



# THE NETHERLANDS

03

EDITORIAL

08

**THE NETHERLANDS**

A POP CULTURAL CROSS COUNTRY JOURNEY

16

**Q&A NILS BAAS**

GENERAL MANAGER  
MTV NETWORKS NETHERLANDS

20

**INTERVIEW**

WITH RICHARD ZIJLMA, BUMA CULTUUR

24

**ENGADGET & NL?**

INTERVIEW WITH THOMAS RICKER

26

**NETHERLANDS IN NUMBERS**

# EDITORIAL

DEAR LADIES, GENTLEMEN AND FRIENDS OF NODE,

Welcome to our first issue of node international!

Since 2005, node has been featuring music, media, culture, technology and economy trends on behalf of MTV Central in Berlin. 24 PDF issues have been released, summed up in the early 2009 nodebook (issue 25), all of which you find online at

[WWW.VIACOMBRANDSOLUTIONS.DE/DE/RESEARCH/NODES](http://WWW.VIACOMBRANDSOLUTIONS.DE/DE/RESEARCH/NODES)

Now, we have the great opportunity to go international, which is even more appealing to us since the things we write and talk about are international already. node international will take a look into all countries of the "cluster" MTV Central and MTV North Europe.

Every issue is dedicated to one country, featuring its local popular culture and interviewing players as well as one representative of the respective MTV office.

node international considers itself as an external observator: We do not claim to have full insight into local scene but

will, like a visitor, feature things that we stumble upon. Moreover, we cooperate with a native or expert of the respective country.

The first issue deals with a small but extremely vibrant country, the Netherlands. A small country, inhabited by the tallest people in the world and, most of all, very forward-thinking personalities.

We want to say thanks to our author Chris Helt for his great round-trip through the Dutch popular culture and to our art director Barbara Mayer. And thanks in particular Tobias Dettling, director research at MTV Networks Central/North, who has been hosting this project from the very beginning and now gives us the opportunity to go a step further.

We wish you all an interesting and informative read.

Ji-Hun Kim and Jan-Peter Wulf

Enquiries, ideas, criticism and more are always welcome! Please contact us at: [NODE.CONTACT@GMAIL.COM](mailto:NODE.CONTACT@GMAIL.COM)

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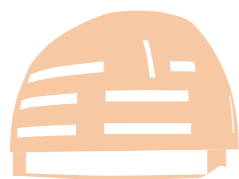


@AMSTERDAMIZE

# THE NETHERLANDS - A POP CULTURAL CROSS COUNTRY JOURNEY

OUR AMSTERDAM-BASED AUTHOR CHRIS HELT WRITES FOR SEVERAL IMPORTANT DUTCH MUSIC MAGAZINES. HE TAKES US TO AN EXPERT TRIP THROUGH THE NETHERLANDS AND ITS CITY SCENES.

The Netherlands are a small country. If you want to travel from the most northern point to the most southern point, you wouldn't need more than 3,5 hours. From the east to the west coast it would take you even less time. Let's make an imaginary journey through the flatlands.



## GRONINGEN

We start in Groningen, a real university city. The students really set the scene over here. Traditional bars are the most important venues but small student-room festivals like the Stukafest are also very popular. Groningen is an island though.

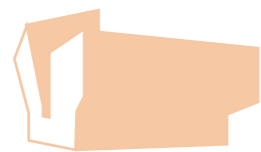
It's surrounded by small cities like Leeuwarden en Zwolle. But those places are too small to really create an individual scene. Groningen gets influenced by the big cities in the West of Holland, but takes its time to make those influences their own. The city has really modern designed clubs like Enzo, but their music-program is very mainstream and commercial. The true nightlife doesn't get a real chance in Groningen.

Most of the students leave the fraternity-houses during the weekends to visit their parents, which makes the city-centre a bit spooky and empty. Live Music, however, is very popular in Groningen. Local bands and international supergroups are performing at the three





most important venues of the region Vera, Simplon en de Oosterpoort.



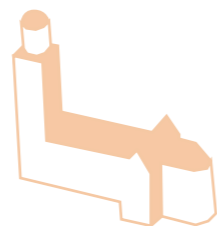
### EINDHOVEN

The counterpart of Groningen is Eindhoven. The island of the South, if you like.

Eindhoven is a town with an industrial history. This is the centre for the people who are living in the small towns around Eindhoven, like Arnhem, Nijmegen en Breda. The city of Eindhoven offers, just like Groningen does, a selection of mainstream clubs, but also tries to create a real club scene with venues like Effenaar en Club Rembrandt.

Electronic music is very popular in Eindhoven. Therefore, music-lovers from all over Holland gave the town the nickname E-troit. The festival

STRP <http://www.strp.nl> is pushing the boundaries within electronic art and music and wads the power of the underground organizations like Minimal Eindhoven, Zodiak Commune en the label Enfant terrible. Despite of all these activities in and around Eindhoven, there is a strange development happening: More and more people take a cheap easy jet flight at Eindhoven Airport to spend their weekends in London or Glasgow. Just like back in the days of the VOC, the Dutch are willing to travel in order to get what they don't find in their direct environment.



### ZWOLLE

Let's continue our journey and travel south, away from Groningen. We make a quick

stop in Zwolle. A tiny town with a big hip-hop heart. Zwolle is the hometown of popular hip-hop artists like Opgezwolle, Typhoon and Kubus. Their home stage is called Hedon. The little cities in the Netherlands – Zwolle representing one of them – are all contributing to the countries temporary atmosphere. In these towns, artists and people can evolve without being pushed by the aggressive hipness of the big cities. When the time is right, inhabitants of the smaller cities move to the bigger ones. The funny thing is, when they reach the Dutch capitols, they are often in search of people from their own region. Just like the immigrants from Turkey of Morocco, they are looking for home away from home without losing their identity.

### RANDSTAD, VIRTUALLY...

It's no surprise that the epic centre in the fields of music, fashion and lifestyle lies in the Randstad. The Randstad is a conglomerate of the big cities Amsterdam, Rotterdam, Den Haag en Utrecht. Before we visit each town separately, let's look for a virtual connection between these towns.

This connection can be found in three different online communities. First there is partyflock. A stripped-down event-site, where every registered user can promote his own party. Users get the chance to confirm whether they will be attending those parties or not. With this function, there is also the possibility to give some feedback on the party. The site also shows where to buy tickets for

the different events. Beatfreax has many similarities to Partyflock but offers much more information about DJs, parties and organizations. An entire team of editors collects and produces their own content. The site even has its own podcast.

The third and probably the most important community site is hyves. This site is mainly used for showing and collecting profiles, but more and more DJs, producers and organizations are discovering the promotional value of the site.

### ...AND REALLY CONNECTED

The virtual connection of Randstad is far clearer than the real connection. Despite the fact that the cities are very close to one another, they hardly influence or inspire each other. Much more they look for their own identity and focus on particular segments which they have traditionally developed over the years. Also, any city besides Rotterdam wants to compete with Amsterdam.

The fusion between the Randstad-cities happens by train. The Netherlands offer a special night-net which gives you the possibility to travel all night long from city to city. This is the biggest cross fertilization within the Dutch cultural landscape and also another example of the Dutch mentality: or what you don't have, you look elsewhere.



### THE HAGUE

We're in The Hague. The political heart

IT'S NO SURPRISE THAT THE EPIC CENTRE IN THE FIELDS OF MUSIC, FASHION AND LIFESTYLE LIES IN THE RANDSTAD.



IT'S BEEN SAID THAT THE HAGUE IS A BORING OFFICIALDOM, BUT THE CULTURAL ELITE OF THE HAGUE IS DOING EVERYTHING THEY CAN TO DESTROY THIS BAD CHARACTERIZATION.

of the Netherlands. It's been said that The Hague is a boring officialdom, but the cultural elite of The Hague is doing everything they can to destroy this bad characterization. To succeed in their plans, they're trying to make room for a more experimental side of the city.

The local art academy and the exhibition platform TAG are offering a broad scale of activities. MTV also fought for another vision of Amsterdam by organizing the city-festival The City is Ours. The most important event of the city is the Today's Art Festival. For several days the city is a stage for crossover, daring electronic music and culture. It's not only a Dutch highlight but also loved by a big international crowd who wants to see the clash between musicians like Aphex Twin and more popular DJs like Joris Voorn.



#### UTRECHT

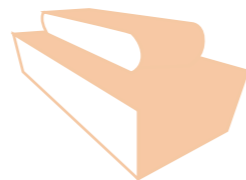
When we travel back north, we reach the lovely city of Utrecht.

This city is far cozier than The Hague, but misses a bit of an international touch. It's more like a smaller version of Groningen. Intimate, friendly and easily pleased. It takes you only twenty minutes to travel from Utrecht to Amsterdam, but the inhabitants of Utrecht are very independent and proud of their city.

Who lives in Utrecht, stays in Utrecht. That holds good also for the nightlife. The crowd in Utrecht is very

loyal and open minded. That gives the organization of Full Spectrum a lot of freedom so they can throw a dubstep party this Friday and organize a Hot Chip DJ gig for the next week.

Tivoli covers with two different venues the needs of the people who are in fond of live-music or other musical interests. The underground is banging their heads to minimal techno, as played in the basement-club Poema. A dark hole, just as dark like the rabbit burrow of Holland's most famous cartoon-bunny Nijntje. Who's creator Dick Bruna lived in Utrecht.



#### ROTTERDAM

We are getting close to the end of the tour and heading for the second biggest City of the

Netherlands, Rotterdam. This harbor-city is the only city which can not only compete on a cultural level but also with its size and number of citizens. Yet, Rotterdam often feels neglected by the Government. No surprise, when you look at the big amount of state-aided money which flows to Amsterdam. Rotterdam works by the motto "built by own strength". It's significant for the city. Small initiatives form graphic designers Antistrot or Showroom Mama, both located in the de Withstraat. They bloom in the shadow of bigger organizations and Venues like Tent, Museum Witte de With, which has his own blog, and Museum Boijmans van Beuningen.

The art academy Willem de Kooning also throws their vision on art over the city, which you can read on their blog.

Fashion plays a big part in the cultural scene of Rotterdam. There are many high-end stores like Margreeth Olsthoorn. But if you really want to figure out what goes on with the cat-walk loving 'Rotterdamers' you have to book a fashion tour which takes you across all the important fashion-hotspots.

#### MUCH MORE THAN GABBER

Rotterdam is a lot more progressive when it comes to music than the rest of Holland. Often described as the womb of Dutch Gabber-House, Rotterdam still is very important for the European electronic music scene.

The popular techno-label Clone is organizing parties in- and outside the city, for instance the Rotterdam Electronic Music Festival. Rotterdam even managed it to present experimental music to a broad public. The organization Worm was very important in that development and made "strange, distorted" music approachable by putting up the red sound festival. A unique event for the inhabitants of Rotterdam who are actually more pragmatic and live by the saying Doe maar normaal, dan doe je al gek genoeg (You are goofy enough, when you're just acting normal.)

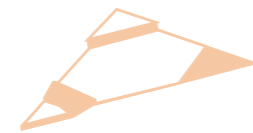
When it comes to venues and locations for party, Rotterdam has had legendary venues. For instance the old Now&Wow club, located in an old





Warehouse. These days the brilliant sustainable dance club Watt draws the attention. This eco-club produces his own power and has invited the most successful DJs and live acts.

But the real important event which has put his arms around the town, is the nomination of Youth-Capital 2009. Under the motto Your World, the city invites the youth to participate in several activities. Those activities differ from think tanks to street-art projects. You can read about the nomination on their blog.



**AMSTERDAM**  
We've reached our final destination, Amsterdam. Capitol of Hol-

land. Let's not make a fuss about it, but Amsterdam is THE most important city of the Netherlands. It's not only leading in the fields of fashion and music, but also covers the avant-garde section of modern architecture.

And although the rents are high and every single square meter is fully occupied, Amsterdam still attracts young, creative people. The Gerrit Rietveld Academie plays a big part in the artistic structure of the city. But the art-world is not the only player in the game. Since the last five years, Amsterdam is mutating towards a real fashion-capitol. Events like the Amsterdam Fashion Week pushed the city to their current state. These seven Days of Fashion even

concentrated its power into one blog. Then there is the Amsterdam Fashion Institute which educates young people to follow the path of designers like Daryl van Wouw. They even got their own flagship store in the centre of Amsterdam, which gives them the opportunity to get their creations on the street.

Those who are looking for another outlook on fashion, obey to blogs like <http://abdul-lagerfield.blogspot.com/> or <http://rassionmagazine.wordpress.com/about/>. The Amsterdam fashion-scene developed to an individual subculture. Based on platforms like Streetlab independent designers find their ways to the fashion-victim, which get informed by portals like <http://www.excusezlamode.nl/> en <http://www.and-beyond.nl/>.

But fashion, art and lifestyle also appear in real life, not only in the virtual one. A real space which combines the different disciplines art, fashion and music goes by the name Artmarket.

### SYMPHONY OF THE GROSSSTADT

It's corny to say that music is a big item for the citizens of Amsterdam. Big cities are moving with their inner beat. Trams are rolling, metros are stumbling, planes are rambling and every person who lives in Amsterdam contributes to the city-beat.

People like San Proper and artists from the Dekmantel-crew are converting this city-beat into a bigger club feeling. Those artists also have a residency in the

newest club in town, Club Trouw. This club is located in the old pressroom of the Christian Newspaper Trouw and fills the gap which the legendary club 11 has left after his closing.

But like every other organization in Amsterdam these crews don't limit themselves to one venue. They throw their parties in different clubs like the paradiso, the sugar factory or the melkweg. And if the weather is fine, they even play at outdoor festivals like coup d'amsterdam or welcome to the future (supported by the club studio80).

### SMALL AND CROWDED

Back from our journey, one thing should be more than clear; Holland is a small and crowded country. Therefore, politicians made up many rules, which should warn the Dutch, not to disturb their neighbors. You can feel this policy, when you're attending the earlier mentioned festivals. None of them lasts longer than one day and the early closing times of major clubs are a thorn in the eye of every music lover living in Amsterdam.

The only area which has a really free atmosphere is the so called NDSM-terrein. For several years, this former shipyard-ground has been the home of MTV Netherlands. The big amount of space almost bursts by his potential. But this area is also waiting for the architects, waiting to get filled by big buildings and crowded streets. For in Amsterdam, every single square meter will get fully occupied.

TRAMS ARE ROLLING, METROS ARE STUMBLING, PLANES ARE RAMBLING AND EVERY PERSON WHO LIVES IN AMSTERDAM CONTRIBUTES TO THE CITY-BEAT.

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# Q&A NIELS BAAS

GENERAL MANAGER MTV NETWORKS NETHERLANDS



*Please describe us the Netherlands in 10 words.*

**BAAS:** Too big to let go and too small to succeed!

*How would you describe the specific character of Dutch pop culture?*

**BAAS:** I'd say: Middle of the road and down to earth.

*Compared to other European countries, how would you describe the local media scene?*

**BAAS:** Our scene can best be described as creative and entrepreneurial because of the size of our territory and economy. There is lots of competition from both commercials and public parties.

*Please name us a specialty of MTV Netherlands.*

**BAAS:** We are famous for our branded content and advertising capabilities towards clients.

*Why do you have a channel like TMF along with MTV Netherlands? How do you avoid cannibalism with MTV?*

**BAAS:** TMF is our local star which embodies the typical Dutch pop and youth culture in the Netherlands, which is more difficult to reach with an international brand like MTV. There is no risk of cannibalism: TMF and MTV are totally different in their approach. TMF is local and music-focussed whilst MTV is international and has a longform programme.

*What will MTV Netherlands look like in 2014?*

**BAAS:** Probably there will be more longform and it will be seen on many more platforms!

*From your point of view, who have been the five most influential people of Dutch music?*

**BAAS:** Willem van Kooten - media

personality and entrepreneur who started as a discjockey at former pirate radio Veronica. Marco Borsato - singer who actually sang in Italian only until switching to Dutch in 1994. Tiësto - superstar trance DJ, first DJ ever to play at the Olympics opening in 2004. Leon Ramakers - music consultant and former director of Mojo concerts. Lex Harding - media personality, entrepreneur and co-founder of TMF.

*Who are right now the five most influential people in the media?*

**BAAS:** John de Mol - media tycoon and developer of TV shows like Big Brother, Deal or No Deal and Love Letters. Bert Habeths - CEO RTL. Eric van Stade - CEO SBS. Henk Hagoort - CEO Public Broadcaster. Ronald Plasterk - minister of Education, Culture & Science

*Something you want to add?*  
**BAAS:** My name is at number six in the previous question

*Please complete the following sentences: The Dutch mentality is....*

**BAAS:** ...just do normal, and then you are already acting crazy enough. Don't stick your head above the cornfield - because otherwise your head will be cut off!

*MTV is (and channels of the family are) still a big deal in our country because...*

**BAAS:** ...we attract lots of viewers to our channels & websites.

*The most interesting Dutch city at the moment is...*

**BAAS:** ...Rotterdam.

*Anyone working with MTV Netherlands should...*

**BAAS:** ...be young at heart and have an entrepreneurial drive.

*John de Mol is...*

**BAAS:** ...a rich man. A very rich one.

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JUST DO NORMAL,  
AND THEN  
YOU ARE ALREADY  
ACTING CRAZY  
ENOUGH



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JANNIN

# IT'S NECESSARY TO BE OPEN-MINDED

A CONVERSATION WITH RICHARD ZIJLMA,  
BUMA CULTUUR

The Dutch music organization Buma Cultuur is a kind of role model for how "official" music support should work. Founded by the country's collecting society Bumra/Stemra, it shows that it is not dealing with collection and protection as so many others only do, but also about bringing up new ideas and innovative concepts. To offer artists mixed models to license their work under copyright protection and a creative commons license altogether is but one example.

Buma Cultuur contributes to and sponsors a number of projects in The Netherlands and abroad. Its flagship event is the annual Amsterdam Dance Event (ade), by now probably the most impor-

tant conference and business event for the electronic music scene worldwide. Node had the opportunity to talk to Richard Zijlma, general manager of ade.

*Mr. Zijlma, from a German perspective, the Netherlands always seemed to have a very, say, Anglo-American focus. US programmes on Dutch television is not dubbed, there's so many English words in the colloquial language and Dutch people speak English very fluently. So is Dutch popular culture – and the popular culture industry – rather an international one?*

**ZIJLMA:** From a Dutch perspective, it is always funny to watch German television with the dubbed US shows, actu-

ally. Really funny! But to come back to your question: You have to be open-minded, for sure. Since we're such a small country, you have to cross borders and do business internationally. And within the Netherlands, you have to act internationally as well, so that international aspect might be true. Actually, many record companies have been using the Netherlands as a test market for distributing English-speaking bands in Europe outside the UK. If they turned out to be successful here, then they'd be promoted in other countries as well.

*Can you give us an example?*

**ZIJLMA:** The Dire Straits have been established this way, for instance. Their music worked quite well here in the first place, then they broke through elsewhere. The EuroSonic Noorderslag Festival in Groningen is part of this phenomenon: It was a local festival in the first place, but soon was recognized by newcomer acts and bands from abroad as a venue to meet the international music industry and to break through on a European level and sign international contracts.

NL is not only a test market for cultural products from abroad, but has also become successful in music export: There's a handful of DJs – Tiësto, Fedde le Grand, Ferry Corsten, Armin van Buuren, who will even launch his own Nintendo Wii game later this year, that have become global superstars, with worldwide bookings every weekend.



NL IS NOT ONLY  
A TEST MARKET  
FOR CULTURAL  
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ABROAD, BUT HAS  
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SUCCESSFUL IN  
MUSIC EXPORT

TO APPEAL A GLOBAL AUDIENCE IS MUCH EASIER FOR A DJ THAN, SAY, FOR A SPOKEN-WORD BAND

*How come?*

**ZIJLMA:** Well, there certainly is no scheme that will explain why every single act mentioned has become so successful. Maybe they serve a sort of general taste for dance music on a global scale. To appeal a global audience is much easier for a DJ than, say, for a spoken-word band, even more so for a Dutch one. DJing really has become an entirely new opportunity for Dutch music.

*Has the event you're organizing, the Amsterdam Dance Event, played a crucial role for Dutch DJs as well?*

**ZIJLMA:** Yes it has! Armin van Buuren, for instance, has made his first international deals there by being booked to Japan. The same holds good for Tiësto who signed his first international record deal with a Norwegian label at ade. Amsterdam Dance Event is without doubt a showcase venue for our artists. ade started in 1996 and is probably the most important meeting for the dance music industry today.

*What was your idea behind it?*

**ZIJLMA:** In the beginning, ade was an industry meeting for track licensing, a big market for compilations, for exam-

ple. Compilations are still very important for many electronic artists and labels as they provide an extra income, obviously. So a focussed venue was our basic idea, since competing events such as the Miami Winter Music Conference is dispersed, people hardly come across each other. That's why all the business stuff takes place at Felix Meritis and the nearby Dylan Hotel – and not scattered all over the city. And of course, ade is an attractive festival, too: Last year, we had 90,000 clubbers, 700 international DJs, 44 locations on the consumer site, whilst the business event saw 2.000 from 42 countries. I guess we will be sold out again this year...

*Do you have a formula for the ade success?*

**ZIJLMA:** There's basically three elements which make the ade: English language only, a high level of participation by the artists and a balance between buyers and sellers of music. We've been operating very well with this and will keep on doing so.

*Mr. Zijlma, we wish you all the best for ade 2009 and thank you for the interview!*

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MORE INFORMATION:  
[WWW.BUMACULTUUR.NL](http://WWW.BUMACULTUUR.NL)  
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[WWW.AMSTERDAM-DANCE-EVENT.NL](http://WWW.AMSTERDAM-DANCE-EVENT.NL)  
[WWW.NOORDERSLAG.NL](http://WWW.NOORDERSLAG.NL)



1-3 ade conference @ mike breeuwer 4 nokia trends lab mtv office @ virtualnights 7 noorderslag @ karel zwaneveld

# ENGADGET & NL?

Many blogs became the leading information channel in their specific genres during the last years. Engadget is one of the most famous blogs in the world. It's a blog about consumer electronics, nerdism, gadgets and media. Thomas Ricker is one of the editors at the US-based company. But he lives in the Netherlands and also works from there due to the new possibilities of the internet. We talked with him about how enthusiastic one must be to be a serious blogger, why gadgets are the next-era popstars and why consumer electronics become more and more important for our society.

*How did you become an engadget editor? By just being a fan and a blogger or by working as a journalist somewhere else?*

**RICKER:** I was a fan, big fan. I was reading back when Peter Rojas was writing Gizmodo and followed him to Engadget when he made the split. Back in early 2005, I found myself in the midst of a major life change that gave me no option but to quit a lucrative senior IT management job with a "Big 4" accounting firm.

After coming to terms with my status as a full-time, single father of two young boys, I became bored with the free afternoons afforded by my unemployed status and the Dutch school system. Knowing I could never go back to the travel schedule required by my

former career, I jumped at an April job posting for an Engadget writer. While it didn't pay well initially (it barely covered the cost of the cafe coffee I drank while blogging), the honor of seeing my words on Engadget was its own reward. Applying for that job was one of the best decisions I have ever made.

*Do you think the fast growing popularity of electronic toys/devices is changing the (blog based) scene of gadget addicts?*

**RICKER:** I do. Information is moving at an incredible rate and everyone wants to be involved. Product leaks used to be a rarity in the business -- common enough that we always had a steady stream of FCC filings, spy photos, and PowerPoint slides but nothing like the deluge of tips and inside information that we receive today.

Apple is a classic example of this change. What used to be the most secretive company on the planet has been splayed wide open by leaks along its product development and manufacturing lines. We've now reached a point where almost every major product announcement has been leaked in some way or another -- the number of Jobsian "one more thing" style surprises have dwindled to almost zero in the last few years.

Differentiating between the fakes and hardcore leaks is one of the hardest parts of this job where accurate, fast and

witty content is absolutely critical.

*Would you also say that gadgets are the new popstars?*

**RICKER:** Indeed, they are. Without getting too philosophical as to why or whether it's even healthy from a sociological point of view, people are now willing to stand in line (for days!) for the latest consumer electronics.

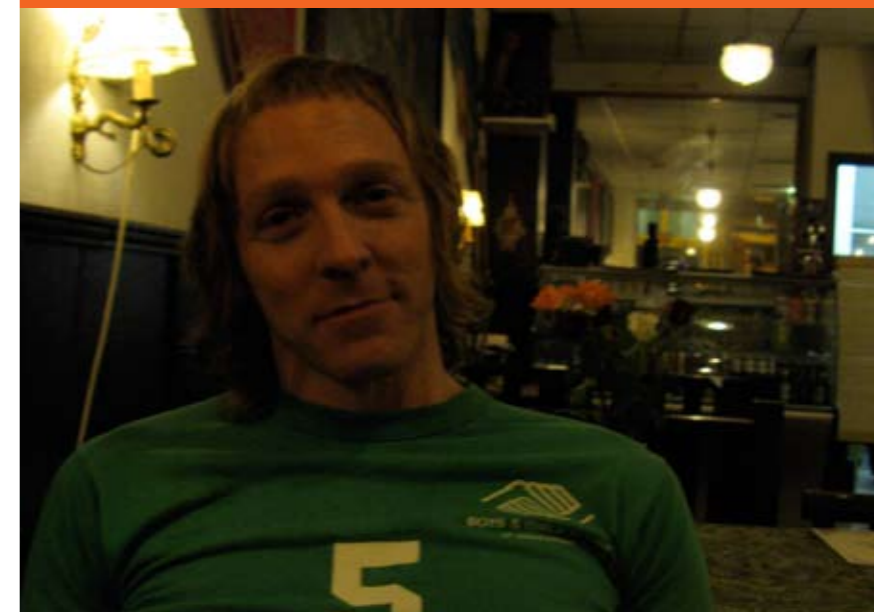
People begin to dream about (and lose sleep over) devices from companies like Apple, HTC, and Nintendo long before they are released or even announced to the public. This kind of fanaticism once limited to popstars is now lavished upon consumer electronics companies. I find it strange, exciting, and little bit sad all at the same time.

*What do you think about the ambivalence that bloggers have in relation to the companies producing gadgets?*

**RICKER:** Bloggers (and the feedback provided by our readers) are part of the system of checks and balances on consumer electronics companies. No company gets it right 100% of the time.

A good example of this is Sony -- we love Sony, they make great, sometimes revolutionary gear. But we get so frustrated by a product when otherwise amazing technology is hamstrung by poorly designed software or controls.

The user experience is very important to us, at times more so than the specification sheet. This holds for Apple, too. While several of us use, and swear by their products, when the wheels fall off the bus like they did with the recent



MobileMe fiasco, well, Apple's also fair game for our wrath. Besides, no one likes a fanboy.

*Are traditional tradeshow still important for you as a net-based journalist?*

**RICKER:** Tradeshow are absolutely the highlights of the year. Sure, the hours are long, the food is bad, and we often find ourselves sitting through the most boring corporate slideshows imaginable before getting to the good stuff... but if you're into gadgets, and I mean really into gadgets, then this is as good as it gets. Trade shows also represent the few times each year that the writers at Engadget can get together in person. There's nothing like being with the entire international team during CES -- all that brain power and toxic wit in the same room helps keep the energy pumping long into the night.

When I hear other tech bloggers and journalists complain about trade shows, my immediate thought is, "you're in the wrong business, my brother."

□

WE'VE NOW REACHED A POINT WHERE ALMOST EVERY MAJOR PRODUCT ANNOUNCEMENT HAS BEEN LEAKED



## NETHERLANDS IN NUMBERS

**16,6** MILLION PEOPLE

**15,5** MILLION INTERNET USERS

**15,8** MILLION MOBILE USERS

**13%** OF THE DUTCH TERRITORY IS ACTUALLY NAMED HOLLAND.

**480** INHABITANTS PER SQUARE KILOMETRE

**50%** OF HOUSEHOLDS HAVE BROADBAND INTERNET

**50+** POLITICAL PARTIES

**15,000** KM OF CYCLE TRACKS

**85%** OF POPULATION HAS AT LEAST ONE BIKE

**1,000** TRADITIONAL WORKING WINDMILLS

**1,82** METERS IS THE MALE AVERAGE SIZE (TALLEST IN THE WORLD)

**30%** OF ALL DUTCH BABIES ARE BORN AT HOME

**323** METERS HIGH IS VAALSERBERG, THE HIGHEST POINT

**6,7** METERS BELOW THE SEA LEVEL IS THE LOWEST POINT NEAR ROTTERDAM

**200** NATIONALITIES LIVE IN AMSTERDAM

**75%** OF WOMEN WORK PART-TIME (HIGHEST IN EUROPE)

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