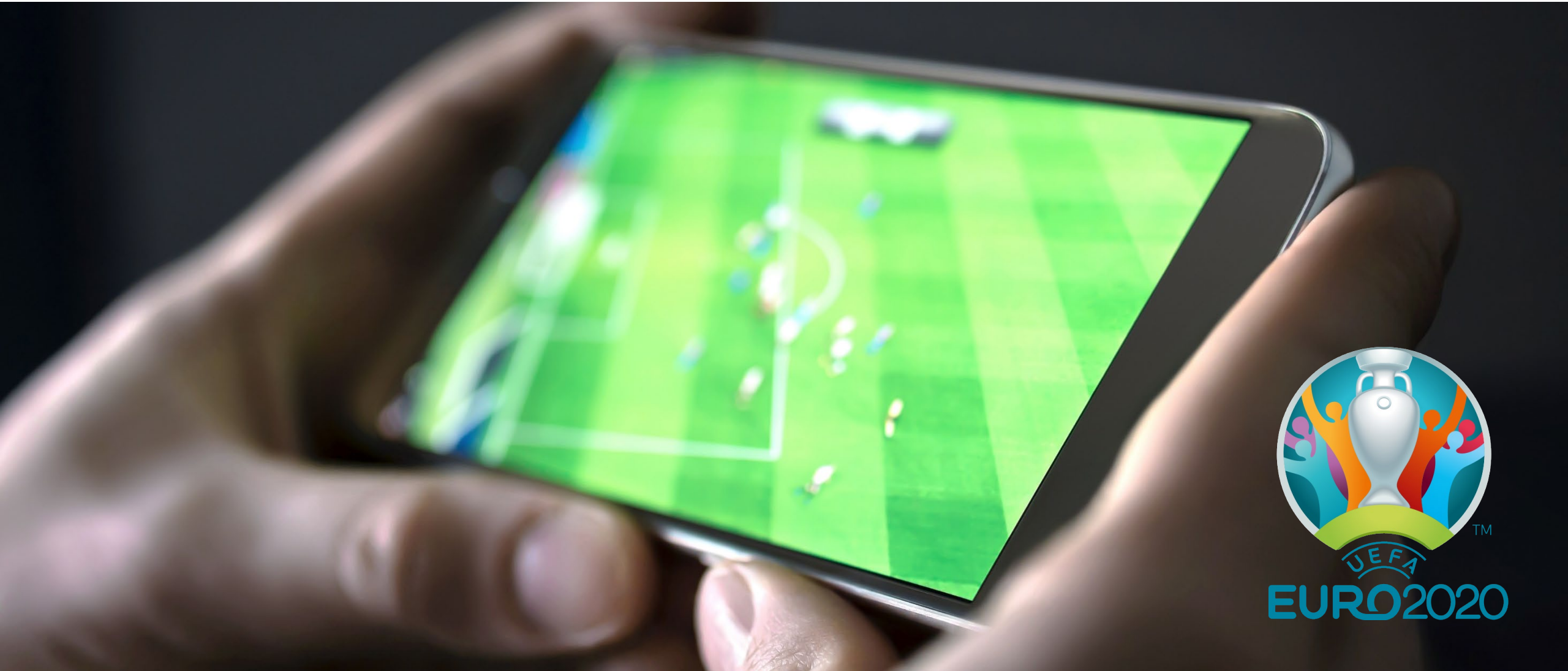




# EURO 2020 : RTBF AUVIO AUDIENCES





**8.310.000** views

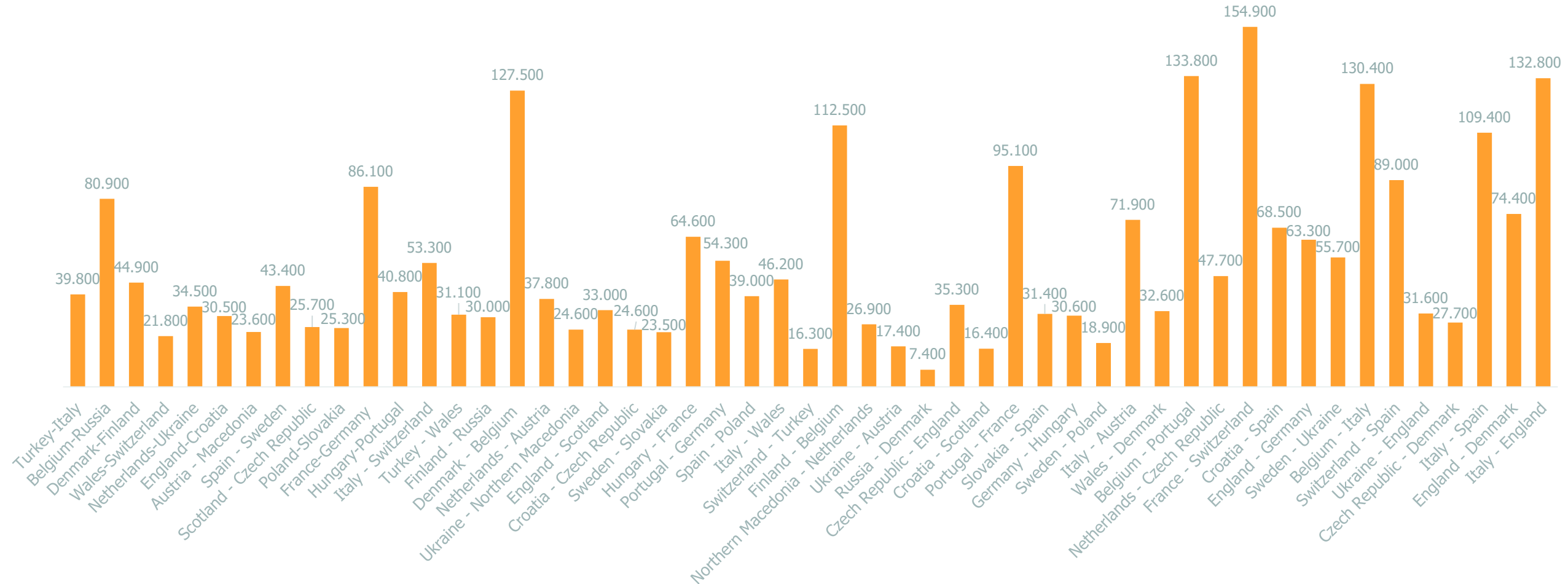
(74% live & 26% replay)

# TOP 5 Auvio

Matches	Unique visitors
France - Switzerland	154.900
Belgium - Portugal	133.800
Italy – England (final)	132.800
Belgium - Italy	130.400
Denmark - Belgium	127.500

# Auvio match after match

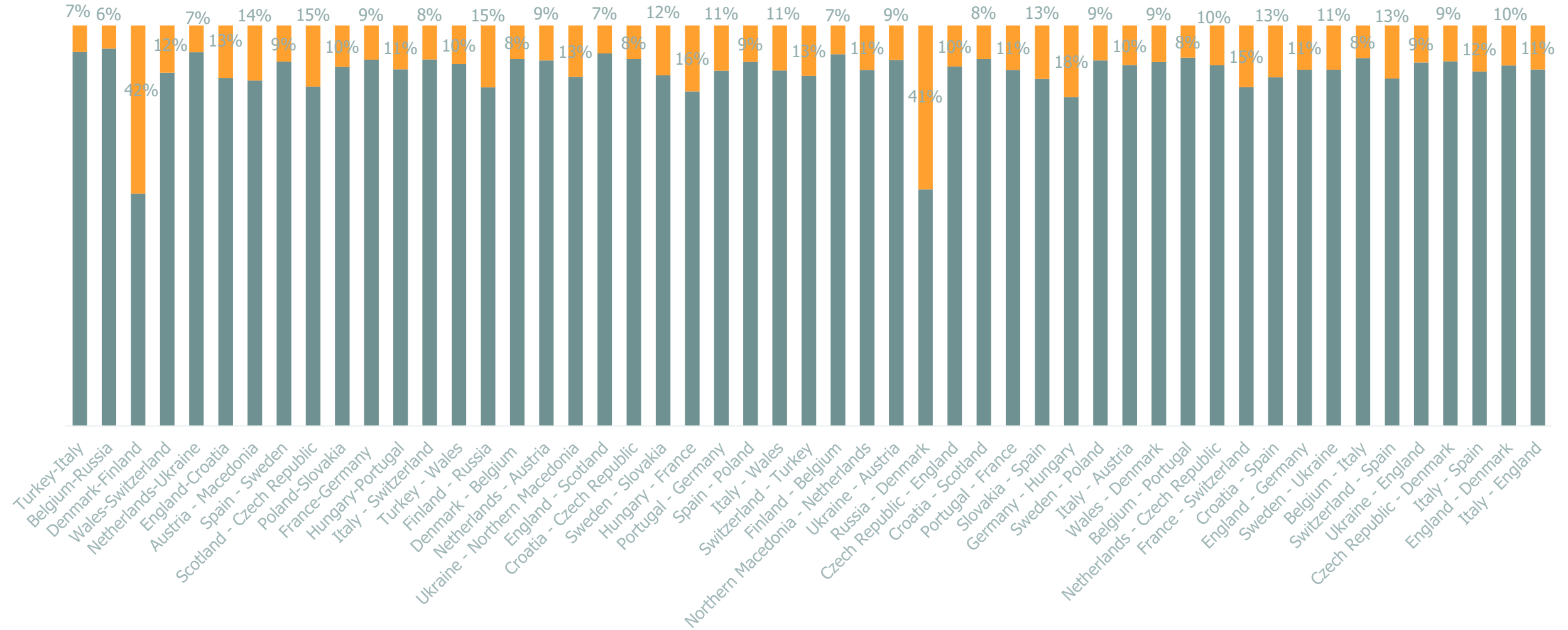
## Unique visitors



Source : RTBF (base : total 51 matches) ; streaming live Auvio ; 11/06 -11/07/2021

# Auvio in total viewers

■ % share TV viewers    ■ % share Auvio viewers



Extrapolation based on addition of Auvio unique visitors for matches in streaming live (source RTBF) AND rating 4+ in number of individuals for La Une & Tipik matches (source CIM Audimetrie South - live+voldal)

# Auvio audience amplification

Average Euro 2020  
(51 matches)

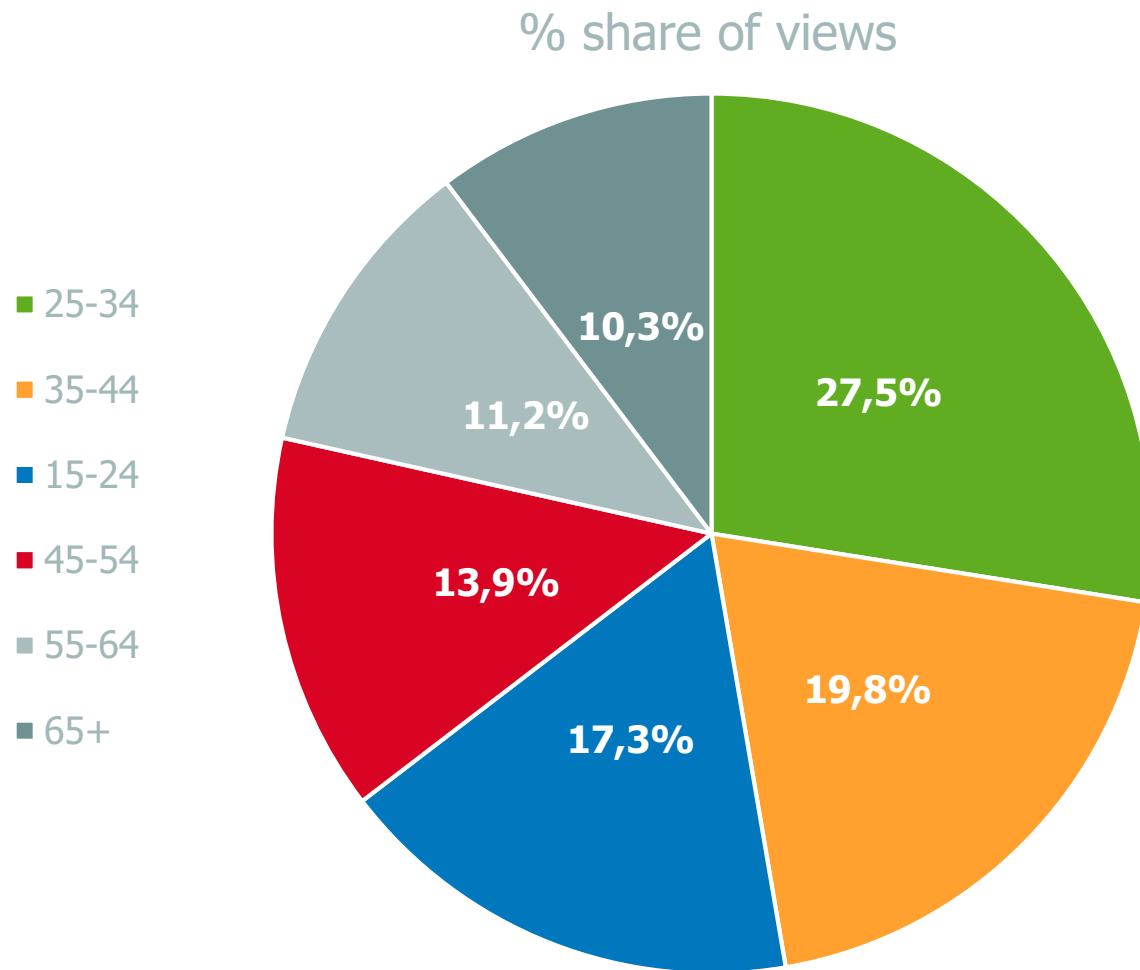
	TV (rating 4+)	Auvio (unique visitors)	Total viewers per match
Audience	500.324	53.308	553.632
Share of viewers	90%	<b>10%</b>	100%
Incremental reach vs TV	/	<b>+11%</b>	/

World Cup 2018 : incremental Auvio vs TV = +6%

Extrapolation based on addition of Auvio unique visitors for matches in streaming live (source RTBF) AND rating 4+ in number of individuals for La Une & Tipik matches (source CIM Audimetrie South - live+voldal)

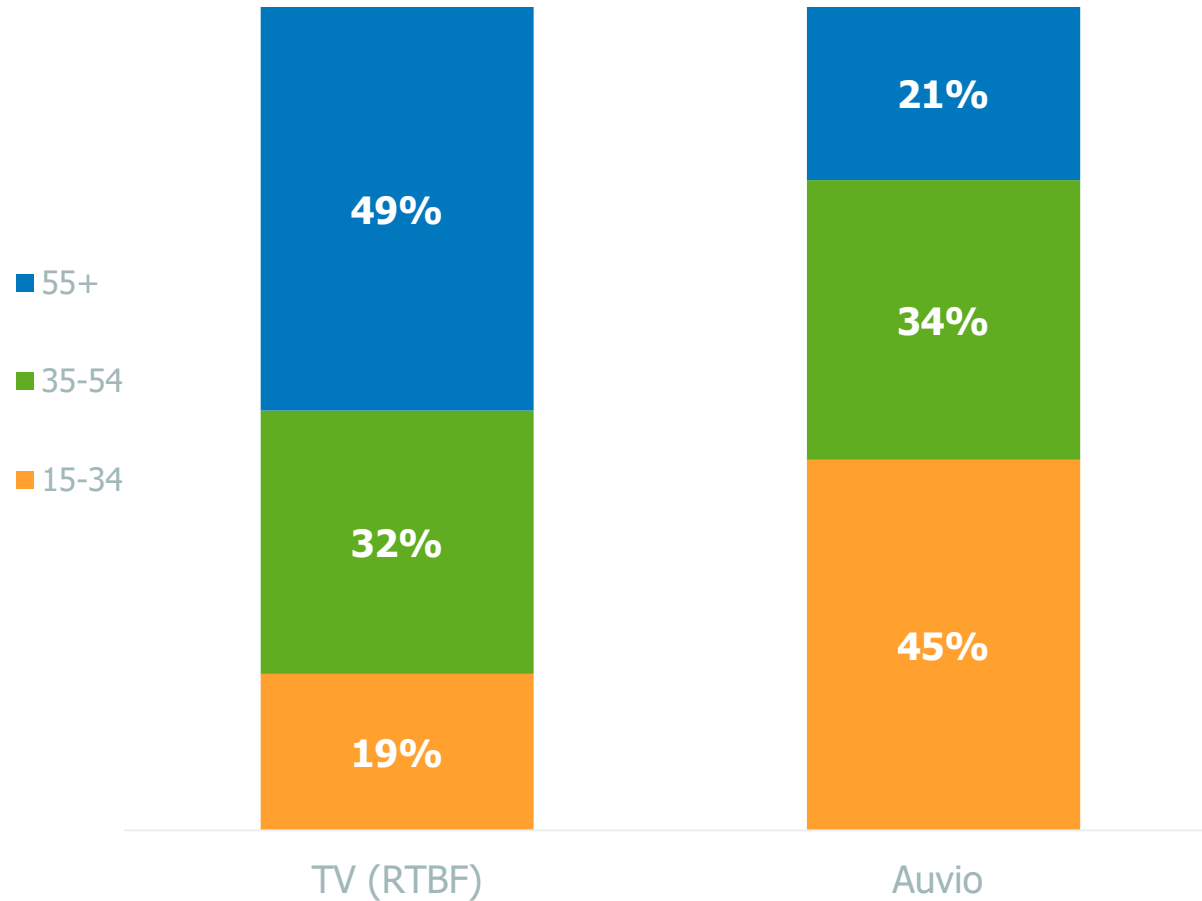


# Auvio profile : a majority of 25-44 years !



Source : RTBF – % share of views per age - base : average 30 first matches (11/06 – 21/06)

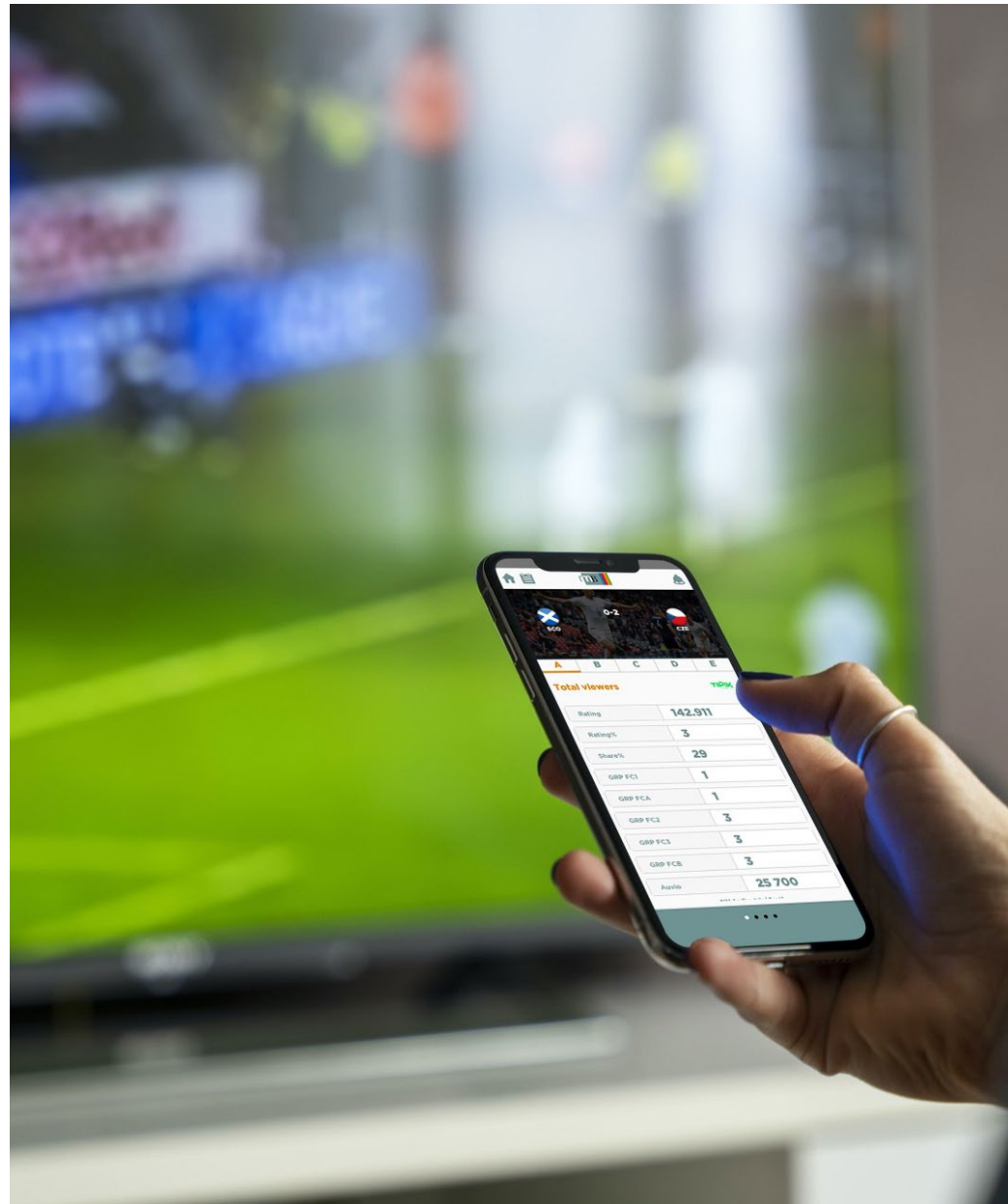
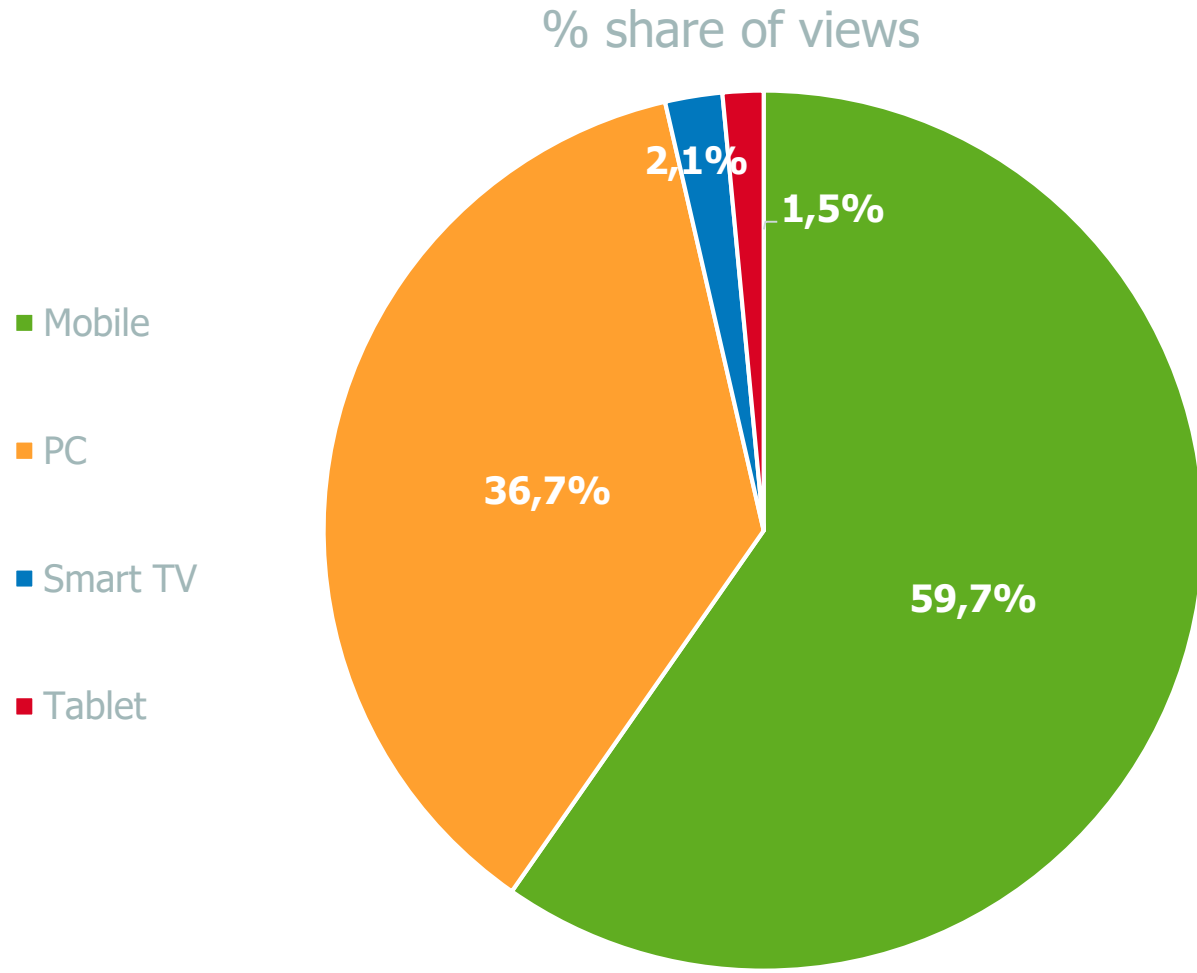
# Auvio profile : perfect complementarity !



Source Auvio : RTBF – % share of views - base : average 30 first matches (11/06 – 21/06)  
Source TV : CIM Audimetrie South - % profile (rating 15+ - live+voldal) - base : average 51 matches



# Auvio usage : the smartphone first !



Source : RTBF – % share of views per device - base : 5 selected matches (Turkey-Italy 11/06 ; Belgium-Russia 12/06 ; Scotland-Czech Republic 14/06 ; Belgium-Denmark 17/06 ; Belgium-Finland 21/06)

# Euro 2020 boosting effect

Average unique visitors 25/05 – 07/06 for laune or tipiktv

18h-20h on La Une  
**10.699**

21h-23h on La Une  
**6.970**

15h-17h on Tipik  
**5.045**

Unique visitors

**150.236**

**133.326**

**95.007**

**55.311**

**35.509**

Denmark-Belgium

Finland-Belgium

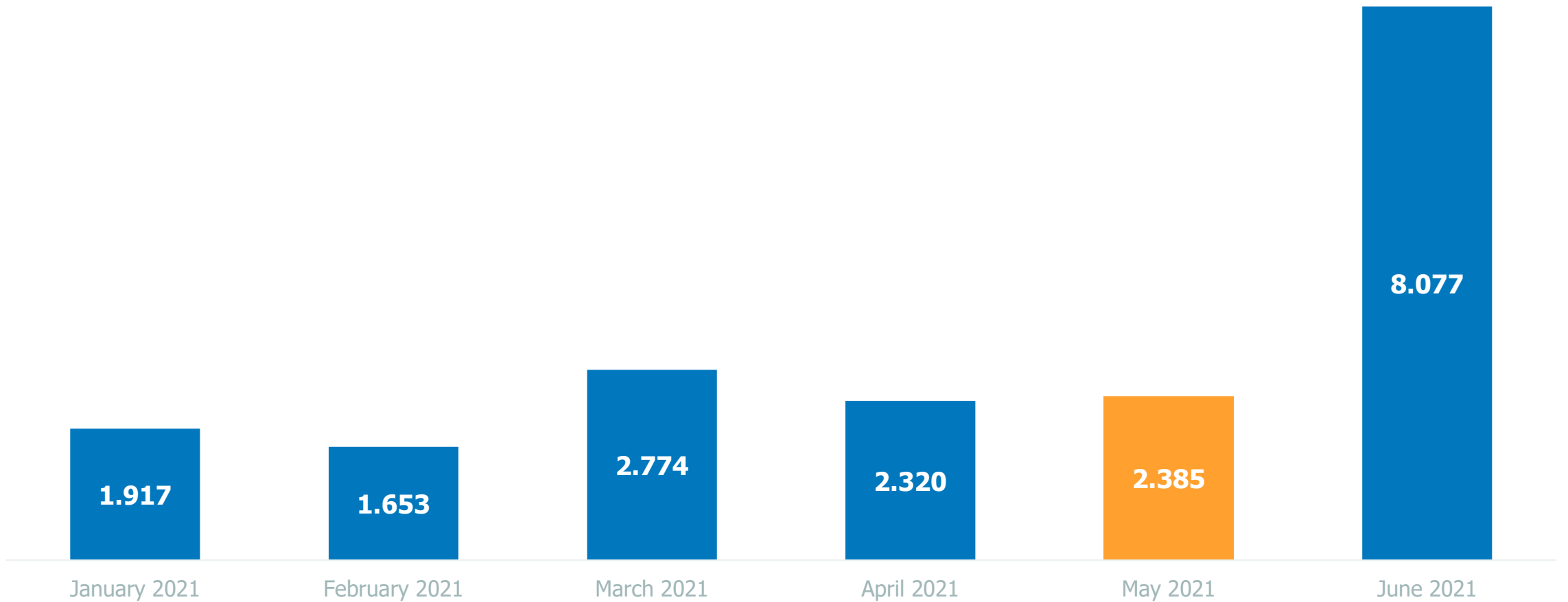
Belgium-Russia

Turkey-Italy

Scotland-Czech Republic

# New Auvio incomers

Average number of accounts created per day





- Lynda Calonne  
Head of Brand Marketing  
[l.calonne@rmb.be](mailto:l.calonne@rmb.be)
- Barbara Van Caubergh  
Head of Data & Insights  
(VIBE)  
[b.vancaubergh@rmb.be](mailto:b.vancaubergh@rmb.be)