 people, 2 days a week), 2 weeks of editing per episode

The following step includes distributing and advertising the podcast (more information about that in the next paragraphs/chapters).

Finally, the product has to be evaluated. MediaHuis Noord does that by looking and analyzing the comments, reviews and opinions of their target audience and improving the product itself afterward.

They also, advertise carefully in ad-free places such as Spotify and Apple music. They use pre-rolls – small audio adds at the beginning of a video/audio. Their advertisement is unique because it is short, with limited pressure but informative and relevant. That keeps the focus of the listeners.



## De tarieven.

#	Podcast	Verwacht # listens*	Billboard/Pre-roll**
1	Willeke Dost	75.000/90.000	€ 1950
2	De Kofferbakmoord	180.000/250.000	€ 4750
3	In het hart geraakt	80.000/100.000	€ 2150
4	Na Sluitingstijd	55.000/65.000	€ 1450
5	Radio Milko	700-1.000	€ 250
6	Radio Meerdijk	300-500	€ 200
7	't Hertenkamp	500-700	€ 200
8	Omroep Abe	500-1.000	€ 250
9	De Koloniën	3.000-5.000	€ 250
10	Hooggeëerd Publiek	200-250	€ 150
11	Binnenkort	80.000/100.000	€ 2150
12			

\* = per aflevering  
 \*\* = 18-24 euro cpm / per aflevering

Let op: minimale afname van € 2000,-

But they do not let that intervene with their main activity – spreading knowledge and entertainment. For the team of Media Huis Noord is important that the podcast is made to entertain the target group and to learn from it. That is the reason they do not have very long commercials. (ref- also form the presentation)

Once or twice a year they hold discussions on different topics

### - Key Resources

Media Huis Noord has its loyal employees who work very hard in groups of 2 to 4 people for a project. They are creative and have a unique method of creating the product. The company depends on a good marketing strategy to advertise the products. They rely on good storytellers to record the podcast in a catchy, pleasant for the ear way.

They aim for a good story telling – that is why they have professional journalist from Dagblad van het Noorden and Leeuwarden Courant newspapers and experts in the field to deliver the podcasts' content.

They are in their early development of Audio Huis – an internal branch of MediaHuis. With the Audio Huis network the targeting and segmentation of the audience happens easier. They use specific keywords used in TV shows, for example, in order to reach the audience tailored to that show. They are in help with the advertising in the non-adds apps (Spotify, Apple Music). Audio Huis offers a wide range of high-quality audio production services – podcasts, sound design, radiocommercials, audio branding, streaming radio/audio as well MediaHuid Noord are still experimenting with making paid subscriptions in the Audio Huis network.

They also depend on their own research department in the company itself to do the research and since the original company was established in 2007 - they have a lot of years of publishing experience behind their back. They also have innovative, modern building (more pictures in the Appendix)

## - Key Partners

It is very important for a company to have partnerships that can benefit the production process of a product.

Mediahuis Noord works with different production companies – for music and imaging production they work with Maurice Verschuuren, Renger Koning and other third parties. For the remote podcast codecs they work with Vlakland Communicatie.

In order to do their research for the crime podcasts they cooperate with the local police department.

For their sports podcasts they often have guests like club watchers and football players.

- Radio Milko and Radion Meerdijk: club watcher William Pomp and his sidekick Jonathan Ploeg are commentators
- Omroep Abe: Sander de Vries club watcher and former football player Geert Arend Roorda discuss the current affairs at SC Heerenveen.
- T'Hertenkamp: Club watcher Gerard Bos of the LC and former football player Rene van der Welj

For their M&M podcast, they invited experts and entrepreneurs Michel de Jong and Joel Darius to talk about the various themes that influence the world of media, marketing, brands.

MediaHuis Noord gets inspiration from other podcasters, storylines and ideas.

## - Value Propositions

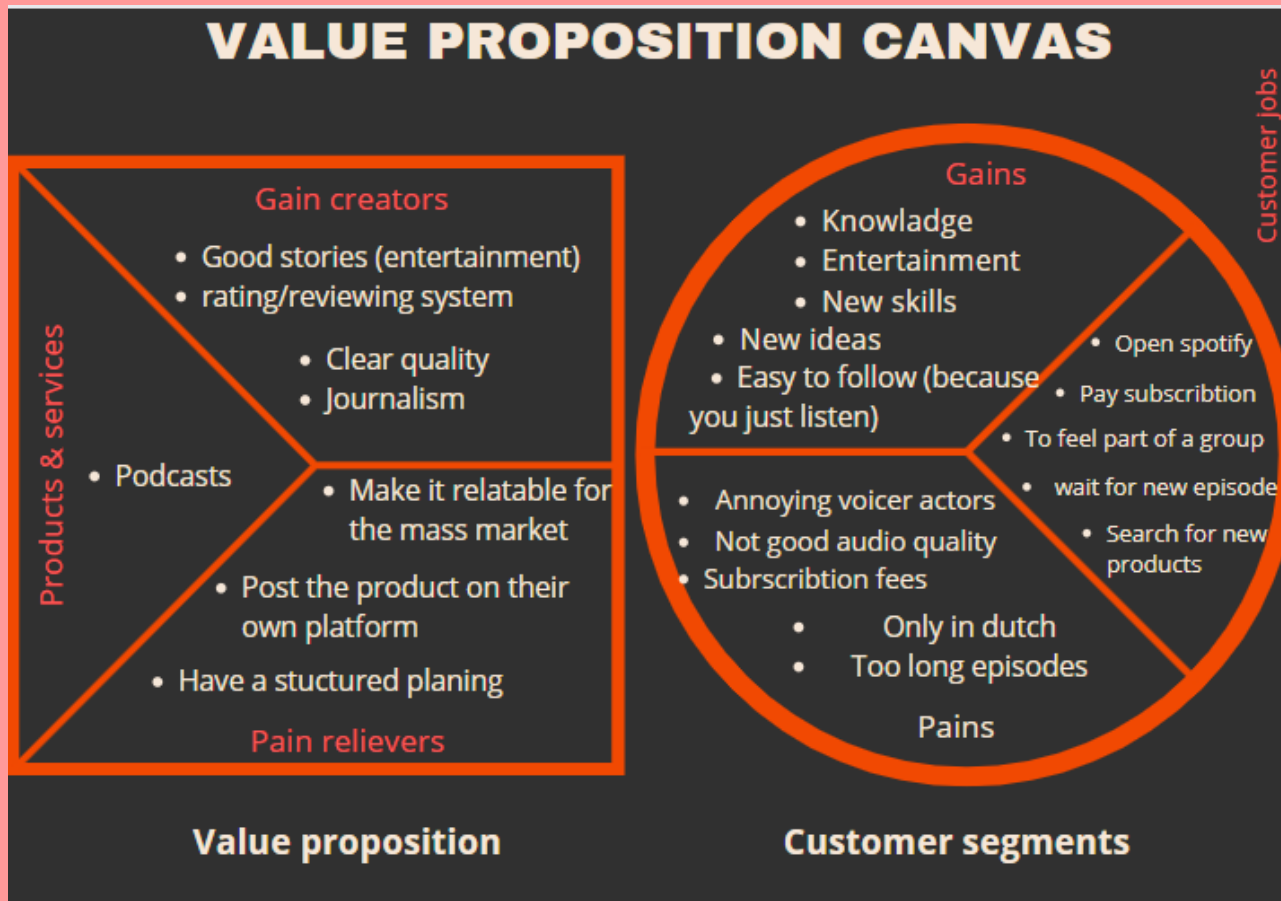
It is important to be known what values are delivered to the customer.

For MediaHuis Noord one of those values is honest journalism and strong relevant media that make a positive contribution to people and society. They deliver urgent, pertinent, and human journalistic tales with an open mind in an effort to transform their readers into involved citizens. They are aware of the need for news and what readers, viewers, and listeners want to consume. Their journalists provide high-quality material. Because they put the client in the center they shift in a positive way. They develop and learn in order to propose relevance.

The finest stories are those that are well-told and focus on a topic that the reader believes is important or relevant. The best stories are more thorough and comprehensive in nature.

They have more material that has been independently verified and comes from more experts and perspectives. They demonstrate greater initiative and reporting effort. MediaHuis Noord's great, well-checked stories propose engagement for dutch people in the north of the Netherlands. They can be found online and are easily accessible so that even people outside the country can listen to them.

The company are curious about what drives the consumers, in addition, they bring reliable information with their products.



## - Customer Relationship

Users, readers and advertisers are central for MediaHuis Noord and they continuously respond to their needs by taking into consideration their opinions. They aim to build a lasting relationships and ensure that customers value them. (ref – the website) Employees take care of the social media and they respond to questions. On their website MediaHuis Noord has a Q&A section with most frequently asked questions and their corresponding answers. The tone of voice is formal as it regards questions in the business field.

For now, the connection is without any physical interaction. The consumers get the information themselves online – in the social media apps, in the newspapers, during production interviews.

The customer relationship is based on self-service, because the consumer researches, finds and uses the product on their own without instructions.

## - Channels

For a company, it is important to use the most suitable communication channels, not only to distribute their product but to connect with the customers as well.

People can use Spotify and Apple Music to listen to the podcasts. MediaHuis Noord is in development of NRC Media – a daughter branch of the company, which tests their own app dedicated specifically on podcasts.

MediaHuis Noord uses Facebook, Instagram as well as their own printed media ( the newspapers) to advertise the products because the readers of their newspapers are strongly connected to the podcasts. Sometimes they invite people to share their opinion and to give feedback. They also rely on listeners' and readers' reviews, ratings and comments (ref- the interview)

Other podcasts also use pre-rolls to advertise Mediahuis Noord. The company plans on using midrolls in the future as well.

For the future they will add value behind the "Paywall" for subscribers by making the podcasts only available with a subscription.

## - Customer Segment

It is vital to know a company's target audience. Research shows that one-third of the dutch population are regular podcast listeners and they prefer listening on the road and at home.

MedisHuis Noord has a strong sense of community that's why they discuss mainly regional events, news, etc. So, the target audience are dutch people in the northern part of the Netherlands (Friesland and Groningen), as their products are only in dutch.

The demographics of the country show that the population is aging and the company uses this for their benefit as their target audience are mostly people over the age of 45.

MediaHuis Noord products focus on different themes thus the customers differentiate. Female figures present more percentage as for the true-crime podcast compared to more male figures for the sports podcasts, especially males who are interested in dutch football teams

Data shows that people with higher education represent the most figures. Most commonly the people are already customers of MediaHuis Noord's products – the newspapers - before they engage with the podcasts.

Unfortunately, more detailed data about the psychographics and the behavioral segments is not displayed. To conclude, dutch people from the northern part of the Netherlands, over the age of 45 years with mostly higher education represent the customers of the podcasts.

## - Cost Structure

The total of all the many fixed and variable expenditures that go into a business' overall expenses is known as its cost structure.

MediaHuis Noord gives money for: operating variable costs such as equipment – microphones, computers, etc. for service variable costs – staff wages, bonuses payroll taxes. Administrative overheads, advertising with others and the key partners share of the money are also a factor.

Unfortunately, deeper information with specific numbers/data is unknown for the current period.

## - Revenue Streams

A revenue stream is a source of revenue of a company. business, the revenue stream is generally made up of recurring revenue, transition-based revenue, project revenue or service revenue.

Current revenues for MediaHuis Noord are CPM based – cost per Mille. Podcast rates are at 20-25 euros per 1000. So a 2500 listener podcast bring 50/60 euros in revenue.

MediaHuis Noord uses pre-rolls and is planning to use mid-rolls as well. In addition, they rely on billboards, famous speakers, product placement.

The podcasts are strongly connected to the newspapers as they are being promoted there, so at this point the revenue stream comes from those other products.

## De advertentiemogelijkheden.

	Product	Omschrijving	Overige podcasts
Advertising	Billboarding	Deze podcast wordt mede mogelijk gemaakt door... middels een (aangeleverde) audiospot van maximaal 10 seconden.	Ja
	Billboarding host read	Deze podcast wordt mede mogelijk gemaakt door... verteld door de host van het programma.	Nee
	Pre-roll	Audio spot van maximaal 20 seconden - middels een (aangeleverde) audiospot.	Ja
	Pre-roll host read	Audio spot van maximaal 20 seconden geschreven / voorgelezen door de host.	Nee
Content	Product placement	Er wordt een product benoemd tijdens het programma door de hosts. Natuurlijk geïntegreerd in programma.	Nee
	Gastspreek	Er wordt een adverteerder uitgenodigd om als expert te praten over een bepaald onderwerp.	Nee

Conclusion: The Business Model Now provided a systematic understanding of the contemporary business environment. The canvas gave information about Media Huis Noord, the client, the value proposition supplied through the channels, how the business generates money, who is supporting the business, and the target market for its products.

## 7 P's of Marketing

The 7 P's of marketing include product, price, promotion, place, people, process, and physical evidence. Moreover, these seven elements comprise the marketing mix. This mix strategically places a business in the market and can be used with varying levels of force.

### - Product

The products that will be in focus are MediaHuis Noord's podcasts. Those products have different subjects – sports, crime, business, news and culture.

- The crime podcasts are 4: "Willeke Dost", "De Kofferbakmoord", "Els Slurink", "Na Sluitingstijd" – Those podcasts inspect and investigating real life unsolved mysteries. In terms of listeners they are the most popular with figures between 55.000 and 250.000 people – mostly woman. The average streaming time is 30-45 minutes.
- The history podcasts are 2: "De Koloniën", "Hongerige Wolf" – The first one takes us back 200 years ago in the colonies of Benevolence and puts us into the shoes of a poor roomer, the second podcast is about important news topics. In terms of listeners those two come in second place with figures between 1000 and 5000

listeners. Males and females represent equal percentages. The average length of the podcasts' episodes varies between 20-45 minutes.

- The sport podcasts are 5: "Radio Milko", "Radio Meerdijk", "Koko Radio", "Omroep Abe", "'t Hertenkamp" – they mainly talk about football clubs like FC Groningen, FC Emmen, SC Cambuur, SC Heerenveen. Here we can see a significant drop in the numbers for listeners – fluctuating between 300 and 1200 people, who are mainly men. The average length of the episodes is between 30-45 minutes
- "M&M podcast" - for business – it focuses on various themes that influence the world of media, marketing and brands. It targets entrepreneurs and business customers of MHN. It has 250 listeners. It is long 20 minutes.
- "Hooggeëerd Publiek" – for cultural events. It targets highly educated audience. It has the least listeners (150-250) most of whom – men and its episodes are between 30-45 minutes.

## - Place

MediaHuis Noord distributes their podcasts on Apple music and Spotify (where according to the subscription listeners choose to have or not to have ads). There is possibility to listen to the podcast on the website Dagblad van het Noorden.

## - Promotion

AudioHuis is still on the developing stage on an app with paid subscription. Since MediaHuis Noord has no other app and they do not post the whole podcasts on their website, they are in collaboration with Spotify and AppleMusic – where the products can be found. People can rate the content with stars and to leave questions and suggestions.

## - Personnel

MediaHuis has a total of 842 workers with CEO Rien van Beemen and financial director Barbara Lokhorst.

There are 479 people working for Mediahuis Noord. 31 work in direction and staff, 259 in redaction, audio, video and content, 80 in operations, 96 in commercial, 13 in digital.

For the podcasts there are at least 4 people who work constantly on the product always.

They retain competent employees by fostering a positive working atmosphere. The company itself proposes excellent work quality and job satisfaction as they give talent



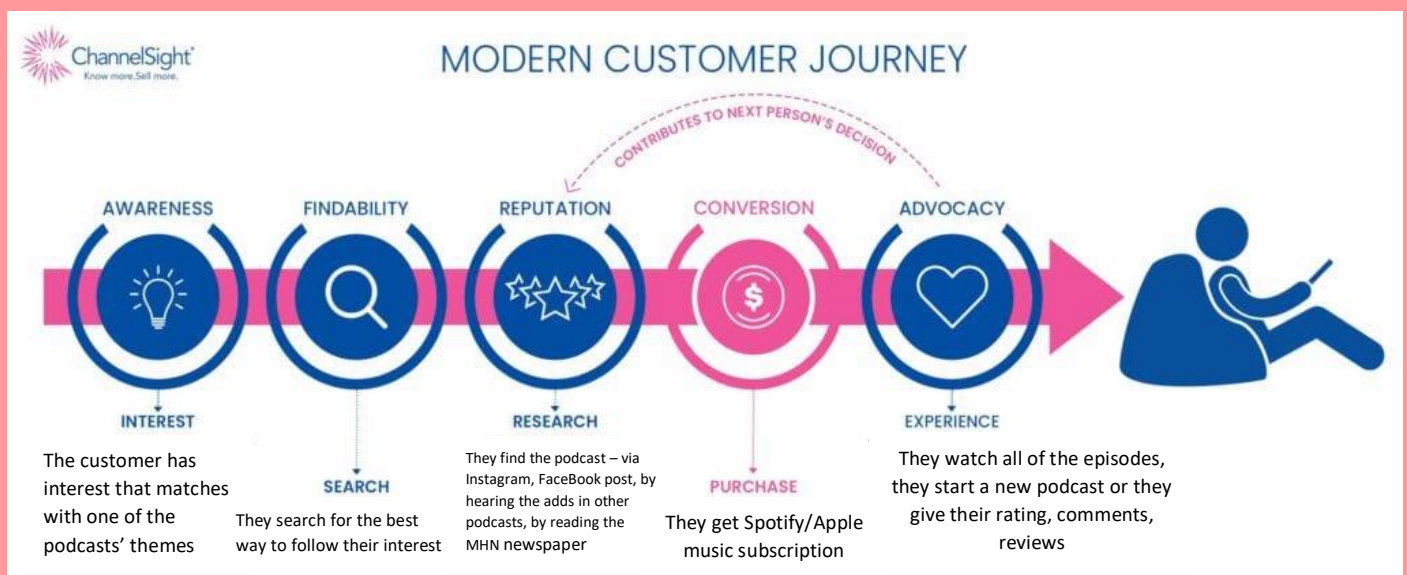
space and energetic, safe work atmosphere. They respect each colleague, share freely their points of view, concerns and joys and give constructive feedback.

## - Physical appearance

The podcasts are online products so their advertisement in the newspapers can be considered their physical appearance. The ratings, comments and watch hours on Spotify and on the other streaming platform fall into that category as well as visiting their Social media channels.

## - Process

The customers most often find out about the podcasts by reading Mediahuis Noord newspapers. The company also has Instagram, Twitter, Facebook ads. Then, the customer has to have either Spotify or Apple Music subscription. If the customer is satisfied they watch all episodes, they may start another podcast and give their opinion.



## - Price

AudioHuis is still on the developing stage on an app with paid subscription. Since MediaHuis Noord has no other app and they do not post the whole podcasts on their website, they are in collaboration with Spotify and AppleMusic – where the products can be found. The customers have to have subscription on those platforms in order to listen to the podcasts.



Apple Music					Apple Music				
Choose the plan that's right for you.									
No commitment. Cancel anytime.									
Apple Music is available in iTunes, and for iOS and Android devices.									
	Voice \$4.99/mo.	Student* \$5.99/mo.	Individual \$10.99/mo.	Family* \$16.99/mo.					
	Try it free	Try it free	Try it free*	Try it free					
100 million songs	✓	✓	✓	✓					
More than 30,000 expert-curated playlists	✓	✓	✓	✓					
Request any song, album, playlist, or station simply by asking Siri	✓	✓	✓	✓					
Free trial with no commitment*	✓	✓	✓	✓					
Stream ad-free music	✓	✓	✓	✓					

Apple Music					Apple Music				
Original shows, concerts, and exclusives	✓	✓	✓	✓					
Live and on-demand radio stations hosted by artists	✓	✓	✓	✓					
Available on Apple devices	✓	✓	✓	✓					
Works with Type to Siri	✓	✓	✓	✓					
Available on other supported devices		✓	✓	✓					
Spatial audio with Dolby Atmos		✓	✓	✓					
Full catalog in lossless audio		✓	✓	✓					
Lyrics view		✓	✓	✓					
Download 100,000 songs to your library		✓	✓	✓					
Access your entire library from any device and listen online or off		✓	✓	✓					
See what your friends are listening to		✓	✓	✓					
Unlimited access for up to six people				✓					
Personal music library for each family member				✓					
Personalized music recommendations for each family member				✓					

Product cost: Free in the ad-supported version, €9.99/month for one person, €12.99/month for couples living under one roof (Spotify Premium Duo), €14.99/month for families (Premium Family up to 6 accounts) and €4.99/month for students (Spotify Premium Student).

#### Spotify subscription: Special benefits for students and families

1. Spotify subscription: Special benefits for students and families
2. Streaming services in comparison
3. The future of music streaming services

In principle, you can also use the Spotify offer free of charge. You have the choice of using Spotify online in the web browser or in the app. The **subscription** to Spotify Premium offers extended features: no ads and all songs can be downloaded for offline listening. Especially for sports and travelling, this feature is a selling point for many customers. The Spotify Premium subscription is offered in four variants, with the first month free: the individual Premium subscription for €9.99 a month, as a student subscription for €4.99 for 1 account, for couples living under the same roof for €12.99 Duo subscription and as a family subscription for 6 people living at the same address for €14.99 a month. In some countries, such as India, the music streaming provider has to offer significantly cheaper Spotify subscription prices, as the purchasing power in these countries is lower.

**Conclusion:** One of the conventional marketing techniques used by businesses to sell their goods is the marketing mix. The marketing mix is described as a group of marketing strategies used by a company to market its brand or product in the marketplace.

# Appendix



-Persona

- The members of the general management team are responsible for the business units and central staff departments of Mediahuis Nederland.:

Ms R. Betten (Digital Director)

Mr. P. Huybrechts (Director Print & Distribution)

Mr P. Jansen (Editor in Chief De Telegraaf)

Mr G. Lasterie (Sr. Manager B2C)

Mr. B. Shkolnik (Director Advertising)

Ms C. Swanenberg (Director HR)

Ms I. Terpstra (Head of Legal Affairs)

Ms C. de Vries (Editor in Chief Regional)

Ms M. van der Wal (Director Video & Platforms)

- MediaHuis Noord building:



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## Research plan MediaHuis Noord

Created by: Desislava Tsvetanova,  
year 1 student at NHL Stenden

**Introduction:** Our assignment goal is to add value to MediaHuis Noord's products (podcasts to be specific). In order to do that we will take a look at the following sub-elements – all part of Business Model Now, People, Purpose, Structure, The 7 P's of Marketing and the Persona

### Research activity 1 – Resources:

#### o Objective:

The goal of this research is to get insight into the human resources – employees of MediaHuis Noord by doing desk research in order to better understand the hierarchy of the company

#### o Question:

What departments are there in the company?

Method/design: Primary and Secondary. Qualitative and Quantitative - desk research (mainly get information from their webpage), interview

Timeline: 25.10.-30.10.2022

### Research activity 2 – Customer segment

#### o Objective:

The goal of this research is to get insight into why dutch people over 45 would listen to the podcast by doing a survey.

#### o Question:

Why would the target audience listen to the those specific podcasts?

Method/design: Secondary, Quantitative - survey

Timeline: 31.10.2022

### Research activity 3 – key activities

#### o Objective:

The objective of this research is to gain insight into the key activities of MediaHuis Noord, by doing interview of the company

#### o Question:

What are the key activities that the company executes?

Method/design: Secondary - desk research

Timeline: 31.10.2022

### Research activity 4 – Value Proposition

#### o Objective:

The goal of this research is to get insight on the value the products of MediaHuis Noord propose by doing an interview. This will help to clear out what are podcasts proposing.

#### o Question:

What are the values that the company stands behind?

Method/design: Primary and qualitative - interview

Timeline: 03.10.2022

### Research activity 5 – Customer Relationships/Channels

#### o Objective:

The goal of this research is to get insight on the connections between MediaHuis Noord and its clients. We want to understand better what channels they use to contact the customers by doing interview. We want to know how they advertise their products as well.

#### o Question:

How do they manage to reach their audience?

Method/design: Primary and qualitative - interview

Timeline: 03.10.2022

### Research activity 6 – Key Partners

#### o Objective:

The goal of this research is to get insight on the partners of MediaHuis Noord by doing desk research and an interview in order to understand who MediaHuis Noord is working with

#### o Question:

Who are the key partners who help with completing the projects?

Method/design: Primary and qualitative – interview, Secondary – desk research

Timeline: 03.10.2022 (the interview.) until 31.10.2022 (desk research)

### Research activity 7 – Revenue

#### o Objective:

What does it cost to listen to a podcast?

Method/design: Primary and qualitative – interview, Secondary – desk research

Timeline: 03.10.2022 (the interview.) until 31.10.2022 (desk research)

### Research activity 14 – Place

#### o Objective:

The goal of this research is to get insight on how MediaHuis Noord is distributing their product by doing interview

#### o Question:

What platform do they use to show the products?

Help question: How do they think to expand? – Do they want to go to other platforms?

Method/design: Primary and qualitative – interview

Timeline: 03.10.2022

### Research activity 15 – Promotion

#### o Objective:

The goal of this research is to get insight on how MediaHuis Noord is advertising the product by doing interview

#### o Question:

How do the company advertise the podcasts?

Help question: Do they plan to improve their marketing strategy?

Method/design: Primary and qualitative – interview

Timeline: 03.10.2022

### Research activity 16 – Personnel/persona

#### o Objective:

The goal of this research is to get insight on why dutch people in the north over 45 are interested in the podcasts. By doing desk research, interview, survey we will understand the motivations of the target audience.

The goal of this research is to get insight on the revenue streams of MediaHuis Noord by doing desk research and interview in order to understand for what values the customers are willing to pay

#### o Question:

How do the company get income from the podcasts?

Help question: How can more income be added?

Method/design: Primary and qualitative – interview, Secondary – desk research

Timeline: 03.10.2022 (the interview.) until 31.10.2022 (desk research)

### Research activity 8 – Cost structure

#### o Objective:

The goal of this research is to get insight on how MediaHuis Noord is operating with their resources by doing desk research and interview in order to better understand where they put their investments in.

#### o Question:

How are the available resources dispensed within the company?

Method/design: Primary and qualitative – interview, Secondary – desk research

Timeline: 03.10.2022 (the interview.) until 31.10.2022 (desk research)

### Research activity 9 – People

#### o Objective:

Similarly to the key resources the goal of this research is to get insight on what type of people work there and what departments differentiate by doing desk research

#### o Question:

How is MediaHuis Noord structured?

Help question – For which activity, which department is responsible for?

Method/design: Secondary – desk research

Timeline: 20.10-31.10.2022

### Research activity 10 – Purpose

#### o Objective:

Why people listen to the podcasts?

Method/design: Primary and qualitative – interview, Secondary and Quantitative – survey, desk research

Timeline: 03.10.2022 (the interview.) until 31.10.2022 (desk research)

### Research activity 17 – Physical Appearance

#### o Objective:

The goal of this research is to get insight on what is the reason the products look like that way by doing survey in order to understand what could be the symbolic value for the consumers.

#### o Question:

How the aesthetic of the products influence the listeners opinion?

Help question: How can the physical appearance be improved in order to get more listeners?

Method/design: Secondary and Quantitative – survey

Timeline: 31.10.2022

### Research activity 18 – Process

#### o Objective:

The goal of this research is to get insight on how the product is delivered to the customers by doing desk research

#### o Question:

How is the product delivered to the customers?

Method/design: Secondary and Quantitative – desk research

Timeline: 20.10- 31.10.2022 (desk research)

**Conclusion:** With this research we want to get more insights on MediaHuis Noord as a company (how they work, who are their clients, what are their products, etc.) After we are provided with more intel we will be able to add value to their product (as this is our assignment)

The goal of this research is to get insight on what is the purpose of the company by doing interview in order to understand the core dynamics behind the products

#### o Question:

What is the purpose of MediaHuis Noord?

Method/design: Primary and qualitative – interview

Timeline: 03.10.2022

### Research activity 11 – Structure

#### o Objective:

The goal of this research is to get insight on how MediaHuis Noord is structured – what are the departments of the company, who is in charge of what, etc. by doing desk research

#### o Question:

What is the hierarchy of the company?

Help question – Who is in charge?

Help question – Are there separate sub-departments?

Method/design: Primary and qualitative – interview

Timeline: 03.10.2022

### Research activity 12 – Product

#### o Objective:

The goal of this research is to get insight on what kind of podcasts is MediaHuis Noord producing by doing interview

#### o Question:

What kind of podcasts do they make?

Method/design: Primary and qualitative – interview

Timeline: 03.10.2022

### Research activity 13 – Price

#### o Objective:

The goal of this research is to get insight on the income of MediaHuis Noord by doing interview and desk research in order to understand how much their podcasts cost for the listener

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