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Summary

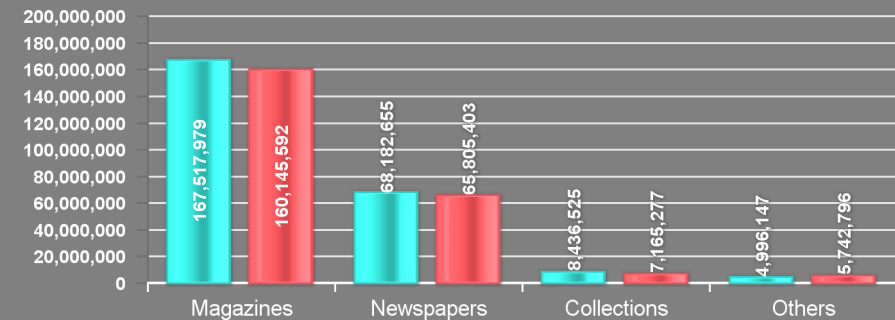
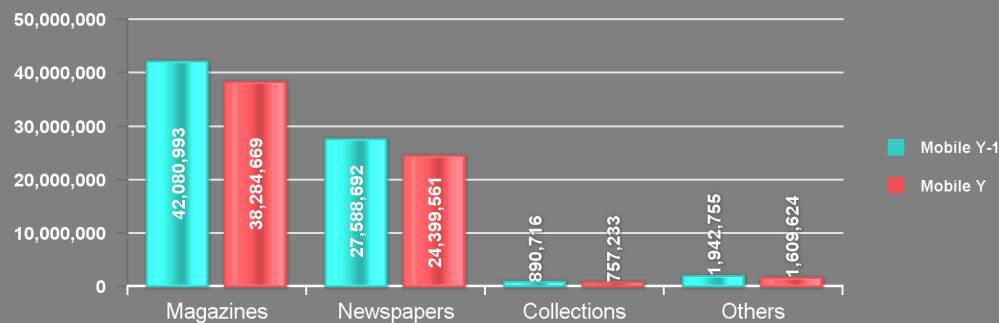
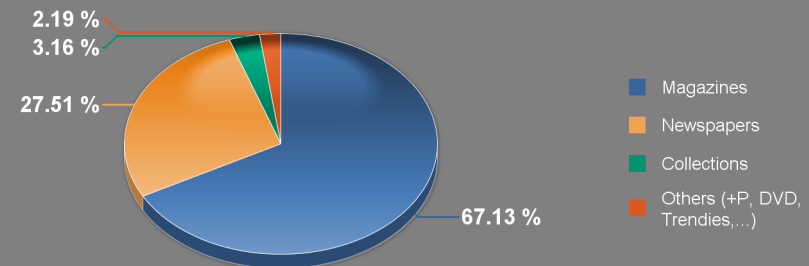
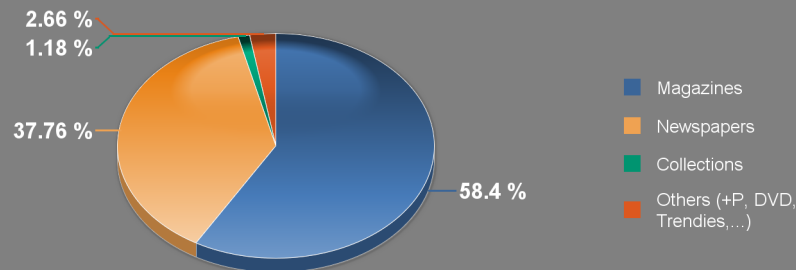


	MONTH	YTD	MOBILE
	Jun'25 vs Jun'24	Jan>Jun'25 vs Jan>Jun'24	Jul'24>Jun'25 vs Jul'23>Jun'24
SALES	-12.9%	-11.8%	-10.3%
TURNOVER	-7.4%	-4.8%	-4.1%



SALES			
Product	%Evo Month	%Evo YTD	%Evo Mobile
Magazines	-10.9%	-10.3%	-9.0%
Newspapers	-17.0%	-10.9%	-11.6%
Collections	-16.6%	-21.6%	-15.0%
Others (+P, DVD, Trendies,...)	461.5%	-39.6%	-17.1%

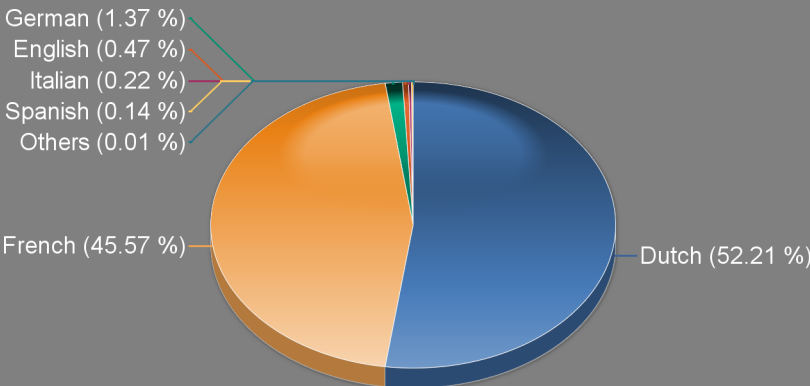
TURNOVER			
Product	%Evo Month	%Evo YTD	%Evo Mobile
Magazines	-6.3%	-5.2%	-4.4%
Newspapers	-12.0%	-1.4%	-3.5%
Collections	-15.4%	-16.9%	-15.1%
Others (+P, DVD, Trendies,...)	292.0%	-13.2%	14.9%



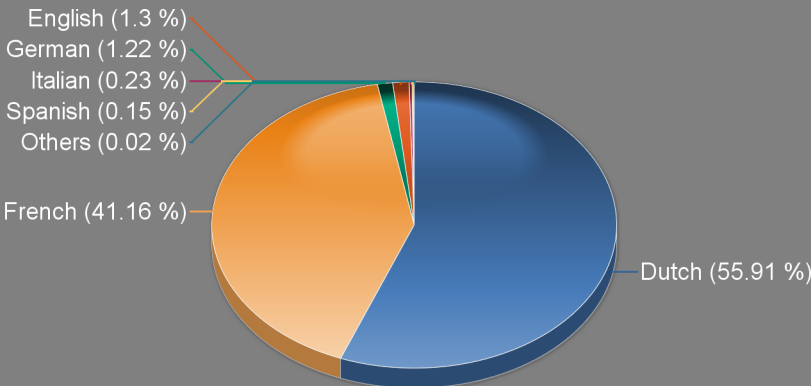
Business Intelligence - 2025/07

>> *Language view*

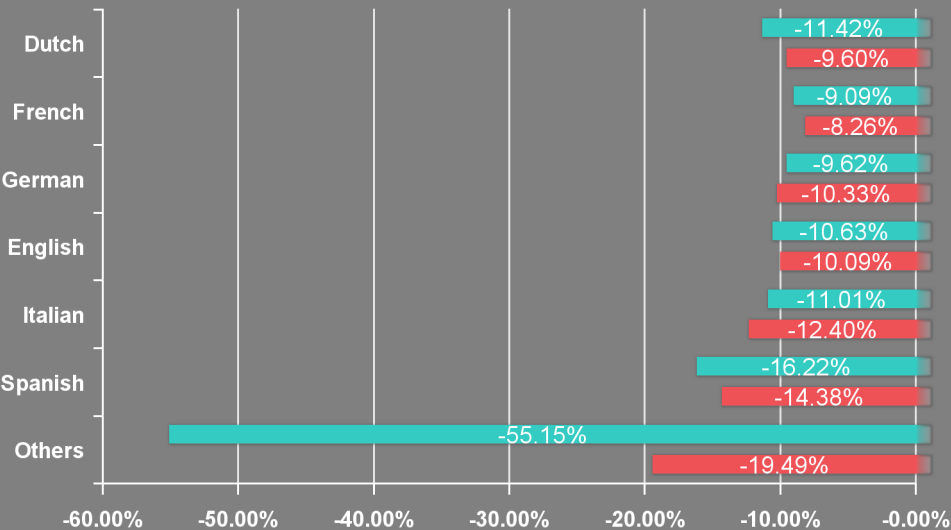
SALES



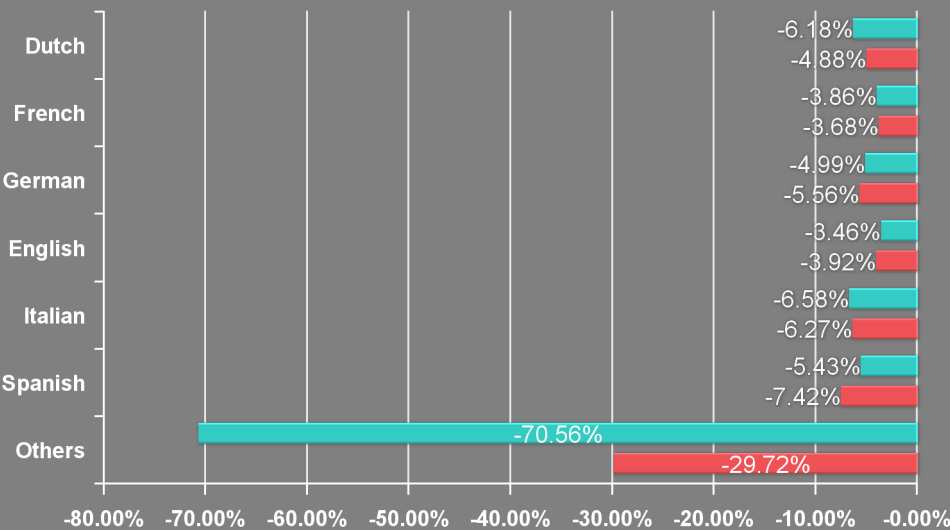
TURNOVER



■ Evol Sold YTD ■ Evol Sold Mobile



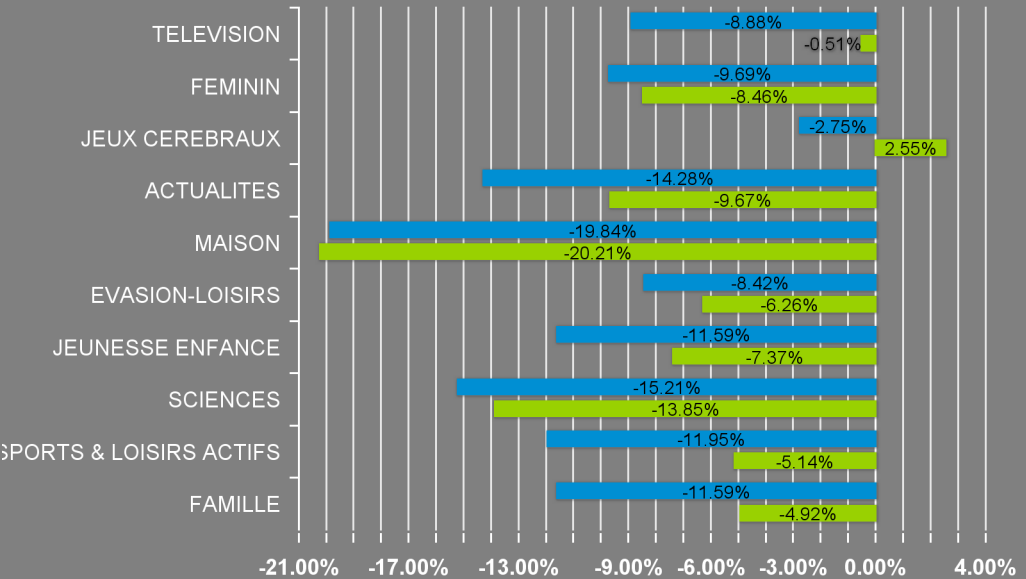
■ Evol Value YTD ■ Evol Value Mobile



>> Family view by language (Mobile)

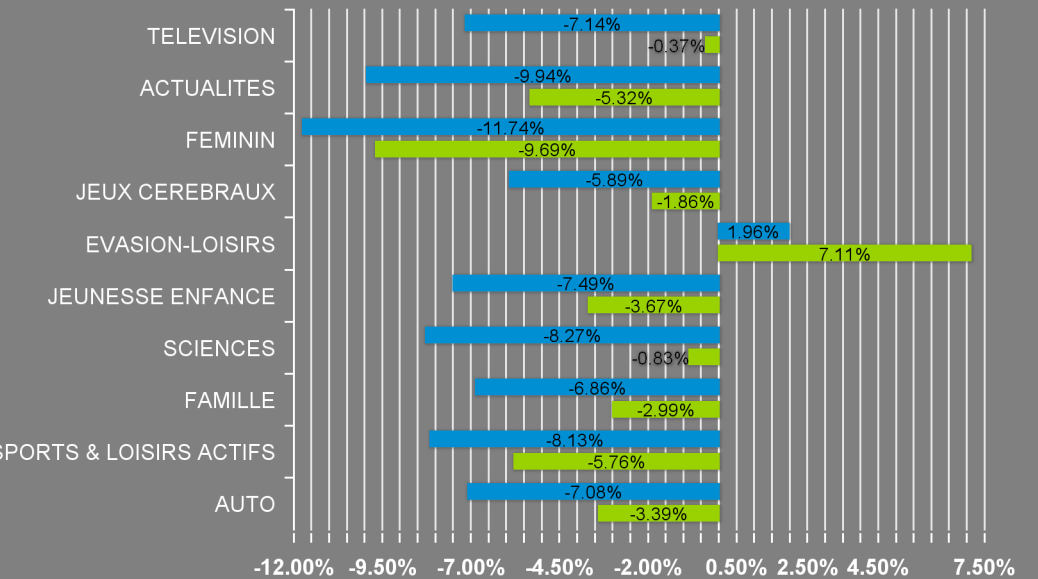
NL	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
TELEVISION	37,923,557	19	55.87%	42.35%	-8.88%	-0.51%
FEMININ	20,812,933	98	18.74%	23.24%	-9.69%	-8.46%
JEUX CEREBRAUX	10,705,354	193	9.63%	11.96%	-2.75%	2.55%
ACTUALITES	6,394,711	30	6.59%	7.14%	-14.28%	-9.67%
MAISON	2,384,468	55	1.40%	2.66%	-19.84%	-20.21%
EVASION-LOISIRS	1,550,305	99	1.00%	1.73%	-8.42%	-6.26%
JEUNESSE ENFANCE	1,442,896	60	1.16%	1.61%	-11.59%	-7.37%
SCIENCES	1,361,183	28	0.76%	1.52%	-15.21%	-13.85%
SPORTS & LOISIRS ACTIFS	1,336,263	54	0.81%	1.49%	-11.95%	-5.14%
FAMILLE	1,291,569	32	1.03%	1.44%	-11.59%	-4.92%
TOP 10 DUTCH	85,203,240	668	97.00%	95.16%	-9.17%	-4.18%
ALL FAMILIES	89,541,117	835	100.00%	100.00%	-9.60%	-4.88%

Evol Sold Mobile Evol Value Mobile



FR	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
TELEVISION	20,231,970	15	46.24%	30.69%	-7.14%	-0.37%
ACTUALITES	15,332,453	150	22.20%	23.26%	-9.94%	-5.32%
FEMININ	9,501,264	171	12.70%	14.41%	-11.74%	-9.69%
JEUX CEREBRAUX	7,381,926	422	8.29%	11.20%	-5.89%	-1.86%
EVASION-LOISIRS	3,075,212	322	1.98%	4.66%	1.96%	7.11%
JEUNESSE ENFANCE	2,004,726	204	1.88%	3.04%	-7.49%	-3.67%
SCIENCES	1,706,489	170	1.04%	2.59%	-8.27%	-0.83%
FAMILLE	1,291,429	87	1.27%	1.96%	-6.86%	-2.99%
SPORTS & LOISIRS ACTIFS	1,097,196	138	0.79%	1.66%	-8.13%	-5.76%
AUTO	1,055,159	65	1.01%	1.60%	-7.08%	-3.39%
TOP 10 FRENCH	62,677,824	2,011	97.41%	95.08%	-8.17%	-3.28%
ALL FAMILIES	65,923,232	2,120	100.00%	100.00%	-8.26%	-3.68%

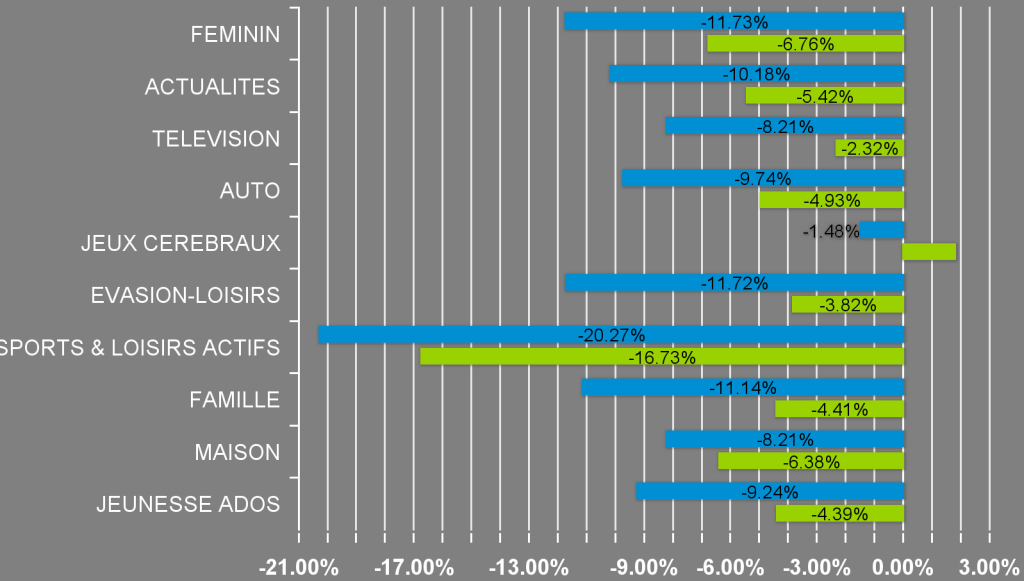
Evol Sold Mobile Evol Value Mobile



>> Family view by language (Mobile)

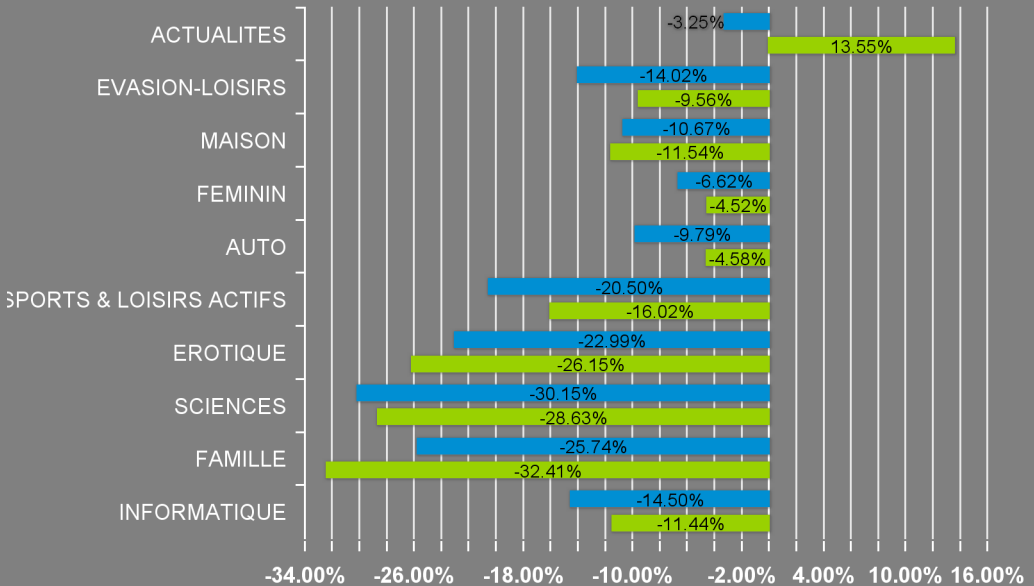
DE	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
FEMININ	633,160	98	43.53%	32.43%	-11.73%	-6.76%
ACTUALITES	463,829	40	13.41%	23.76%	-10.18%	-5.42%
TELEVISION	301,865	19	22.52%	15.46%	-8.21%	-2.32%
AUTO	211,888	49	7.78%	10.85%	-9.74%	-4.93%
JEUX CEREBRAUX	68,728	84	3.90%	3.52%	-1.48%	1.81%
EVASION-LOISIRS	59,731	48	1.37%	3.06%	-11.72%	-3.82%
SPORTS & LOISIRS ACTIFS	49,005	43	1.71%	2.51%	-20.27%	-16.73%
FAMILLE	37,789	32	1.41%	1.94%	-11.14%	-4.41%
MAISON	37,283	29	1.17%	1.91%	-8.21%	-6.38%
JEUNESSE ADOS	20,852	5	1.52%	1.07%	-9.24%	-4.39%
TOP 10 GERMAN	1,884,130	447	98.32%	96.52%	-10.28%	-5.37%
ALL FAMILIES	1,952,090	512	100.00%	100.00%	-10.33%	-5.56%

■ Evol Sold Mobile ■ Evol Value Mobile



EN	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
ACTUALITES	770,833	48	38.94%	36.95%	-3.25%	13.55%
EVASION-LOISIRS	471,428	261	20.16%	22.60%	-14.02%	-9.56%
MAISON	192,856	71	9.36%	9.25%	-10.67%	-11.54%
FEMININ	189,679	69	11.18%	9.09%	-6.62%	-4.52%
AUTO	146,746	41	6.91%	7.03%	-9.79%	-4.58%
SPORTS & LOISIRS ACTIFS	135,393	74	6.16%	6.49%	-20.50%	-16.02%
EROTIQUE	61,048	24	2.21%	2.93%	-22.99%	-26.15%
SCIENCES	45,959	68	1.76%	2.20%	-30.15%	-28.63%
FAMILLE	21,894	12	1.04%	1.05%	-25.74%	-32.41%
INFORMATIQUE	18,437	15	0.67%	0.88%	-14.50%	-11.44%
TOP 10 ENGLISH	2,054,272	683	98.39%	98.48%	-9.84%	-3.65%
ALL FAMILIES	2,086,050	714	100.00%	100.00%	-10.09%	-3.92%

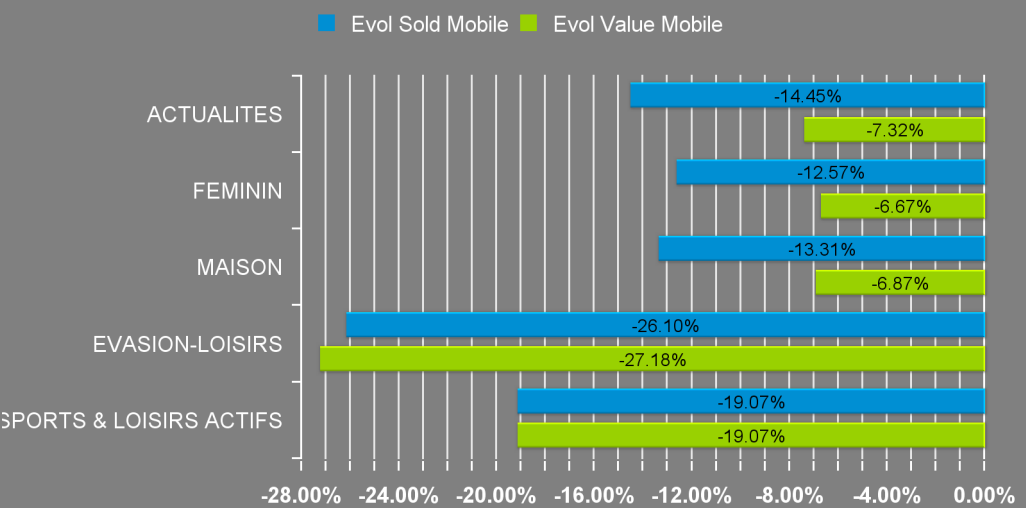
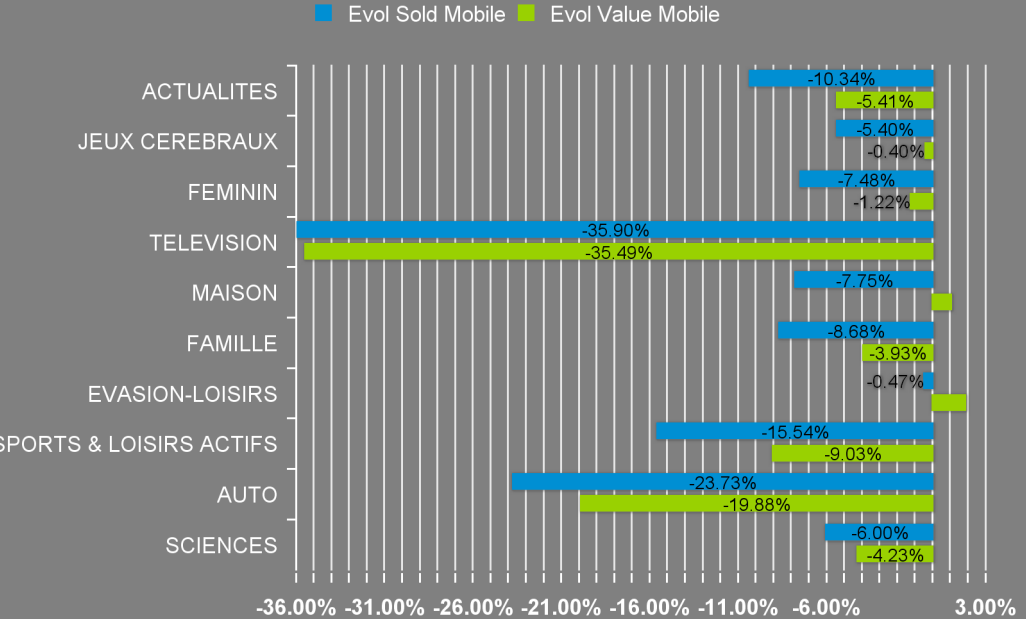
■ Evol Sold Mobile ■ Evol Value Mobile



>> Family view by language (Mobile)

IT	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
ACTUALITES	163,141	13	51.55%	44.52%	-10.34%	-5.41%
JEUX CEREBRAUX	72,875	34	21.74%	19.89%	-5.40%	-0.40%
FEMININ	40,905	23	8.73%	11.16%	-7.48%	-1.22%
TELEVISION	18,924	4	9.73%	5.16%	-35.90%	-35.49%
MAISON	14,977	14	1.74%	4.09%	-7.75%	1.06%
FAMILLE	13,765	8	1.94%	3.76%	-8.68%	-3.93%
EVASION-LOISIRS	12,836	7	1.72%	3.50%	-0.47%	1.85%
SPORTS & LOISIRS ACTIFS	9,685	8	1.01%	2.64%	-15.54%	-9.03%
AUTO	6,518	7	0.60%	1.78%	-23.73%	-19.88%
SCIENCES	6,148	4	0.75%	1.68%	-6.00%	-4.23%
TOP 10 ITALIAN	359,776	122	99.51%	98.18%	-12.41%	-6.15%
ALL FAMILIES	366,443	140	100.00%	100.00%	-12.40%	-6.27%

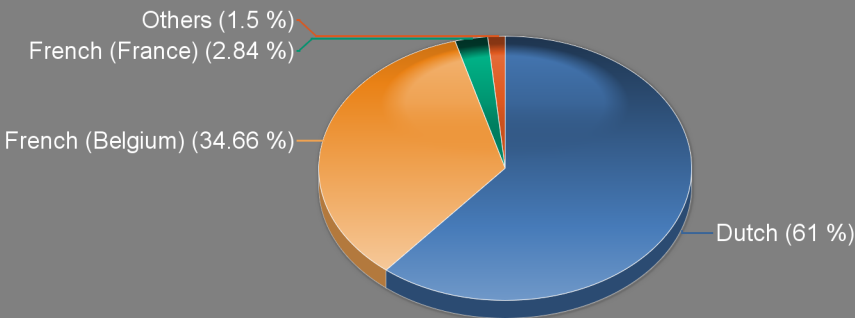
SP	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
ACTUALITES	211,772	5	91.72%	86.10%	-14.45%	-7.32%
FEMININ	23,375	15	5.92%	9.50%	-12.57%	-6.67%
MAISON	9,018	7	1.92%	3.67%	-13.31%	-6.87%
EVASION-LOISIRS	1,555	4	0.38%	0.63%	-26.10%	-27.18%
SPORTS & LOISIRS ACTIFS	240	1	0.07%	0.10%	-19.07%	-19.07%
ALL FAMILIES	245,960	32	100.00%	100.00%	-14.38%	-7.42%



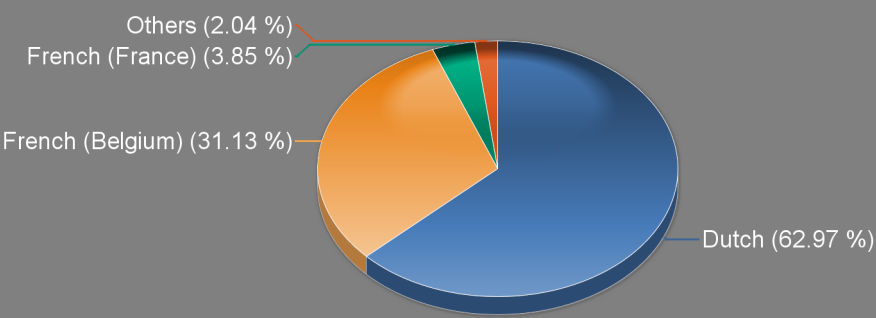


>> *Language view*

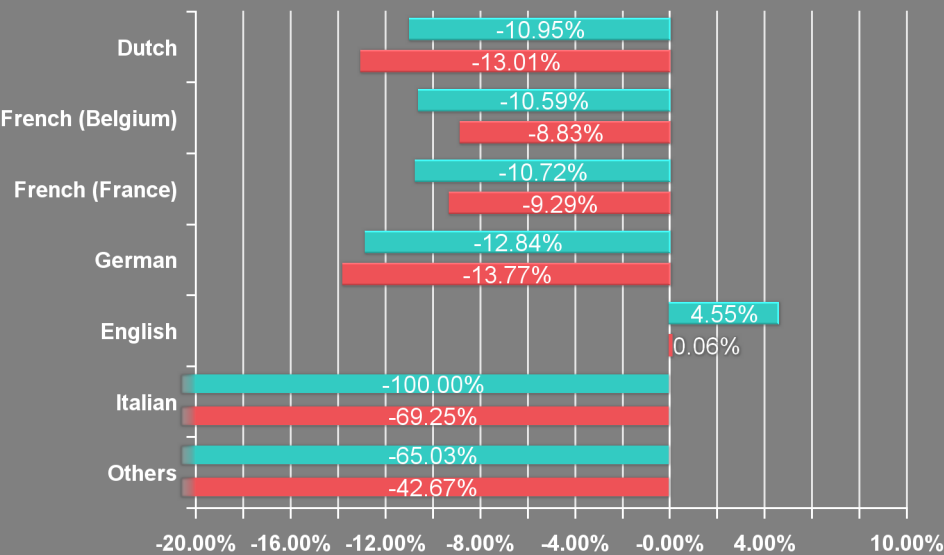
SALES



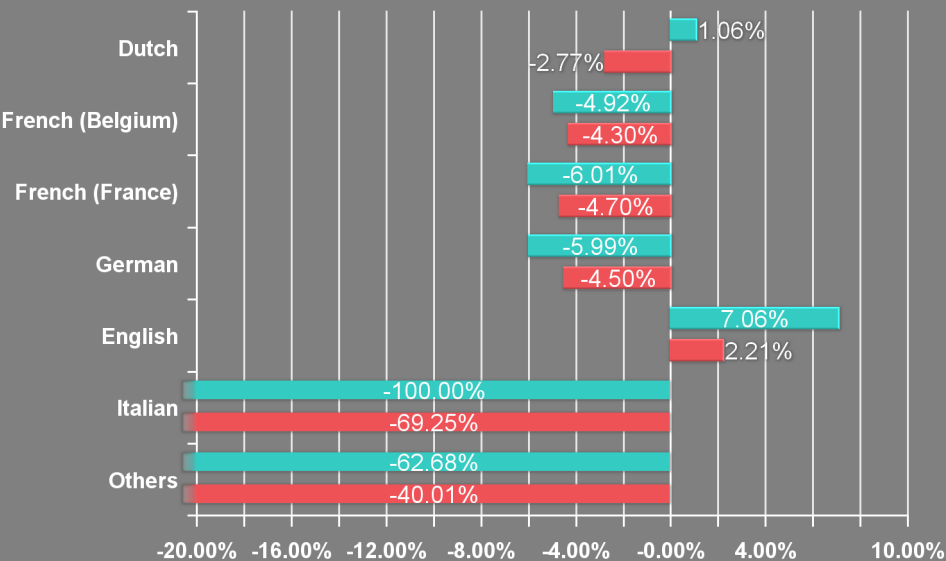
TURNOVER



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THANK YOU FOR READING

Please contact mktg.research@ampnet.be for more detailed information

Merci de contacter mktg.research@ampnet.be pour plus d'information

Voor meer informatie, kan u steeds mktg.research@ampnet.be contacteren