

Country: Belgium

Info: Total population 10,400,000 – Internet population 6,100,000 - % of population 58%

Introduction

Background

- Skynet is the “Media & Content” division of Belgacom Group, Belgium’s leading Telecom Company
- Mission: Become Belgium’s most innovative and trusted interactive digital media company to generate value and growth for the Belgacom Group

General Info

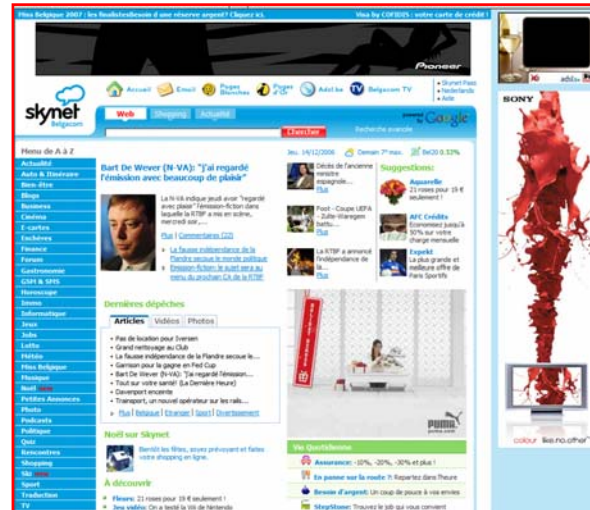
- Main Skynet portal
- No. 1 ISP portal in Belgium
- Market leading position in webmedia

Key Metrics

Reach: 2,9 million unique users; 57% Reach (net users) per month (source: CIM 05/2005)

Page impressions: 101 million per month

Socio-demographics: Gender: 79 % men / 21 % women; age: under 18: 19 %, 18 to 24: 32 %, 35 to 49: 31 %, Over 50: 18 %; high incomes: 42 %



Advertising Metrics

Ad formats: Leaderboard 728x90, Leaderboard expandable 728x90 or 728x300, Skyscraper 160x600, Skyscraper expandable 160x600 or 260x600, Medium Rectangle 300x250, Medium Rectangle expandable 300x250 or 600x170, Roadblock, Advertorial Page, Advertorial Accroche, Interstitial, Overlayer 640x480, DHTML 500x400, Small Picto Link 45x45, Skynet Picto Link 52x50, Top Text Link (50 characters), Video Box and Video Box expandable 160x120, Splash Page 630x320, 11 online video Pre Roll Ads 640x480, Immoweb Flash News 140x160, Immoweb Advertorial, Immoweb Graphical Chart for Integrations, AutoGids/Moniteur Automobile Flash News 118x160, AutoGids/Moniteur Automobile Advertorial 600x600, AutoGids/Moniteur Automobile Graphical Chart for Integrations

Channels: Weather, Blog, Classified, Dating, Entertainment, Finance, Mail, Multimedia, Search, Shopping, Sport, Travel, Wellness, TV, mobile, Forums, Clubs, E-commerce, News and Pictures

Benefits / USP

- Skynet has developed a market leading position in webmedia towards different segments: kids, gamers, general audience, etc.
- Marketing, Media & Advertising solutions (MMA) offered to companies to satisfy their interactive marketing requirements on all platforms (Web, Direct Media & IDTV)
- BelgacomTV operations: Skynet supports the BelgacomTV product on different levels

Links

www.skynet.be, www.kidcity.be, www.Arena51.be, www.11online.be, www.redbox.be, www.coolbox.be, www.automagazine.be, www.immoweb.be, www.adsl.be, www.justforyou.be, www.businessforyou.be, www.carsforyou.be