

HYPERCONNECTED

Discovering this community and its media habits



WHO ?



A **hyperconnected** person is someone who has used at least four devices **to connect to the Internet** in the last 30 days

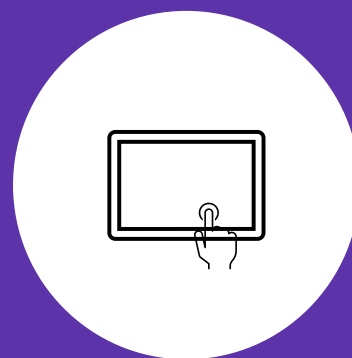
Penetration %



83%



75%



28%



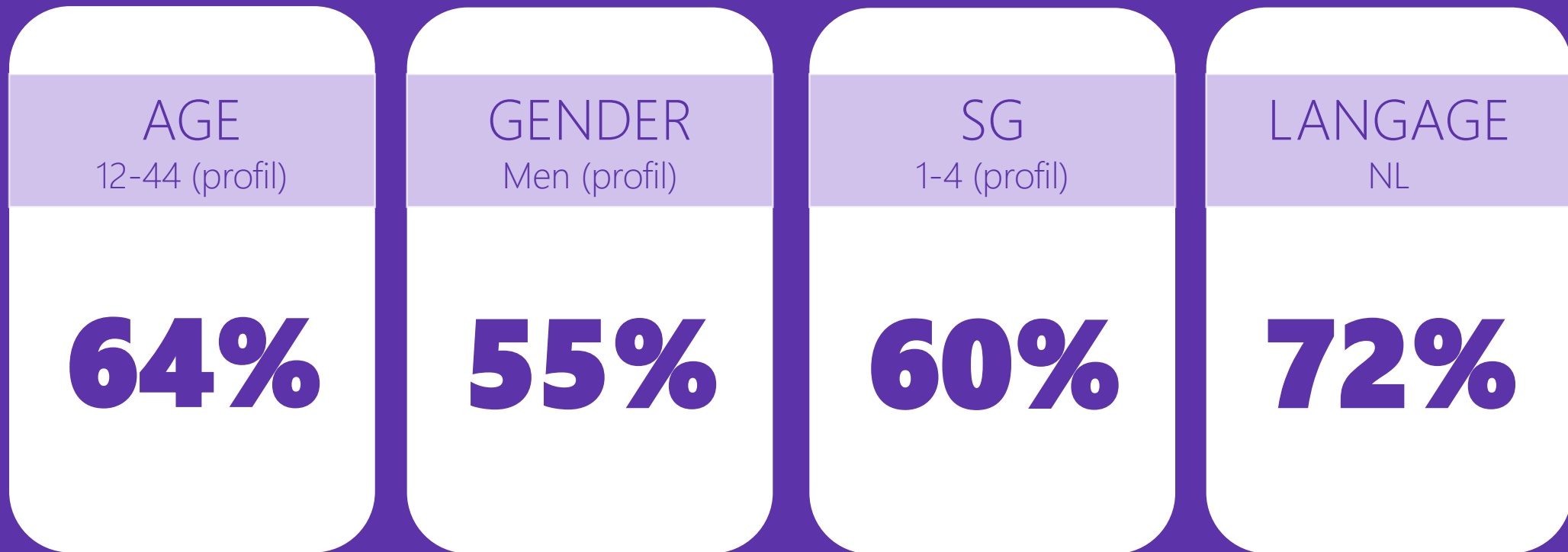
26%

843.000

BE 8,4%

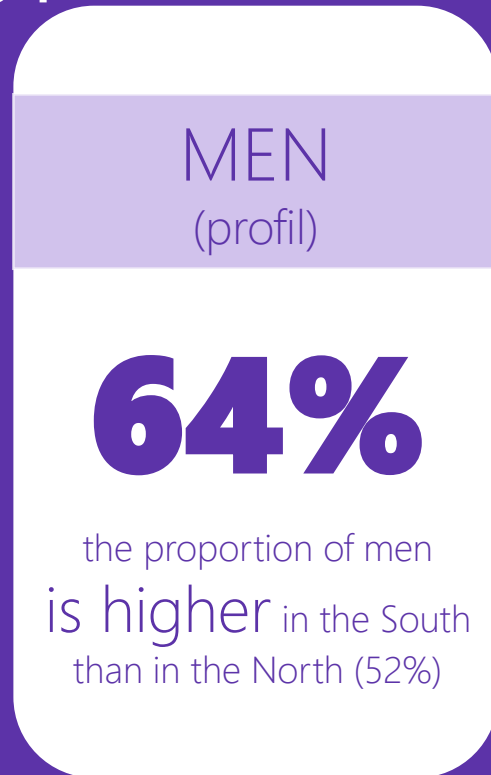
Young men from high social groups

- Hyperconnected -



Men more represented in South

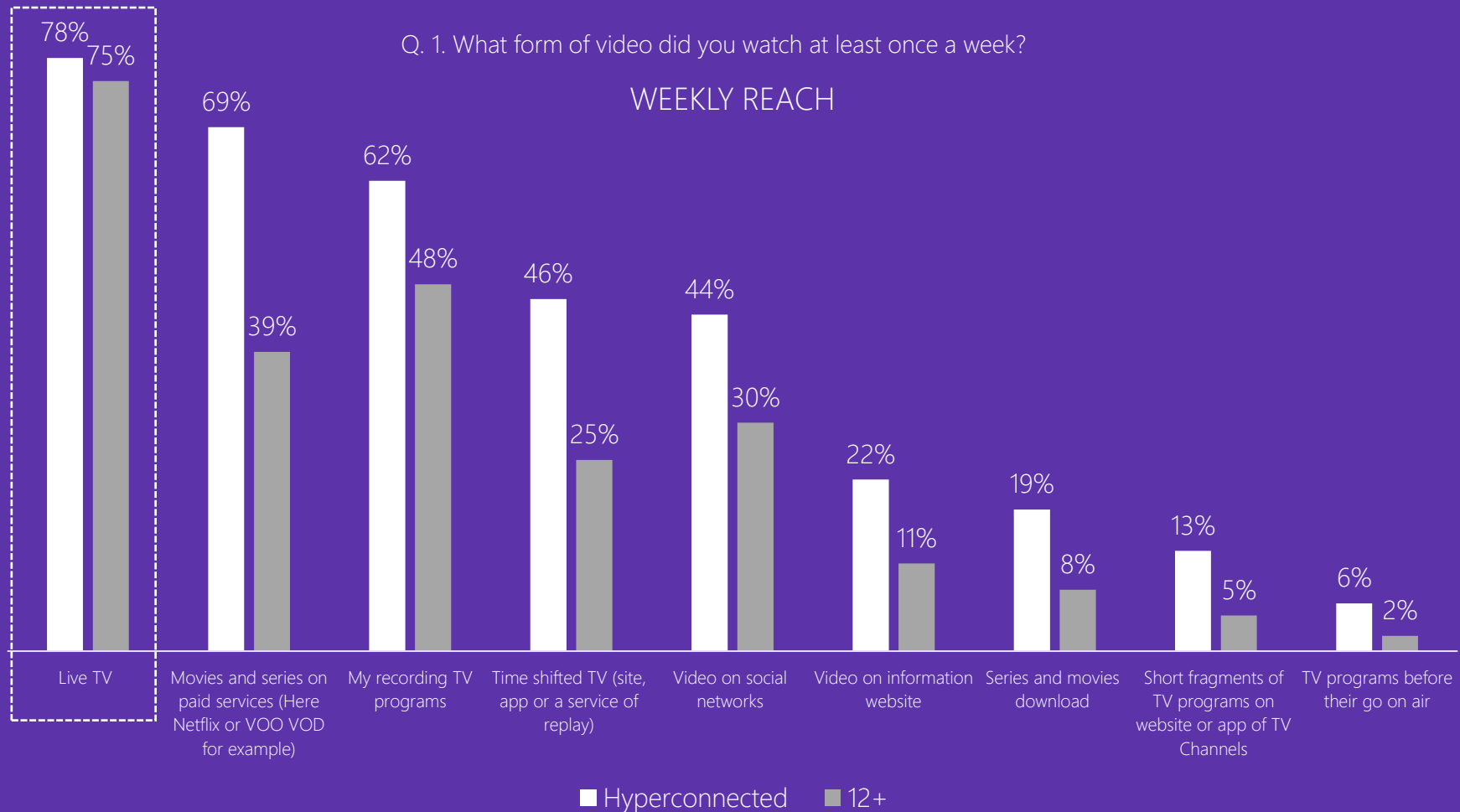
- Hyperconnected -



VIDEO



Live TV is the most widespread form of video



Specific features of hyperconnected's Video consumption

1.

Consumption of films or series via pay-TV platforms is more widespread

69% vs 39%

WEEKLY REACH

2.

Time-shifted viewing of TV programs on app, website or replay service) is more widespread

46% vs 25%

WEEKLY REACH

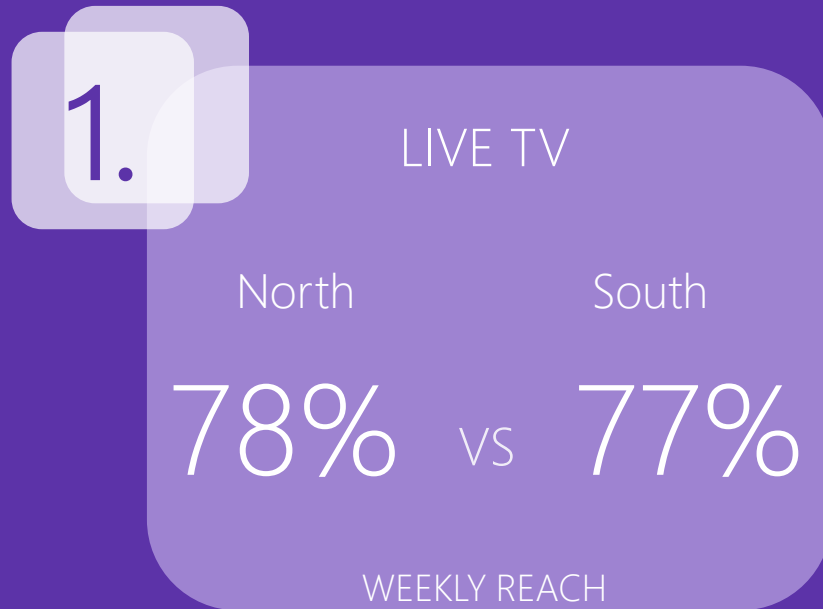
3.

Recording of TV programs is also more widespread

62% vs 48%

WEEKLY REACH

Same media behaviour between hyperconnected from North and South ?



1 out of 2 hyperconnected people use Auvio at min. once a week



48%



39%



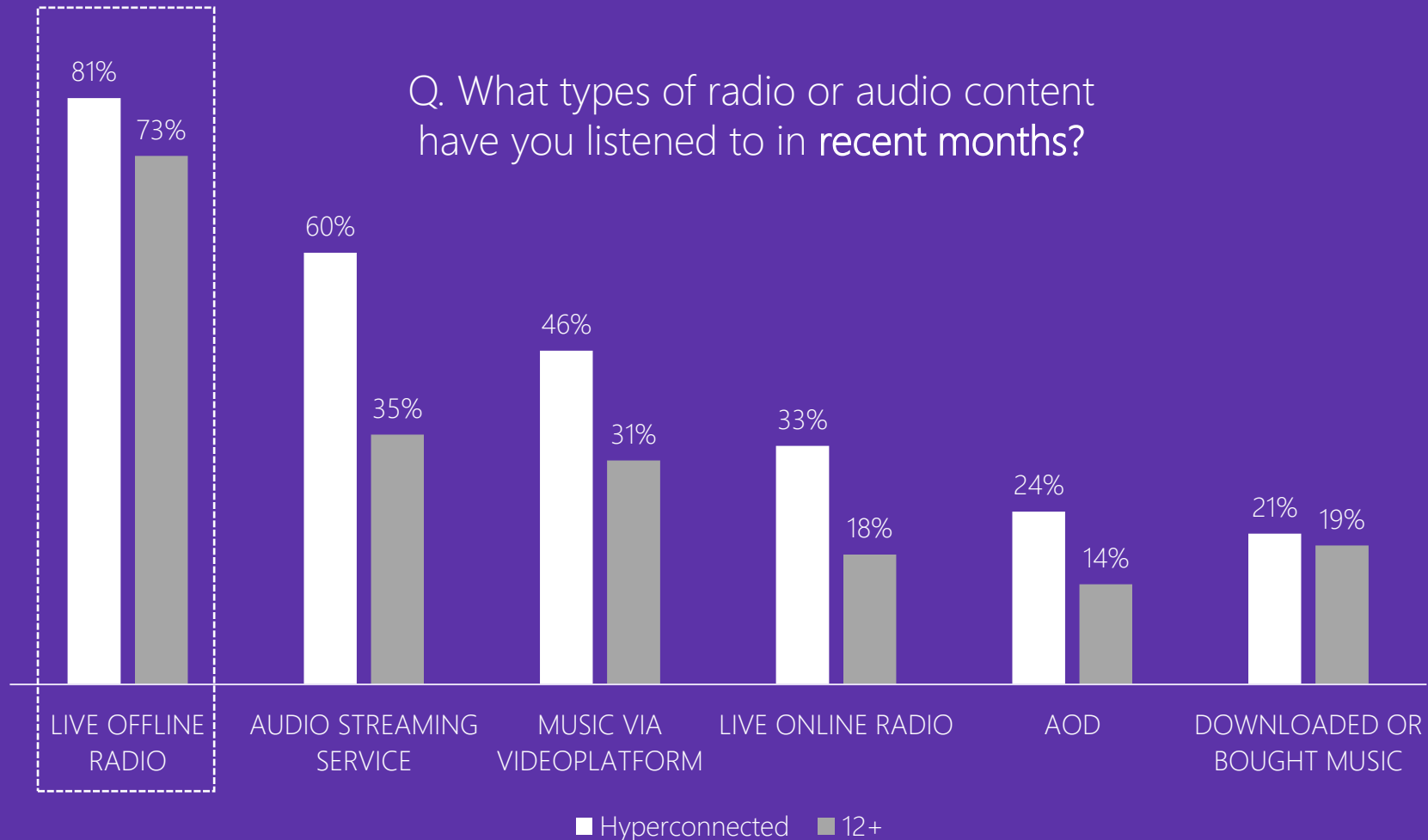
12%



AUDIO



Linear live radio is the first form of audio among hyperconnected people



Specific features of hyperconnected's Audio consumption

1.

AUDIO SERVICES
STREAMING

Hyperconnected VS 12+

60% vs 35%

Recent months reach

2.

MUSIC VIA
VIDEOPLATFORM

Hyperconnected VS 12+

46% vs 31%

Recent months reach

3.

ONLINE
RADIO LIVE

Hyperconnected VS 12+

33% vs 18%

Recent months reach

Same media behaviour between hyperconnected from North and South ?

1.

LIVE
OFFLINE RADIO

North

South

81% vs 80%

Recent months reach

2.

LIVE
ONLINE RADIO

North

South

36% vs 25%

Recent months reach

3.

MUSIC VIA
VIDEOPLATFORM

North

South

44% vs 53%

Recent months reach

move ahead