RTL
NIEUWS

2022 - 2025

RTL Nieuws
News Transformation

Agenda

1   RTL Nieuws

2   News Transformation Program

3   Change management

4   Lessons learned & next steps

RTL Nieuws

Who we are

RTL Nieuws is a trusted commercial top journalistic news organization in the Netherlands

350

Editorial staff

1.2 million

Daily viewers of our main news show

153 million

Page views per month

Facebook
93,4 million views
Instagram
53,7 million views
TikTok
2,8 million views
YouTube
1,5 million views

External challenges

- The younger the audience, the greater decline in linear viewing time

- We hardly reach the younger target group under 40 with linear news

Also:

- A growing number of people that actively avoid the news

- Fake news movement

Internal challenges

- Outdated and disconnected tooling:

    TIM, Trello, iNews & CMS
    TIM end of life

- Unclear end-to-end processes:

    Focus on linear workflows & deadlines
    Unclear roles & responsibilities

- Studio's facilitate linear, not yet digital
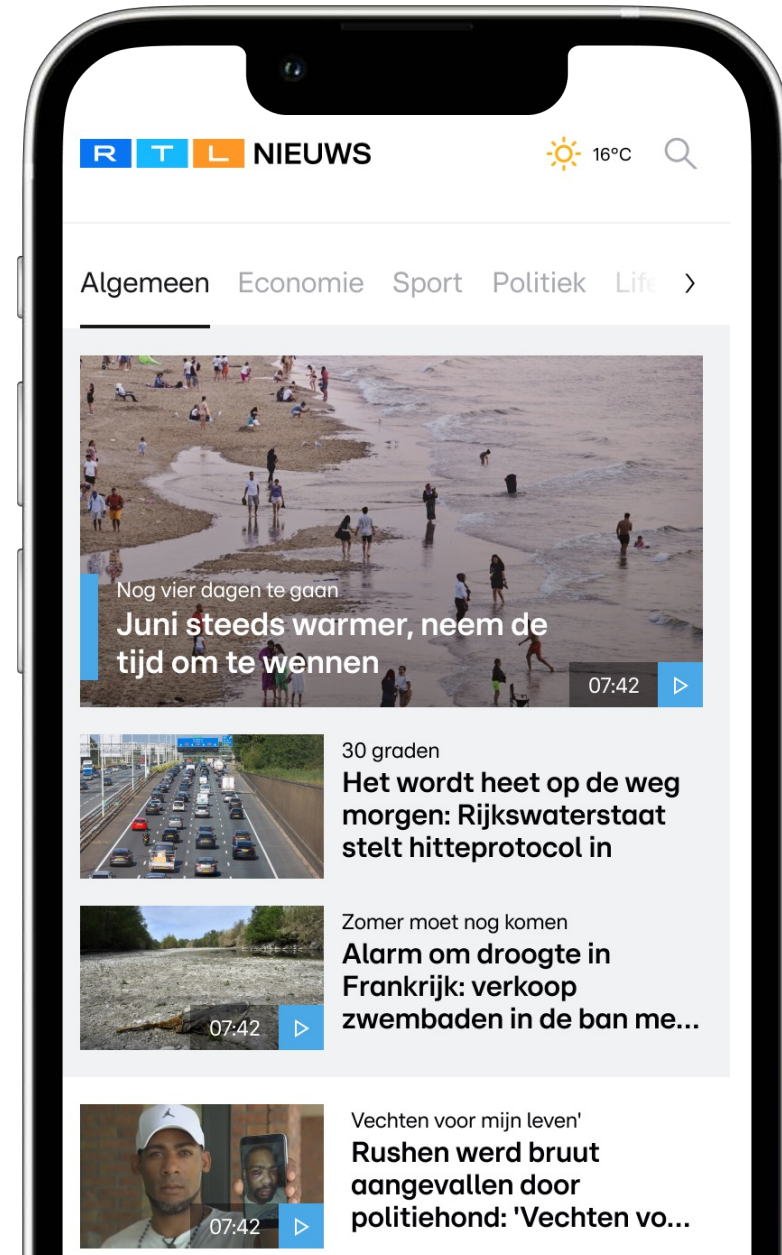
- Talent recruitment & retainment

Vision

In 2026 RTL Nieuws will be the leading video news organization in the Netherlands on all relevant platforms

Compelling storytelling

High-quality journalism

A trustworthy ally to our audience

Timeline 2018 – 08.2024

2018
START REPLACEMENT TIM

2023
NEWS TRANSFORMATION PROGRAM
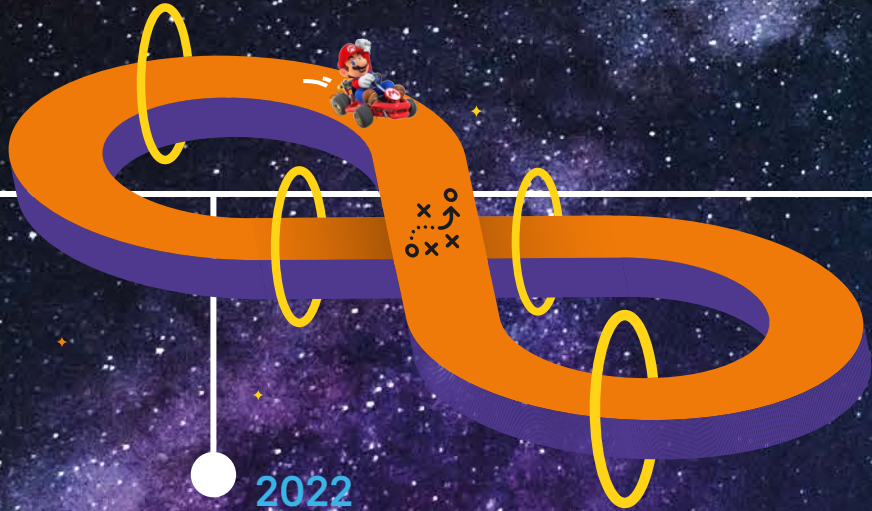
SELECTION SAGA & MIMIR

Q3 2024
PREPARE ROLL-OUT

SUB-PILOTS

2022
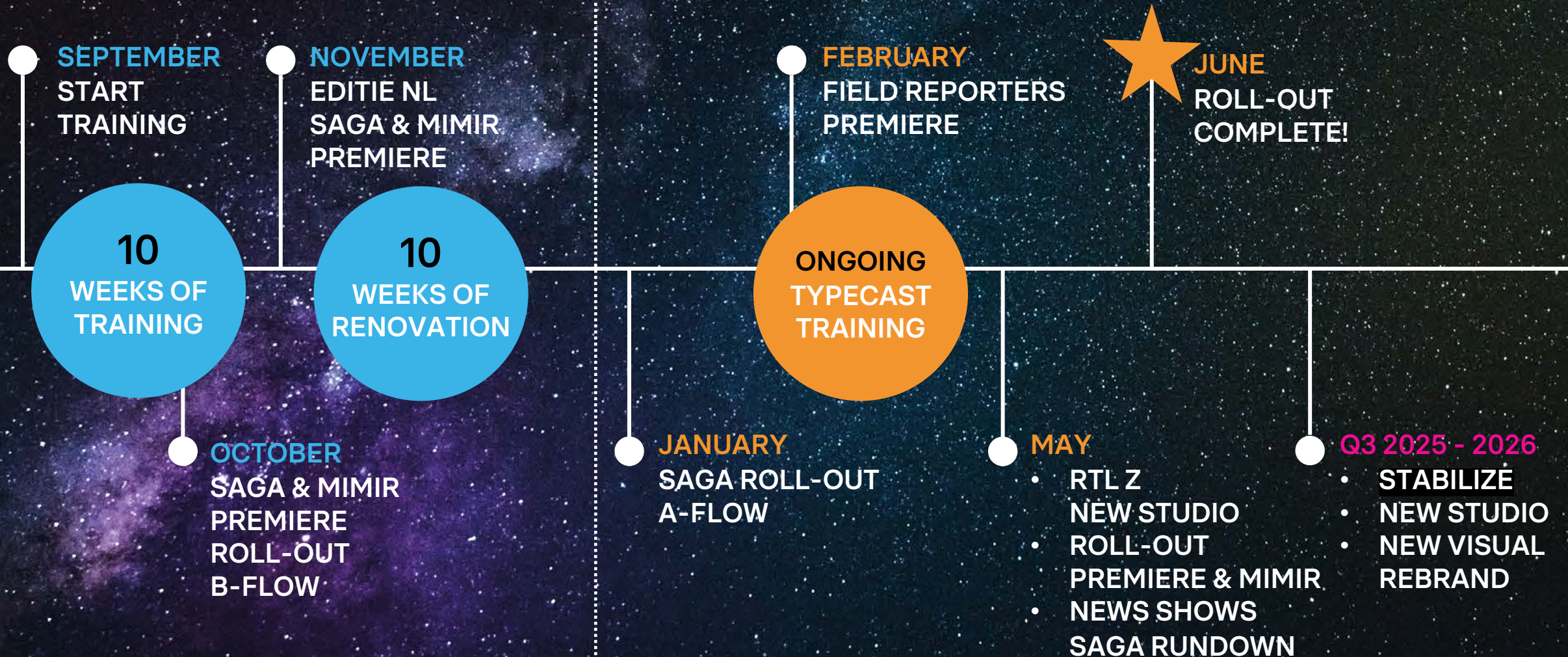(RE)START: 'NEWSROOM 2.0'
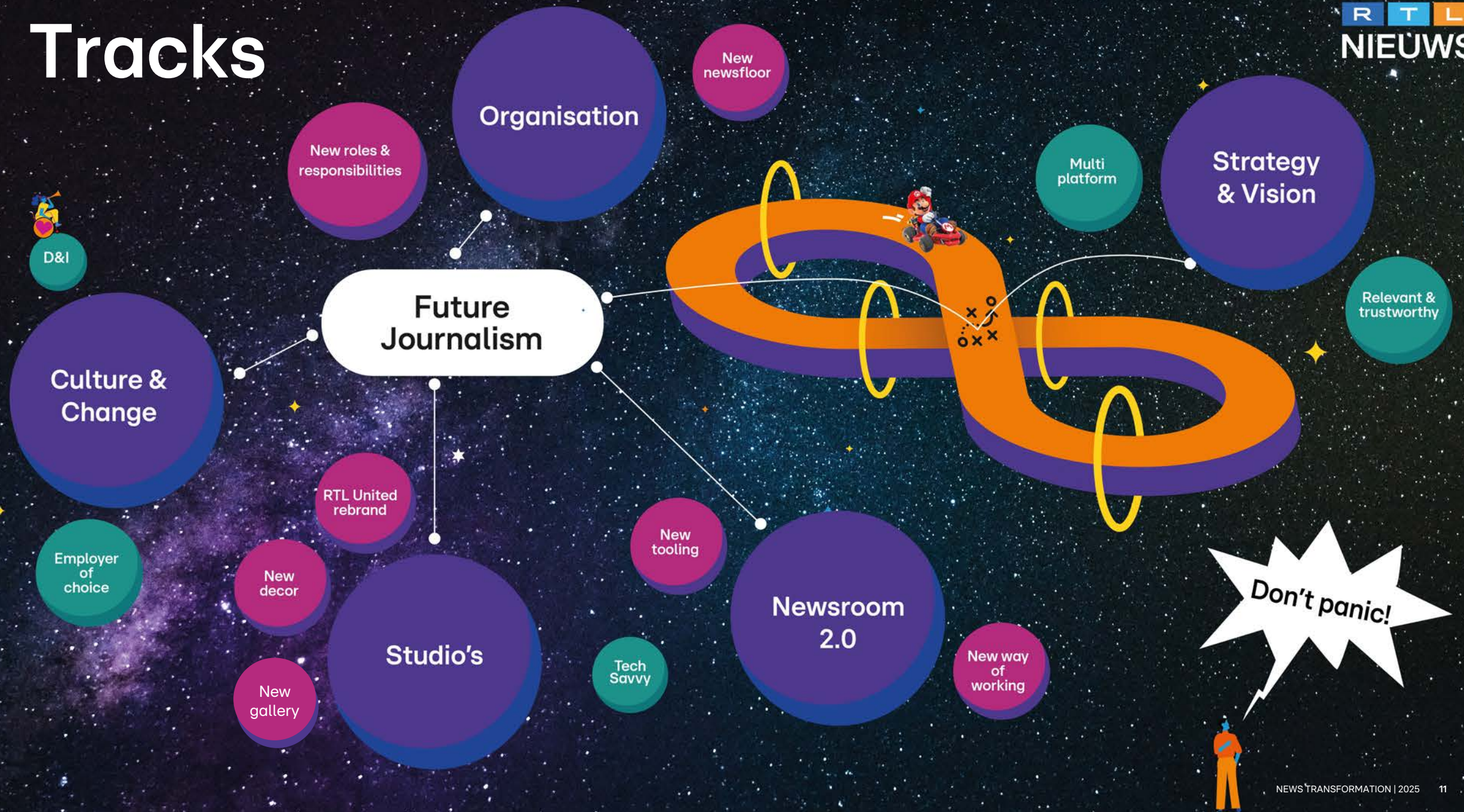
INFINITE WORKFLOW

Q2 2024
PILOT

Timeline 09.2024 2025

SEPTEMBER
START
TRAINING

NOVEMBER
EDITIE NL
SAGA & MIMIR
PREMIERE

FEBRUARY
FIELD REPORTERS
PREMIERE

⭐ **JUNE**
ROLL-OUT
COMPLETE!

10 WEEKS OF TRAINING

10 WEEKS OF RENOVATION

ONGOING TYPECAST TRAINING

OCTOBER
SAGA & MIMIR
PREMIERE
ROLL-OUT
B-FLOW

JANUARY
SAGA ROLL-OUT
A-FLOW

MAY
- RTL Z NEW STUDIO
- ROLL-OUT PREMIERE & MIMIR
- NEWS SHOWS SAGA RUNDOWN

Q3 2025 - 2026
- STABILIZE
- NEW STUDIO
- NEW VISUAL REBRAND

News Transformation
Shaping
future journalism

Tracks

Organisation

New newsfloor

New roles & responsibilities

Strategy & Vision

Multi platform

D&I

Future Journalism

Relevant & trustworthy

Culture & Change

RTL United rebrand

New tooling

Employer of choice

New decor

Newsroom 2.0

New way of working

Studio's

Tech Savvy

Don't panic!

New gallery

News Transformation

For this we have designed our new way of working:
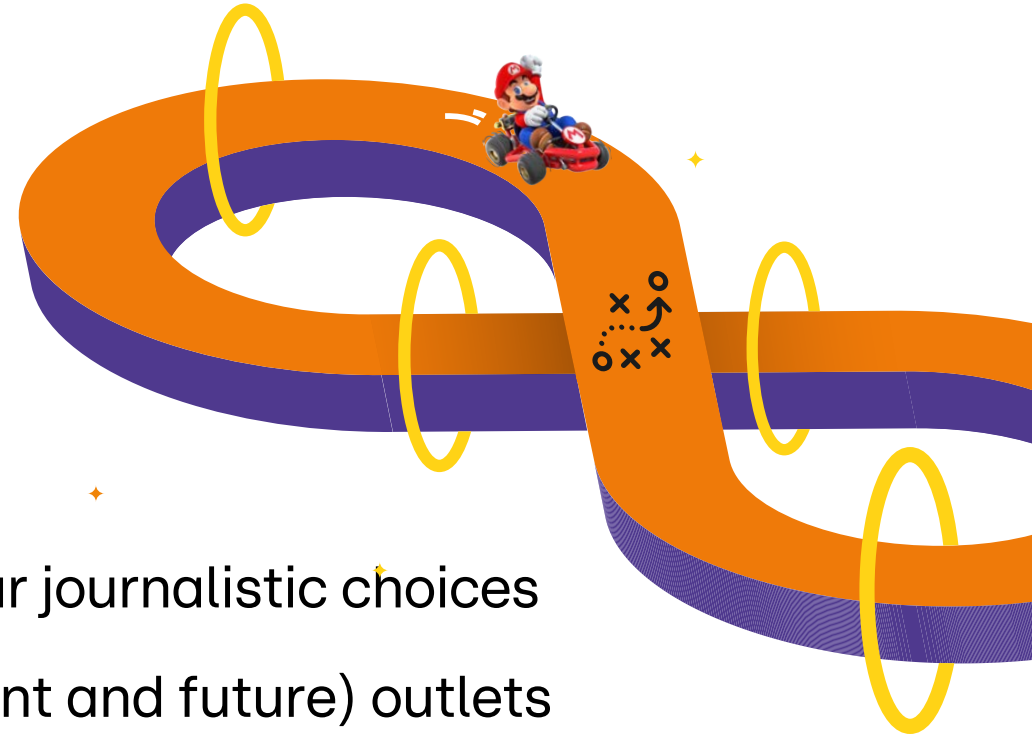**The infinite workflow**

Story-centric   Unified story-centric workflow
The story as starting point for our journalistic choices

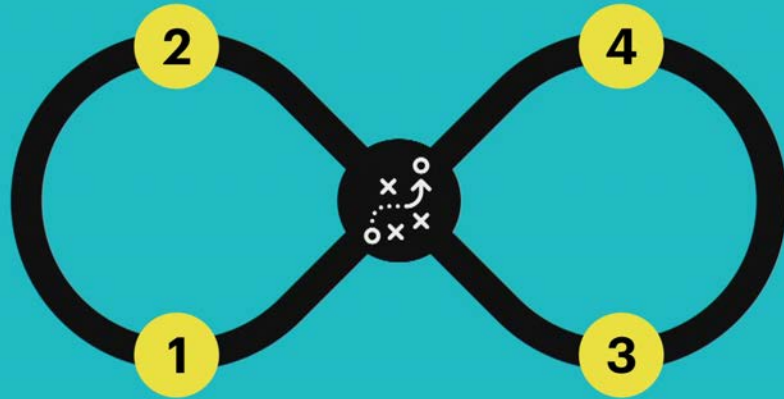**Multi Platform**   Be present on all relevant (current and future) outlets

User needs   Platform specific storytelling, in the language of our audience
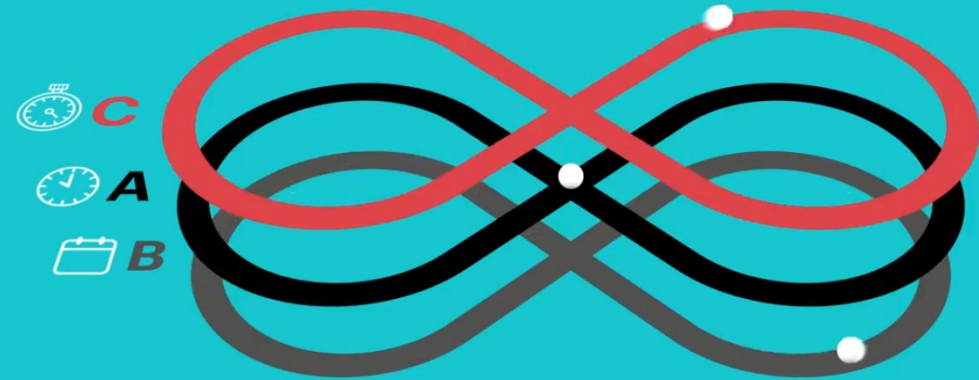Publication strategy that matches their consumption
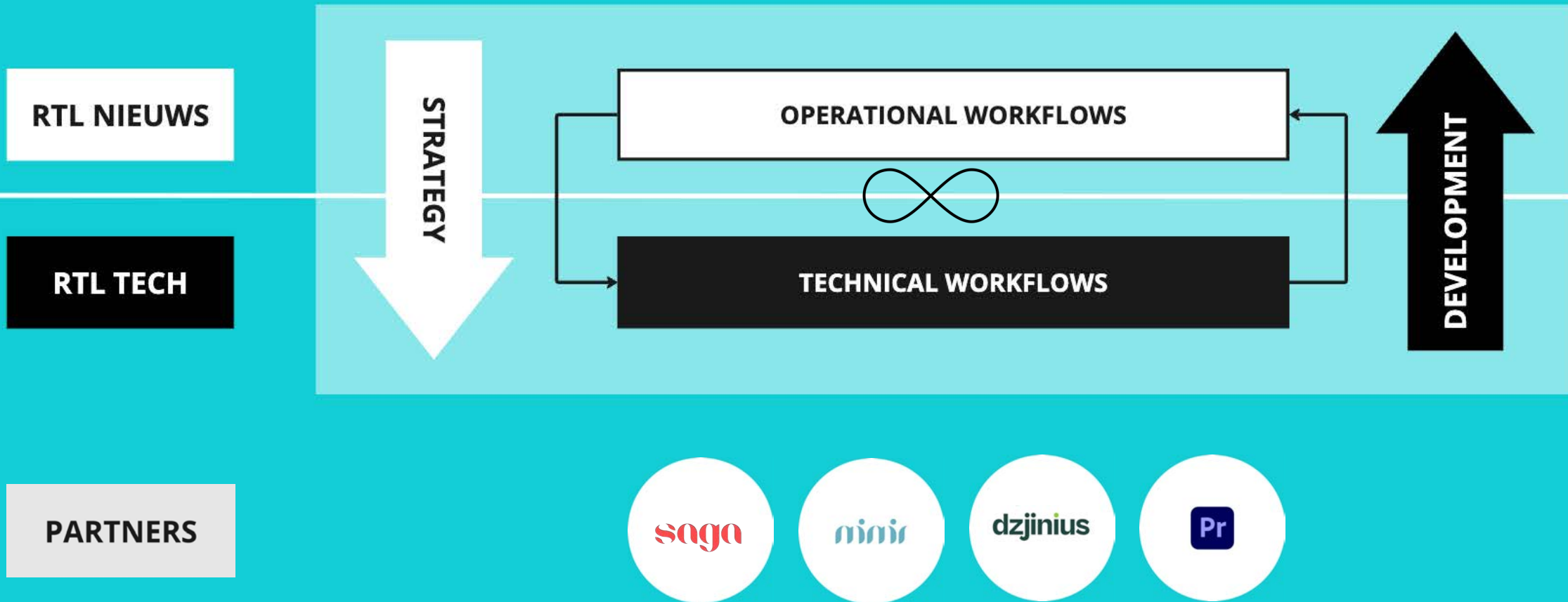
Infinite workflow, the '8'

Four steps

3 paces

Tech & News

Workflow

Hardware + **Software** + **Labour**

What will change?

PREVIOUSLY	NOW
Each editorial team worked in their own way, in their own tool	One unified story-centric worklow, using significantly fewer tools that support this vision
Unclear end-to-end workflows	New roles and clear responsibilities, supported by Saga, Mimir, Premiere & Dzjinius
Editors work separately on stories, even on the same stories	For big, multiplatform stories, we form storyteams that will create content based on user needs.
Not agile, our entire organisation, tooling and operation, was platform specific-oriented	Agile, our infinite workflow and new tooling will allow us to continuously adapt and improve

Our new set of tools

saga

minis

Pr

dzjinius

Replaced

TIM editorial
Trello
Avid iNews

Replaced

AVID interplay
AVID
MediaCentral
Assets

Replaced

Avid Media
Composer

Replaced

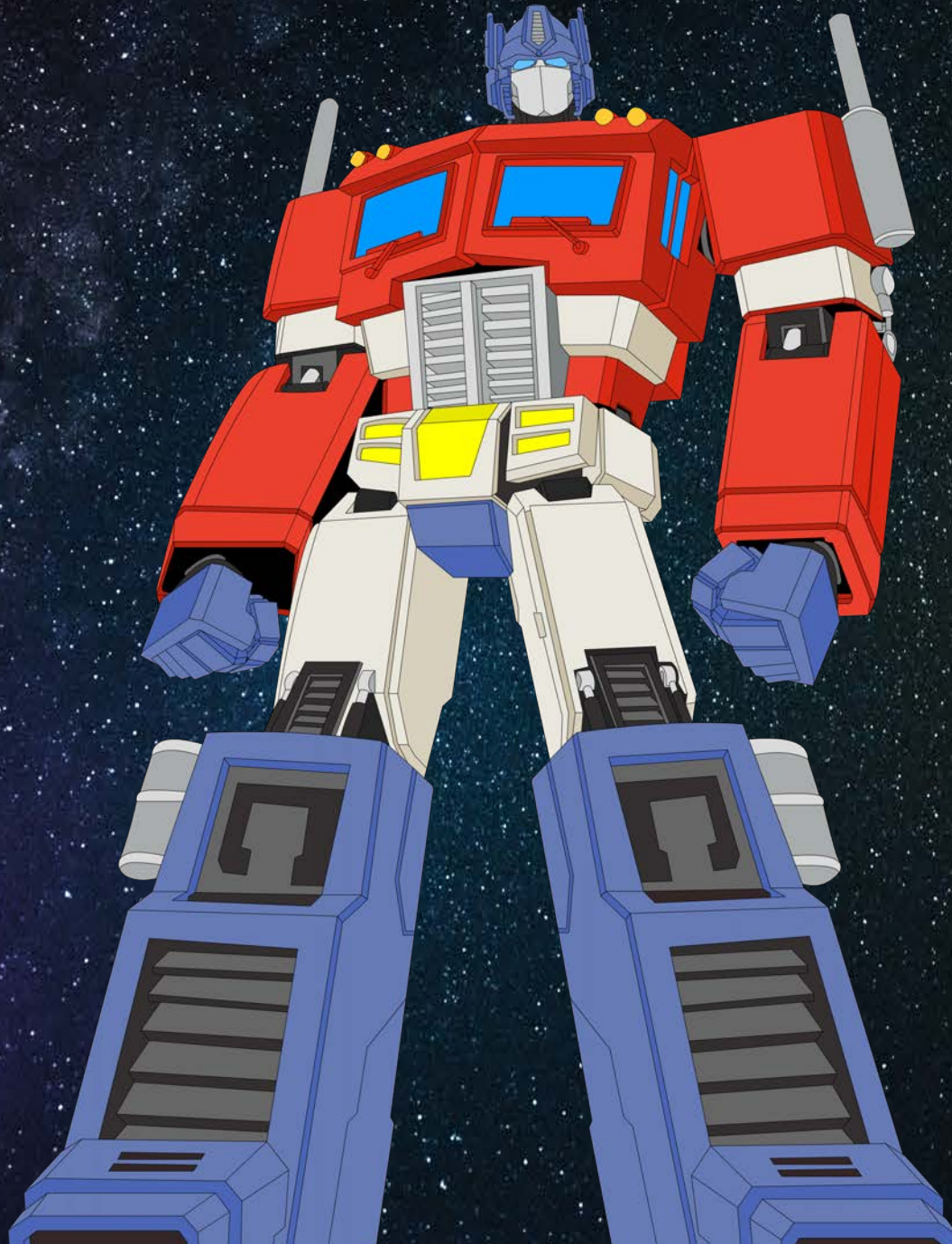TIM production
TIM editorial
archive

Change
management

Transformers

- 48 colleagues signed up

- Monthly Transformer lunches

- Multiple change tracks:

   Desired new editorial floor
   Rota's and meetingstructure
   Strategy
   Boardgame

- Explainer videos
- Newsletter

+

Regular **staff** & **editorial** sessions

Editorial sessions

18

3h sessions with editorial floor for theory on new roles and playing the board game for experiencing the new Way of Working
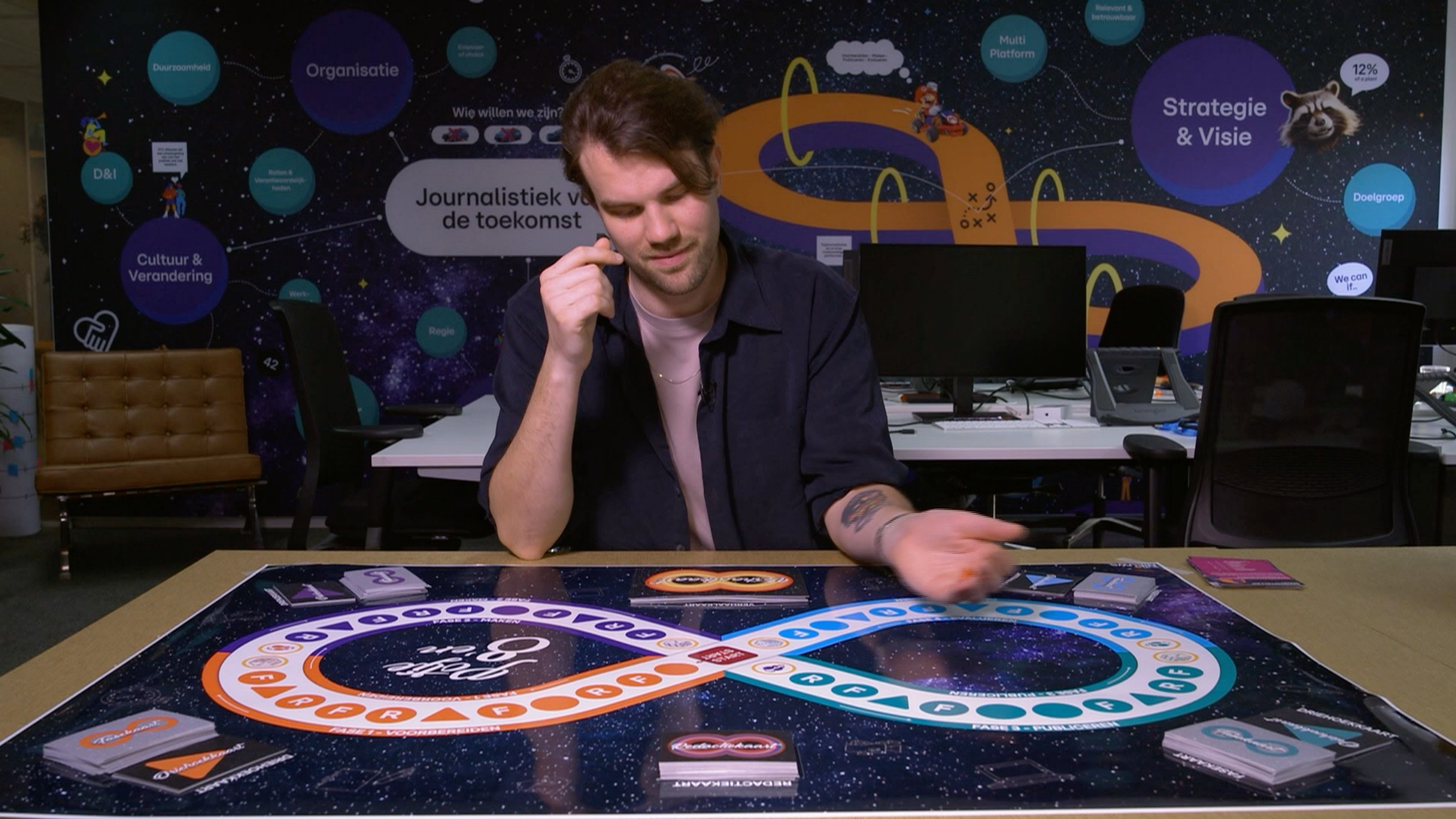
245

participants

8

Board game moderators

2

Explainers

Boardgame

Training

2024 2025

RTL NIEUWS

4
(INTERNAL)
TRAINERS

350
COLLEAGUES
GRADUATED

Reconstruction 2024 2025

NEW LAYOUT

Focus   Focus
Dynamic
Noise
Dynamic
Focus   Focus

10 WEEKS OF RENOVATION & MOVING
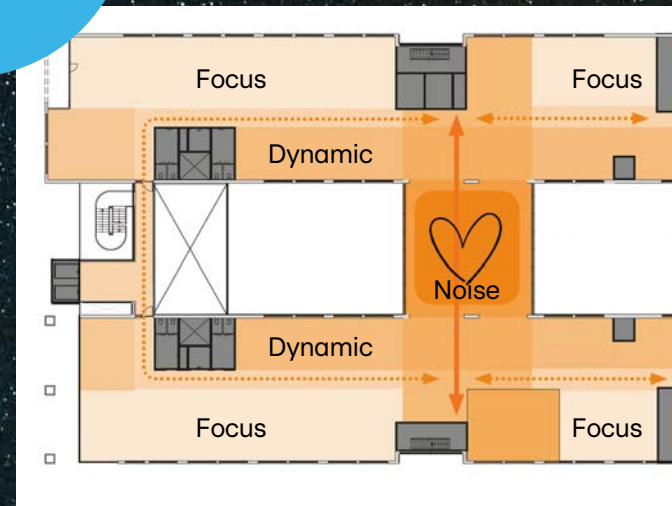
& TONS OF CALORIES

Handholding

Super Saga Dagen

6 t/m 8 mei

kun

hierna wil* je niet meer anders!

SUPER USERS

FLOOR WALKERS

TRANS FORMERS

EDITORIAL DISCIPLINE

Lessons learned & Next steps

Learnings

- Be bold and agile **(don't compromise)**

- **(partnership is key)** Fit to-be processes to the product

- Teamwork **(team up editorial and tech)**

- Invest heavily in **(new)** knowledge

- **(the more, the better)** Change management

- **(rethink)** The end-to-end support chain

- No concessions to training **(regardless rota's)**

- Trust the process **(allow for mistakes)**

Don't panic!

Next steps

- New studio and gallery

- CMS integration

- Full archive migration

- Improved Saga – Ross user experience

- Business Continuity Plan

- Finalise new roles & organisation model

- Audience analytics (#4)

- Rebranding & storytelling