

Ifra XMA Cross Media Awards 2007



Village Squares

The news never was this close

By Royal Wegener NV

About Royal Wegener NV:

In November 1903, Johan (J. F.) Wegener started a newspaper and advertiser in Apeldoorn, the Netherlands: the forerunner to the Apeldoornse Courant. This small, local publisher would grow into the leading media group that it is today. Royal Wegener NV is located in Apeldoorn and is registered at Euronext. Every day, Wegener delivers 0.9 million newspapers to its readers in a sizeable area of the Netherlands. Each week, Wegener turns out more than 7 million newspapers and free door-to-door papers. In addition, Wegener also develops and operates Internet products and services. Furthermore, Wegener provides graphics products and services.

Wegener's regional newspapers cover the vast majority of the Netherlands. They are published in various regions, from the North Sea coast all the way to the German border. Total circulation is around 869.254 copies that are read by 2,6 million consumers. The Wegener newspapers have a long tradition in the regions. Some titles have even been around for more than a century. They are characterised by strong reader loyalty and a large readership.

Wegener's regional newspapers and their daily circulation:

• Brabants Dagblad	137 746
• BN/DeStem	125 532
• De Gelderlander	165 547
• De Stentor	142 405
• De Twentsche Courant Tubantia	124 621
• Eindhovens Dagblad	114 213
• Provinciale Zeeuwse Courant	58 190

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Project title:

Dorpspleinen (Dutch)
Village Squares

- www.dorpspleinen.nl

Description:

The “Stads- en Dorpspleinen” (city and village squares) are a new compilation of websites where the citizens of the Tubantia-area can publish their own news in an easy way. Every village or city has its corresponding own square where visitors can upload their own news, pictures and videos twenty-four hours a day. They can do this in just a few easy mouse clicks. To prevent abuse an operator monitors the squares. The operators also stimulate discussion by putting interactive polls on the websites. On the website a visitor will find the news of co-occupants, but also, separately, the news about their region that is published in the newspaper. To sum it up, they can find all the news that is *relevant* to them.

Since October 2006 every region of Twente has its own corresponding square. In the meanwhile 170,000 unique visitors visit the websites each month. This amount is still rising. To compare: the area holds 200,000 addresses and 600,000 inhabitants. The amount of uploaded messages is steadily growing in number. Every day users upload between 100 and 200 messages in text or image configuration. Daily, on average, ten to twenty uploaded messages lead to a printed article in the newspaper.

In the meantime advertisers also found their way to the city and village squares. Local businesses can use a specially developed application that runs on their own PC to create and place an advertisement on the city or village square(s) of selection. The local greengrocer has the opportunity to direct attention towards his apples on sale the one day and his grapes on the other. A copy of every advertisement is printed in the local newspaper once a week. The advertisement is generated automatically by the application. The amount of advertisers is growing rapidly since the introduction of the application. Advertisers, like the local barber or restaurant, who quitted advertising in the newspaper because of relatively high prizes, are finding their way back to Wegener.

By the end of 2007 the city and village squares are expected to be profitable. This successful concept will be unfolded in other parts in the Netherlands in the fall of 2007.

Media Channels:

- 1) The world wide web: www.dorpspleinen.nl
- 2) The Newspaper: De Twentsche Courant Tubantia. User generated content possessing a high news value is also printed in the local newspaper. It also works vice versa, the website also shows news that is originally written for the local newspaper.
- 3) Short text messages: SMS voting for the “village square awards” (a contest where upcoming bands could upload a video clip to win a place to perform in a festival with established bands).

Image Material:

Landing page:

At the landing page a map of Twente is shown. This is the region in which the village squares are located. The latest news is shown in a box when the mouse is pointed at the specific area on the map.



Main page:

The main page is shown below. It is build up out of different boxes, all containing different types of (regional) content.

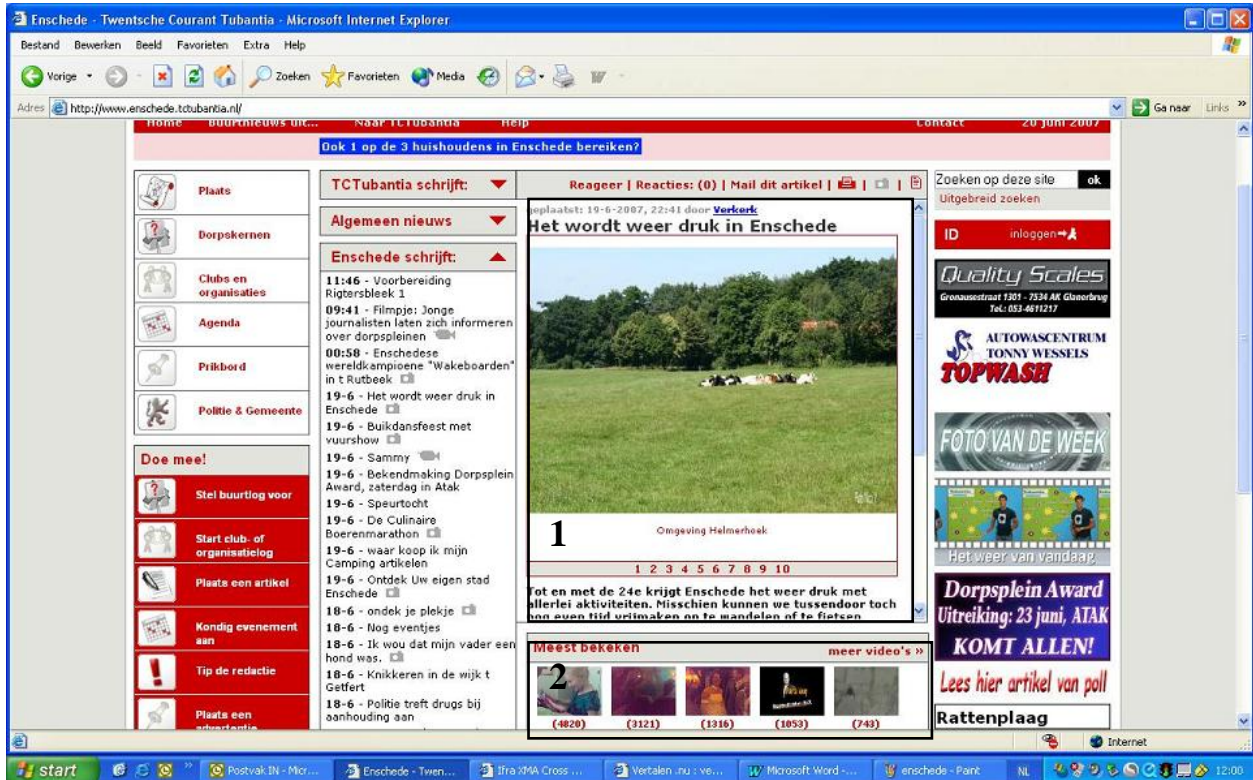
- 1) The articles, movies and pictures placed by users.
- 2) The articles, movies and pictures placed by the local newspaper.
- 3) General news.
- 4) The box that displays the actual article, movies and pictures.

The screenshot shows the homepage of the Enschede website. At the top, there is a navigation bar with links for 'Home', 'Buurtnieuws uit...', 'Naar TCTubantia', 'Help', 'Contact', and the date '20 juni 2007'. Below this, the main content area is divided into several sections. On the left, there is a sidebar with categories like 'Plaats', 'Dorpskernen', 'Clubs en organisaties', 'Agenda', 'Prakbord', 'Politie & Gemeente', and 'Doe mee!'. The main content area features a large article titled 'Voorbereiding Rigtersbleek 1' with a sub-headline 'Programma vanaf 3 juli a.s.'. Below this, there is a section for 'TCTubantia schrift.' with a list of events, and a section for 'Algemeen nieuws' with a headline 'Binnenland'. On the right, there are sections for 'Zoeken op deze site', 'ID inloggen', 'FOTO VAN DE WEEK', 'Dorpsplein Award Uitreiking: 23 juni, ATAK KOMT ALLEN!', and 'Rattenplaag'.

Text, images and movies:

The website displays text, images and movies delivered by the newspaper and its users:

- 1) Images uploaded by a user are displayed as a slideshow.
- 2) Thumbnails with links to the best-viewed movies of the week are shown.



Creating an ad:

Shown is the application with which an advertiser can create an own ad.

1) The Advertiser can create two types of banners. The application enables the user to insert both text and pictures in the banner.

28 juni 2007

Adverteren op Winkelplein

1 Inleiding **2 Advertentie opmaken** 3 Plaatsingopties 4 Factuurgegevens 5 Bevestiging

Stel hier uw advertentie op door in het veld te klikken waar u uw tekst, afbeelding, bedrijfslogo wilt plaatsen. U ziet meteen hoe uw advertentie eruit komt te zien.

U maakt uw advertentie in tweevoud op. Eén voor op het Winkelplein en één als banner op de homepage van het Dorpsplein van uw plaats.

In deze stap kunt u net zo vaak wisselen van tekst en beeld totdat u de advertentie hebt zoals u deze wilt plaatsen.

Advertentie Winkelplein

1) [klik hier om de tekst te bewerken]

[klik hier om de tekst te bewerken]

[klik hier om de tekst te bewerken]

Advertentie op de homepage van een dorpsplein

[klik hier om de tekst te bewerken]

Klik in het veld dat u wilt bewerken.

Achtergrondkleur wijzigen

Afbeelding links niet tonen

Afbeelding rechts niet tonen

→ Geef hier een naam aan de advertentie. Deze naam wordt alleen gebruikt in uw persoonlijke advertentieoverzicht.

→ Als u wilt dat de advertentie verwijst naar een webpagina kunt u hier het adres opgeven.

Annuleren **<< Vorige** **Volgende >>**

Links:

[Http://www.dorpspleinen.nl](http://www.dorpspleinen.nl)

[Http://www.stadspleinen.nl](http://www.stadspleinen.nl)

<http://www.enschede.tctubantia.nl/>

<http://www.haaksbergen.tctubantia.nl/>