

Media, Sports and Entertainment | Belgium

Paving the way for closer collaboration

DPG Media Group

To make it simple for colleagues to connect and collaborate, DPG Media Group equipped its state-of-the-art new office building with Google Meet Series One room kits from Lenovo.



1

Customer background

Who is DPG Media Group?

DPG Media Group is a leading digital media group active in Belgium, the Netherlands, and Denmark. Through all its channels—radio, television, magazines, websites, apps, and podcasts—DPG Media Group reaches audiences with compelling stories, news, and entertainment 24/7.

Operating more than 80 brands, DPG Media Group reaches 15 million viewers, readers, and listeners every day. Headquartered in Antwerp, the group employs more than 5,800 people across the three countries.



2 The challenge

At DPG Media Group, driven and dedicated professionals devote their talents to nurturing small ideas and helping them grow into big success stories. The group's performance is built on cooperation, digital innovation, and excellent craftsmanship.

Ensuring seamless collaboration and communication throughout the group is therefore a top priority, as Jan-Willem Collen, System Engineer at DPG Media Group, confirms: "The productivity and satisfaction of teams in Belgium, the Netherlands, and Denmark hinge on their ability to collaborate with colleagues efficiently."

2 The challenge

The opening of DPG Media Group's new Dutch headquarters presented the Collaboration Squad, who are also responsible for meeting rooms and collaboration hardware, with a blank slate. The Mediavaert complex in Amsterdam was a golden opportunity to build a modern hybrid workspace for effective collaboration. "We were tasked with kitting out the new building's meeting rooms with the very latest in smart collaboration technology," says Jan-Willem Collen.



“DPG Media Group supports flexible working where the role allows remote work. With teams based in and out of the office, ensuring that colleagues can stay connected is crucial.”

Jan-Willem Collen

System Engineer, DPG Media Group

3 The solution

Finding the right fit

DPG Media Group chose to equip Mediavaert's meeting rooms and event spaces with Google Meet Series One room kits from Lenovo.

Made exclusively for Google Meet, the Series One room kits from Lenovo enable immersive meeting experiences that help people work together. Each kit includes a compute system with custom mounting options, plus a combination of up to six components including smart cameras, remote controls, mic pods, and smart audio bars. Ready out of the box, the room kits are available in three sizes for small, medium, or large rooms.

Hardware

Google Meet Series One Room Kit

Software

Google Meet

Services

Lenovo Premier Support

3 The solution

Kitting out Mediavaert

In total, DPG Media Group installed 170 Series One room kits in the new office building. The Collaboration Squad set up 130 meeting rooms as smart collaboration hubs without any issues.

“We were very pleased with how easy the room kits were to install,” notes Jan-Willem Collen. “Power and network are connected through one Ethernet cable, so it was quick to set up the meeting rooms while reducing clutter. The standard cabling was one of the features that most attracted us to the Series One room kits from Lenovo.”

3

The
solution

The approachable product design of the Series One room kits complements the modern workplace aesthetic of Mediavaert. The building's state-of-the-art design is characterized by a range of layers and atmospheres. Open spaces, atriums, and terraces provide an expansive spatial experience and facilitate personal interaction. The green spaces in, on, and around the building make for a healthy and inspiring working environment with clear connections to the natural world.

Mediavaert is the largest timber-hybrid building in Europe, with the majority of its construction made from carbon-neutral cross-laminated timber. The building has been designed with a focus on sustainability, biodiversity, and energy consumption. This is in line with DPG Media Group's Environmental, Social and Governance (ESG) company value to 'reduce its ecological footprint' and for ESG to become second nature within the group. DPG Media Group was awarded the prestigious 'Excellent' BREEAM label in September 2023.

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“There is a lot of flexibility in the way you can set up the Series One room kits from Lenovo. You can combine multiple cameras, microphones, and speaker systems, and connect them all easily with the same standard cable. That’s a big plus, as it allowed us to customize the setup for different size spaces.”

Jan-Willem Collen

System Engineer, DPG Media Group



4 The results

With the Google Meet Series One room kits from Lenovo, employees working from the new Mediavaert office can connect with colleagues seamlessly from anywhere.

“Feedback from colleagues has been very positive,” says Jan-Willem Collen. “They appreciate the ease of use of the touch screen controller, and the high quality of the video and audio feeds.”



Simple interface



Standard cabling



High-quality audio

4 The results

Working at DPG Media Group is as challenging as it is rewarding. Employees must find creative solutions to complex problems and work with many different teams. The Google Meet Series One room kits from Lenovo make it simple for employees to connect, helping teams to collaborate effectively to deliver content that inspires, informs, and entertains.





“We have a good relationship with the local Lenovo team, and knowing that the Series One room kit hardware is backed by Lenovo Premier Support gives us peace of mind.”

Jan-Willem Collen

System Engineer, DPG Media Group

Why Lenovo?

For DPG Media Group, the Google Meet Series One room kits from Lenovo offered the ideal combination of simplicity and cutting-edge features.

“We really liked the simplicity of the cabling,” recalls Jan-Willem Collen. “Even expanding the kits for larger rooms with multiple cameras and audio bars can be done with just an Ethernet cable. This made it quick and easy to get so many meeting rooms set up in the new building.”

Another key deciding factor for DPG Media Group was audio quality. TrueVoice™ noise cancellation technology actively filters audio to ensure ultra-clear communication. “Of all the solutions we considered, the Series One room kits from Lenovo came out on top for audio quality,” says Jan-Willem Collen.

How do you make it easy for colleagues to collaborate?

With Google Meet Series One room kits from Lenovo, DPG Media Group enables teams to connect seamlessly—no matter where they are based.

[Explore Lenovo Smart Collaboration](#)