



August 2025



Summary

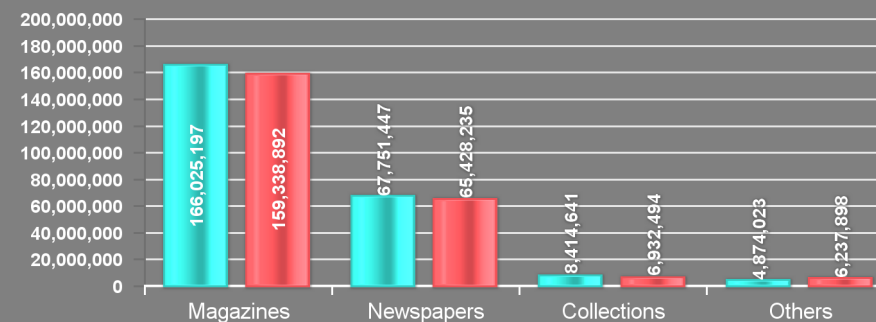
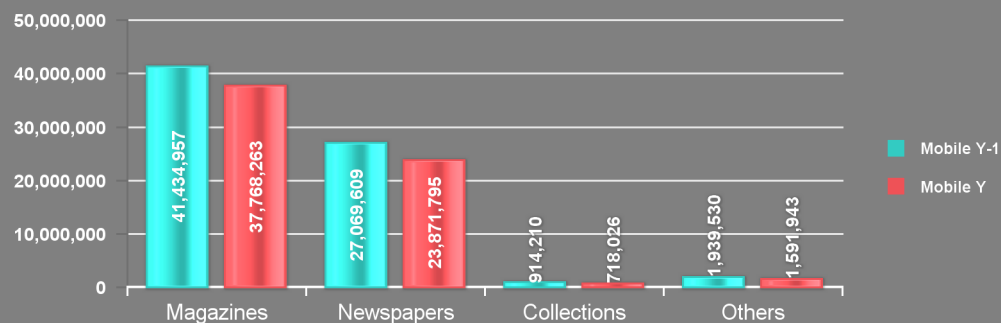
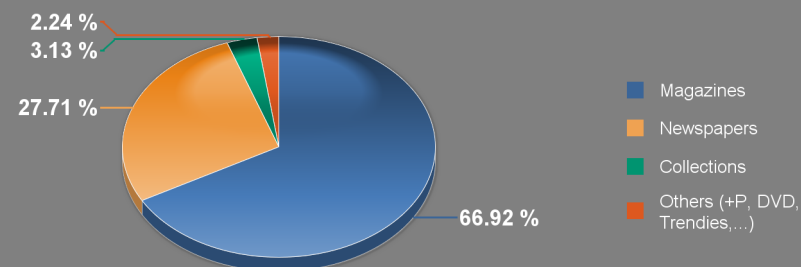
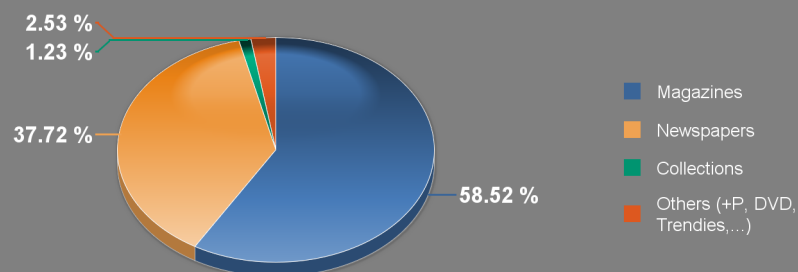


	MONTH	YTD	MOBILE
	Aug'25 vs Aug'24	Jan>Aug'25 vs Jan>Aug'24	Sep'24>Aug'25 vs Sep'23>Aug'24
SALES	-12.0%	-11.3%	-10.4%
TURNOVER	-4.5%	-4.1%	-3.7%



SALES			
Product	%Evo Month	%Evo YTD	%Evo Mobile
Magazines	-14.0%	-9.7%	-8.8%
Newspapers	-12.4%	-11.2%	-11.8%
Collections	-26.4%	-22.6%	-21.5%
Others (+P, DVD, Trendies,...)	1,340.8%	-37.7%	-17.9%

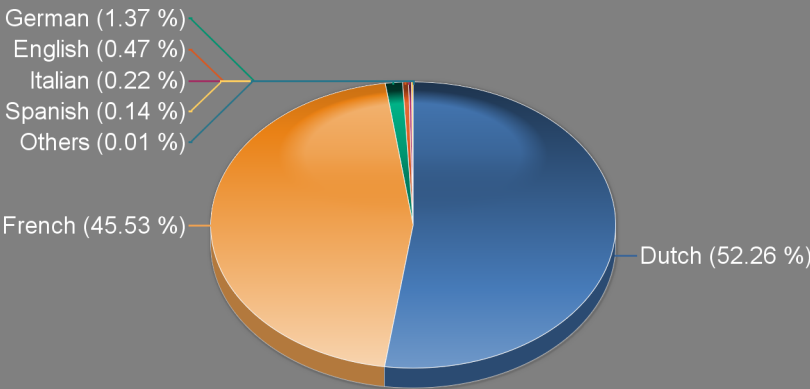
TURNOVER			
Product	%Evo Month	%Evo YTD	%Evo Mobile
Magazines	-8.5%	-4.6%	-4.0%
Newspapers	-4.4%	-1.9%	-3.4%
Collections	-15.8%	-17.3%	-17.6%
Others (+P, DVD, Trendies,...)	706.7%	2.3%	28.0%



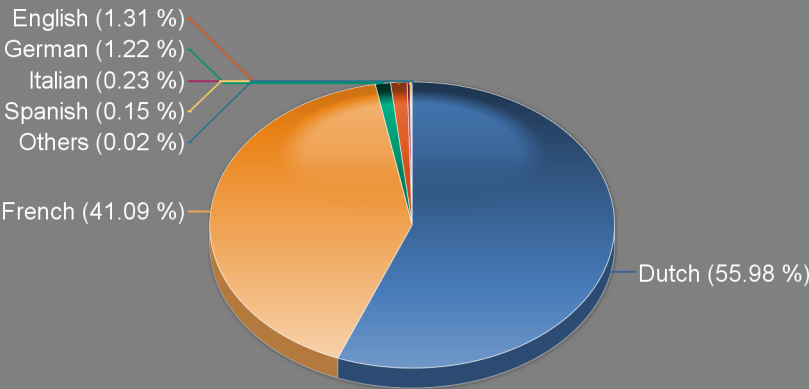
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>> *Language view*

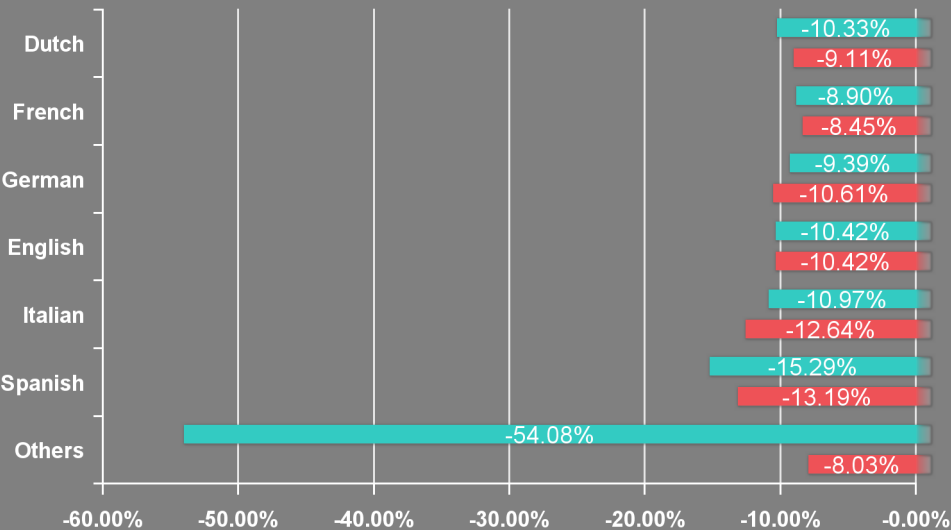
SALES



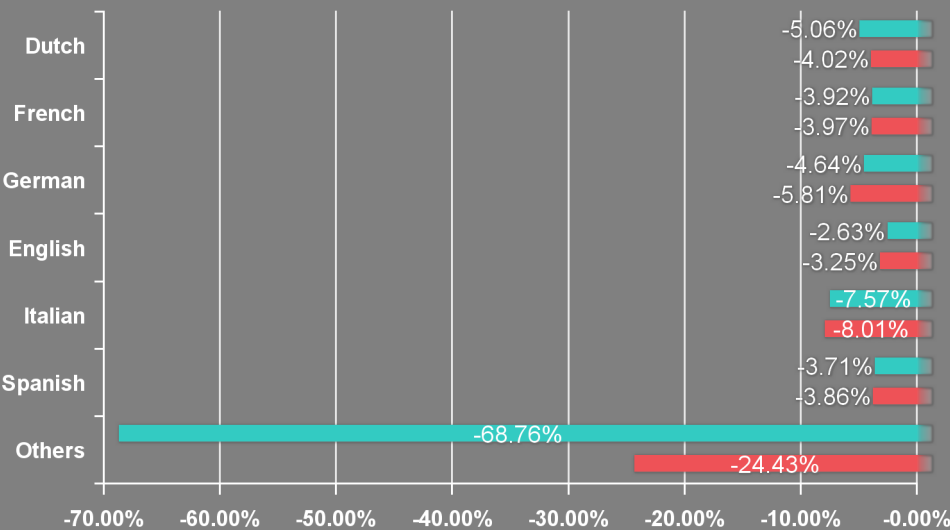
TURNOVER



■ Evol Sold YTD ■ Evol Sold Mobile



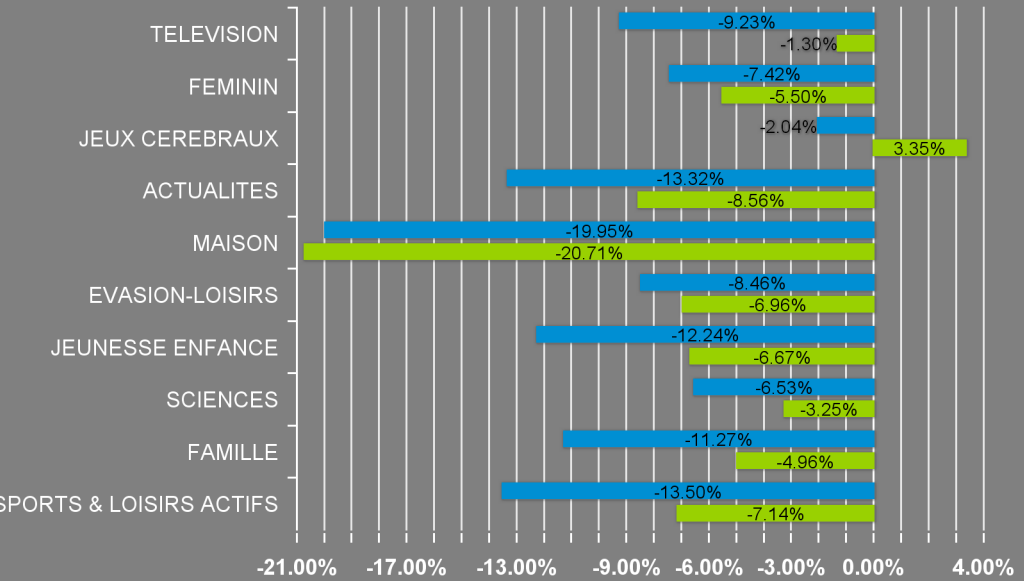
■ Evol Value YTD ■ Evol Value Mobile



>> Family view by language (Mobile)

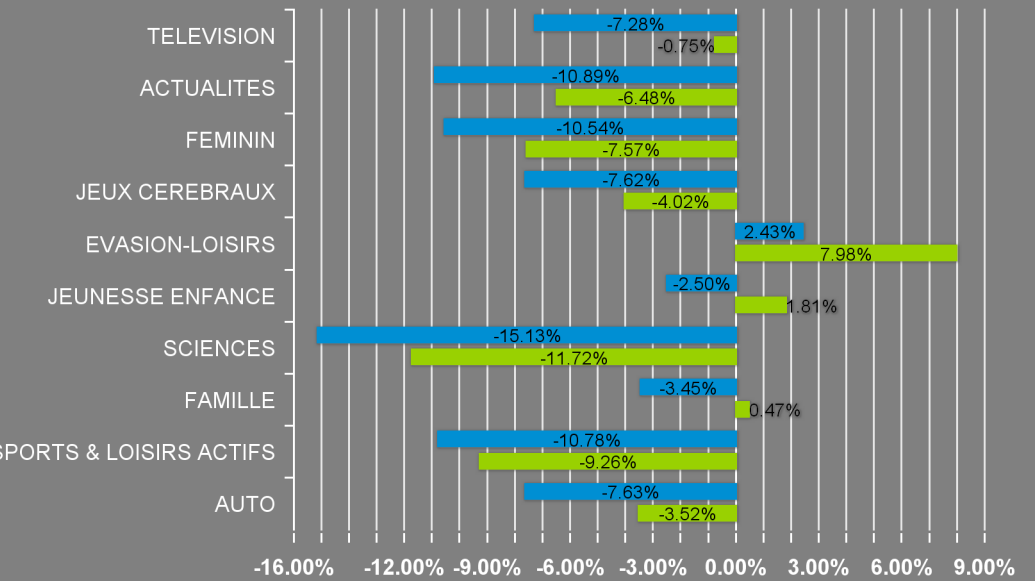
NL	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
TELEVISION	37,650,317	19	55.52%	42.21%	-9.23%	-1.30%
FEMININ	20,825,707	91	18.96%	23.35%	-7.42%	-5.50%
JEUX CEREBRAUX	10,877,719	193	9.85%	12.19%	-2.04%	3.35%
ACTUALITES	6,327,684	29	6.52%	7.09%	-13.32%	-8.56%
MAISON	2,327,126	53	1.39%	2.61%	-19.95%	-20.71%
EVASION-LOISIRS	1,529,543	101	1.00%	1.71%	-8.46%	-6.96%
JEUNESSE ENFANCE	1,439,648	63	1.15%	1.61%	-12.24%	-6.67%
SCIENCES	1,418,100	28	0.80%	1.59%	-6.53%	-3.25%
FAMILLE	1,293,937	32	1.04%	1.45%	-11.27%	-4.96%
SPORTS & LOISIRS ACTIFS	1,291,676	52	0.79%	1.45%	-13.50%	-7.14%
TOP 10 DUTCH	84,981,457	661	97.04%	95.27%	-8.73%	-3.40%
ALL FAMILIES	89,202,244	823	100.00%	100.00%	-9.11%	-4.02%

Evol Sold Mobile Evol Value Mobile



FR	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
TELEVISION	20,179,909	15	46.28%	30.82%	-7.28%	-0.75%
ACTUALITES	15,073,344	151	21.99%	23.02%	-10.89%	-6.48%
FEMININ	9,490,401	173	12.75%	14.50%	-10.54%	-7.57%
JEUX CEREBRAUX	7,357,538	433	8.35%	11.24%	-7.62%	-4.02%
EVASION-LOISIRS	3,082,468	327	2.01%	4.71%	2.43%	7.98%
JEUNESSE ENFANCE	2,046,272	208	1.93%	3.13%	-2.50%	1.81%
SCIENCES	1,588,996	169	1.00%	2.43%	-15.13%	-11.72%
FAMILLE	1,316,754	90	1.30%	2.01%	-3.45%	0.47%
SPORTS & LOISIRS ACTIFS	1,063,024	139	0.77%	1.62%	-10.78%	-9.26%
AUTO	1,027,685	64	1.00%	1.57%	-7.63%	-3.52%
TOP 10 FRENCH	62,226,392	2,046	97.39%	95.04%	-8.39%	-3.67%
ALL FAMILIES	65,472,423	2,154	100.00%	100.00%	-8.45%	-3.97%

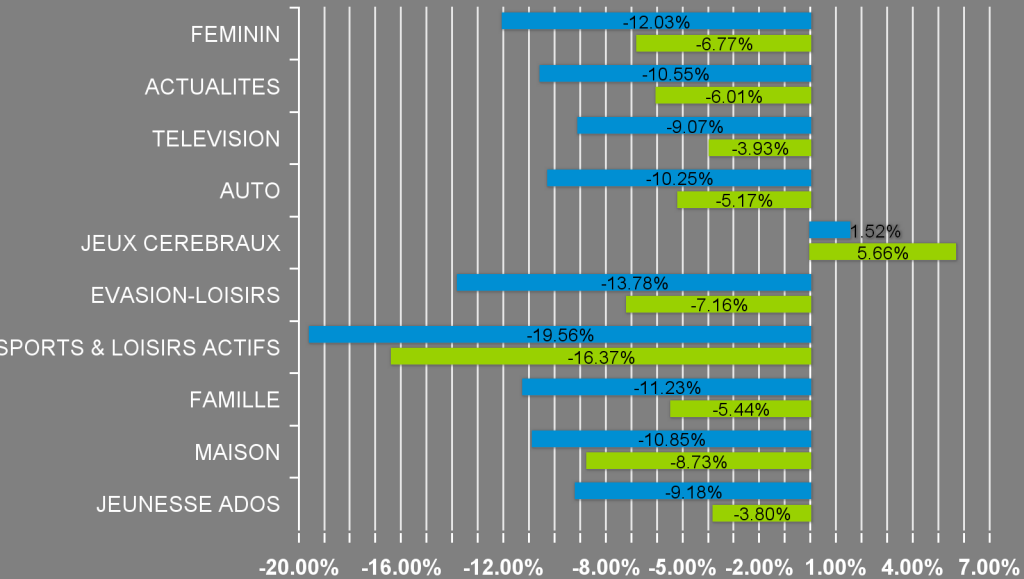
Evol Sold Mobile Evol Value Mobile



>> Family view by language (Mobile)

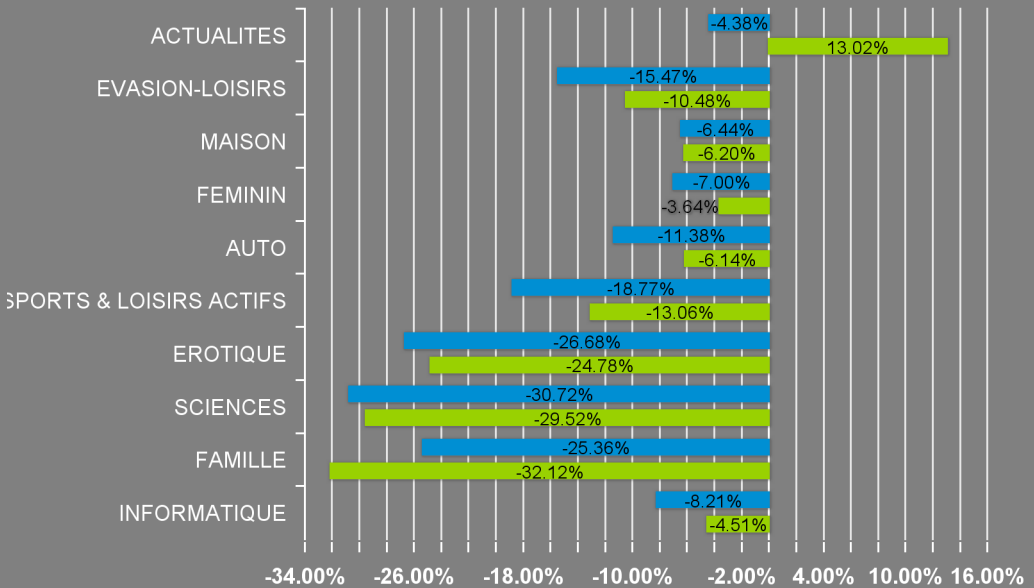
DE	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
FEMININ	626,945	98	43.26%	32.33%	-12.03%	-6.77%
ACTUALITES	460,140	39	13.44%	23.73%	-10.55%	-6.01%
TELEVISION	300,249	19	22.59%	15.48%	-9.07%	-3.93%
AUTO	210,464	49	7.79%	10.85%	-10.25%	-5.17%
JEUX CEREBRAUX	70,902	87	4.05%	3.66%	1.52%	5.66%
EVASION-LOISIRS	58,357	48	1.35%	3.01%	-13.78%	-7.16%
SPORTS & LOISIRS ACTIFS	48,141	41	1.70%	2.48%	-19.56%	-16.37%
FAMILLE	37,064	31	1.40%	1.91%	-11.23%	-5.44%
MAISON	36,323	28	1.16%	1.87%	-10.85%	-8.73%
JEUNESSE ADOS	20,920	4	1.53%	1.08%	-9.18%	-3.80%
TOP 10 GERMAN	1,869,505	444	98.26%	96.39%	-10.63%	-5.81%
ALL FAMILIES	1,939,439	508	100.00%	100.00%	-10.61%	-5.81%

■ Evol Sold Mobile ■ Evol Value Mobile



EN	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
ACTUALITES	778,057	47	39.05%	37.31%	-4.38%	13.02%
EVASION-LOISIRS	463,749	257	19.89%	22.24%	-15.47%	-10.48%
MAISON	200,828	65	9.75%	9.63%	-6.44%	-6.20%
FEMININ	190,609	64	11.30%	9.14%	-7.00%	-3.64%
AUTO	143,506	42	6.80%	6.88%	-11.38%	-6.14%
SPORTS & LOISIRS ACTIFS	134,384	69	6.12%	6.44%	-18.77%	-13.06%
EROTIQUE	60,236	22	2.15%	2.89%	-26.68%	-24.78%
SCIENCES	42,725	61	1.66%	2.05%	-30.72%	-29.52%
FAMILLE	21,199	10	1.02%	1.02%	-25.36%	-32.12%
INFORMATIQUE	18,651	14	0.69%	0.89%	-8.21%	-4.51%
TOP 10 ENGLISH	2,053,944	651	98.41%	98.50%	-10.19%	-2.99%
ALL FAMILIES	2,085,189	681	100.00%	100.00%	-10.42%	-3.25%

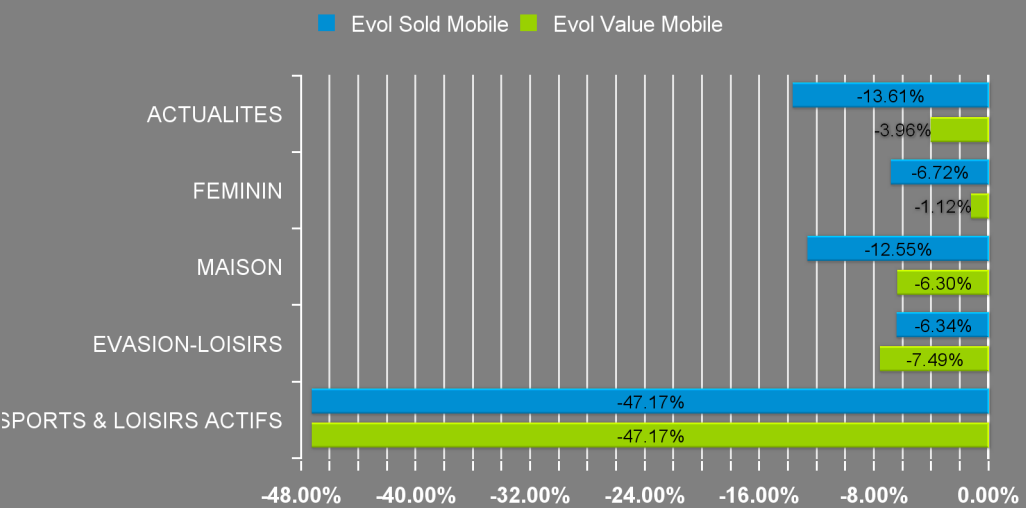
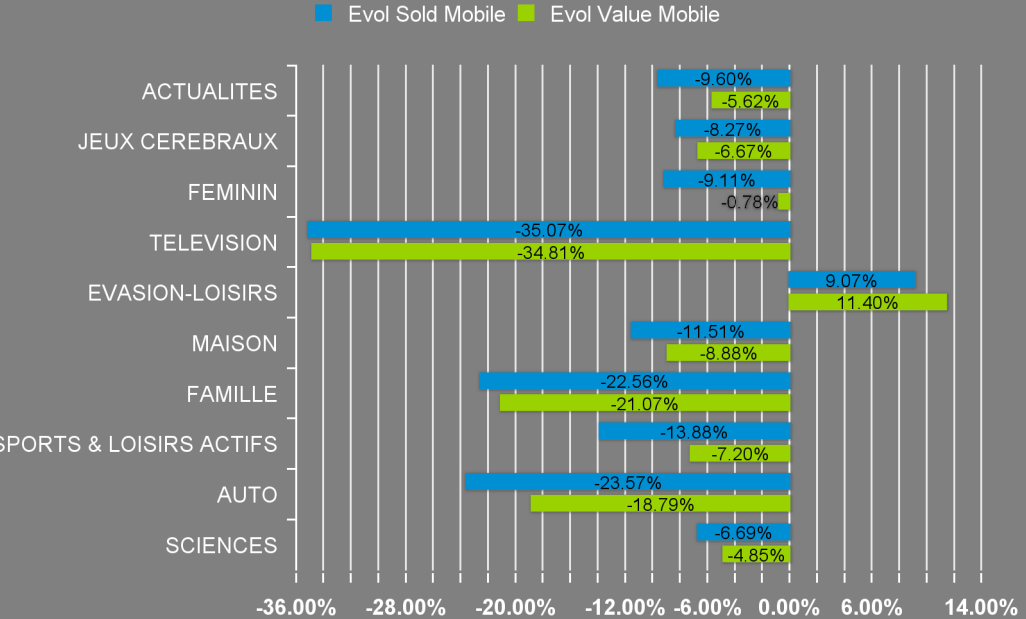
■ Evol Sold Mobile ■ Evol Value Mobile



>> Family view by language (Mobile)

IT	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
ACTUALITES	161,778	13	51.95%	44.92%	-9.60%	-5.62%
JEUX CEREBRAUX	70,292	29	21.64%	19.52%	-8.27%	-6.67%
FEMININ	40,713	23	8.63%	11.31%	-9.11%	-0.78%
TELEVISION	17,996	4	9.42%	5.00%	-35.07%	-34.81%
EVASION-LOISIRS	14,218	7	1.94%	3.95%	9.07%	11.40%
MAISON	13,556	14	1.70%	3.76%	-11.51%	-8.88%
FAMILLE	12,460	8	1.80%	3.46%	-22.56%	-21.07%
SPORTS & LOISIRS ACTIFS	9,706	8	1.03%	2.70%	-13.88%	-7.20%
AUTO	6,454	7	0.60%	1.79%	-23.57%	-18.79%
SCIENCES	6,222	4	0.77%	1.73%	-6.69%	-4.85%
TOP 10 ITALIAN	353,396	117	99.50%	98.14%	-12.65%	-7.91%
ALL FAMILIES	360,112	135	100.00%	100.00%	-12.64%	-8.01%

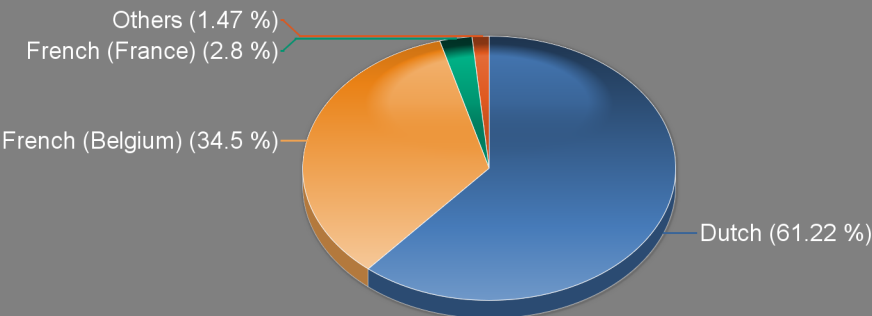
SP	Turnover Mobile (€)	#Titles	Weight		%Evo	
			Sales	Value	Sales	Value
ACTUALITES	212,015	5	91.41%	85.93%	-13.61%	-3.96%
FEMININ	24,123	15	6.22%	9.78%	-6.72%	-1.12%
MAISON	8,601	7	1.87%	3.49%	-12.55%	-6.30%
EVASION-LOISIRS	1,802	4	0.44%	0.73%	-6.34%	-7.49%
SPORTS & LOISIRS ACTIFS	185	1	0.05%	0.07%	-47.17%	-47.17%
ALL FAMILIES	246,726	32	100.00%	100.00%	-13.19%	-3.86%



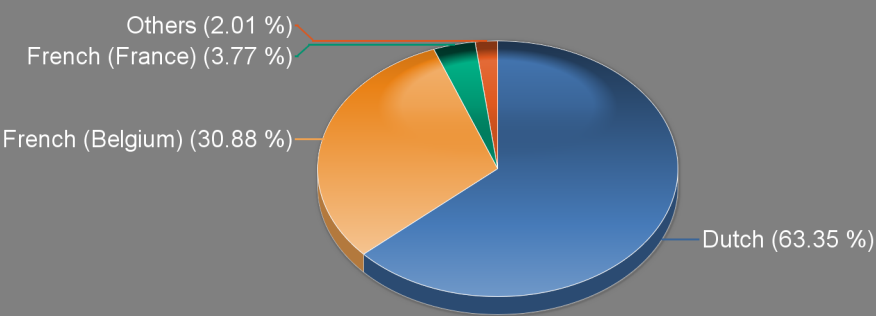
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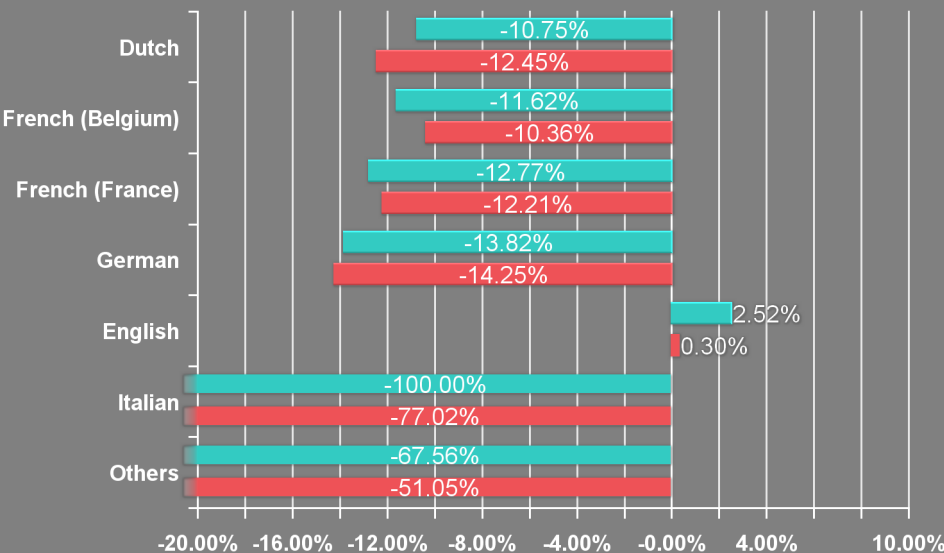
SALES



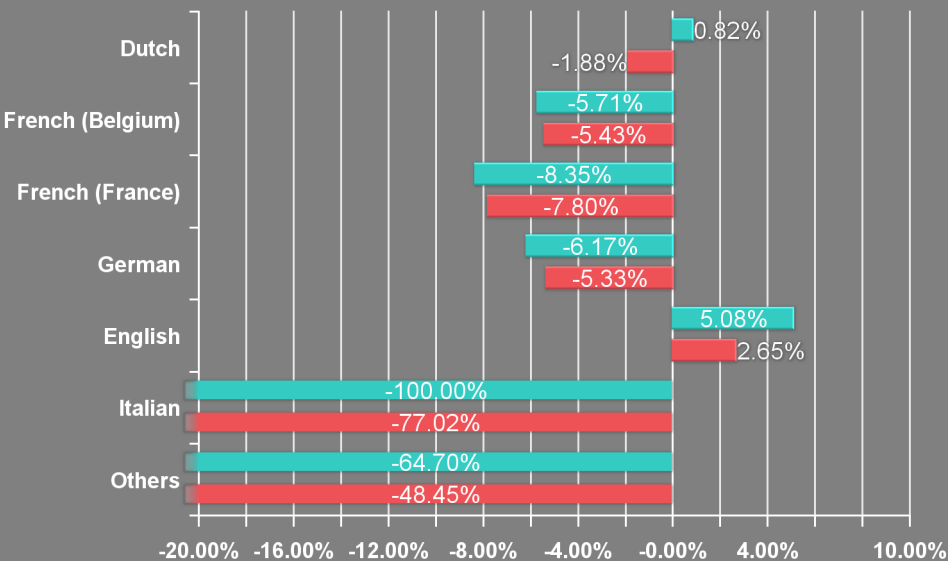
TURNOVER



■ Evol Sold YTD ■ Evol Sold Mobile



■ Evol Value YTD ■ Evol Value Mobile



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