

THINK AHEAD



INCREMENTAL

TV + BVOD : WHAT A POWERFUL COMBINATION

BVOD INCREASES OVER TIME

■ BVOD Weekly reach 12+ in Belgium

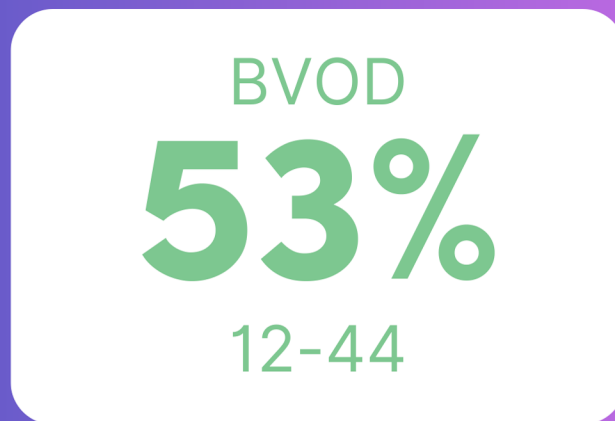


+14% in 2023 vs 2022

Source : CIM, Establishment survey 2023, BVOD (emissions in time shifted, Prior to broadcast, and short TV fragments on site/apps TV Channel. min. once a week), universe : South 12+.

YOUNGER AUDIENCE ON BVOD

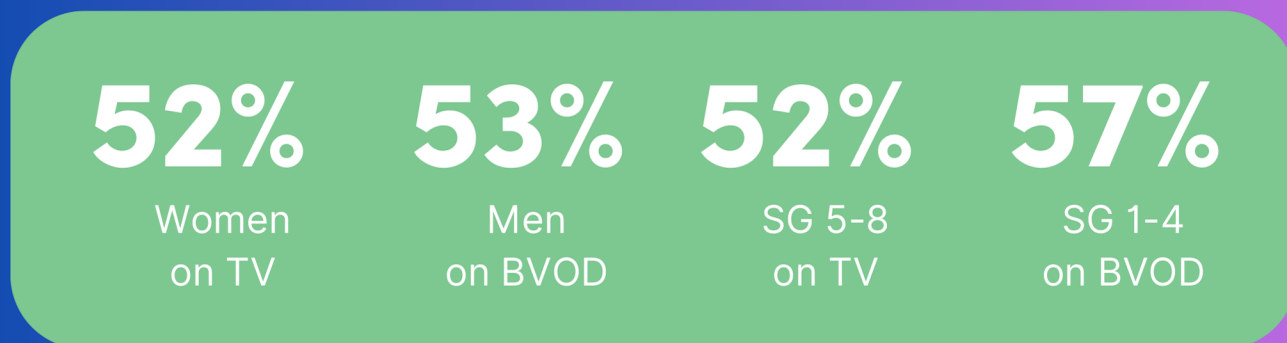
%profile (weekly reach)



Source : CIM, Establishment survey 2023, Linear TV (TV emissions in live min. once a week) and BVOD (emissions in time shifted, Prior to broadcast, and short TV fragments on site/apps TV Channel. min. once a week), universe : South 12+.

COMPLEMENTARITY PROFILE BETWEEN TV & BVOD

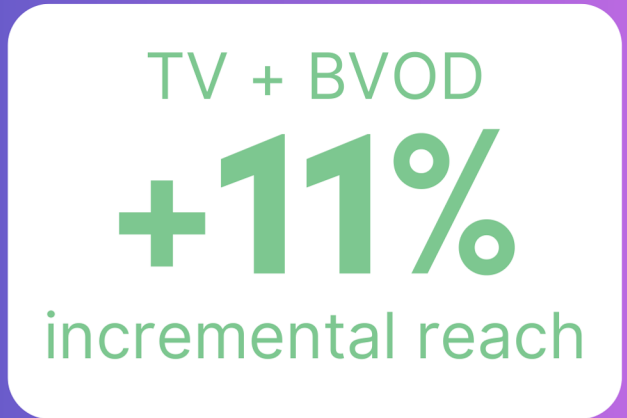
%profile (weekly reach)



Source : CIM, Establishment survey 2023, Linear TV (TV emissions in live min. once a week) and BVOD (emissions in time shifted, Prior to broadcast, and short TV fragments on site/apps TV Channel. min. once a week), universe : South 12+.

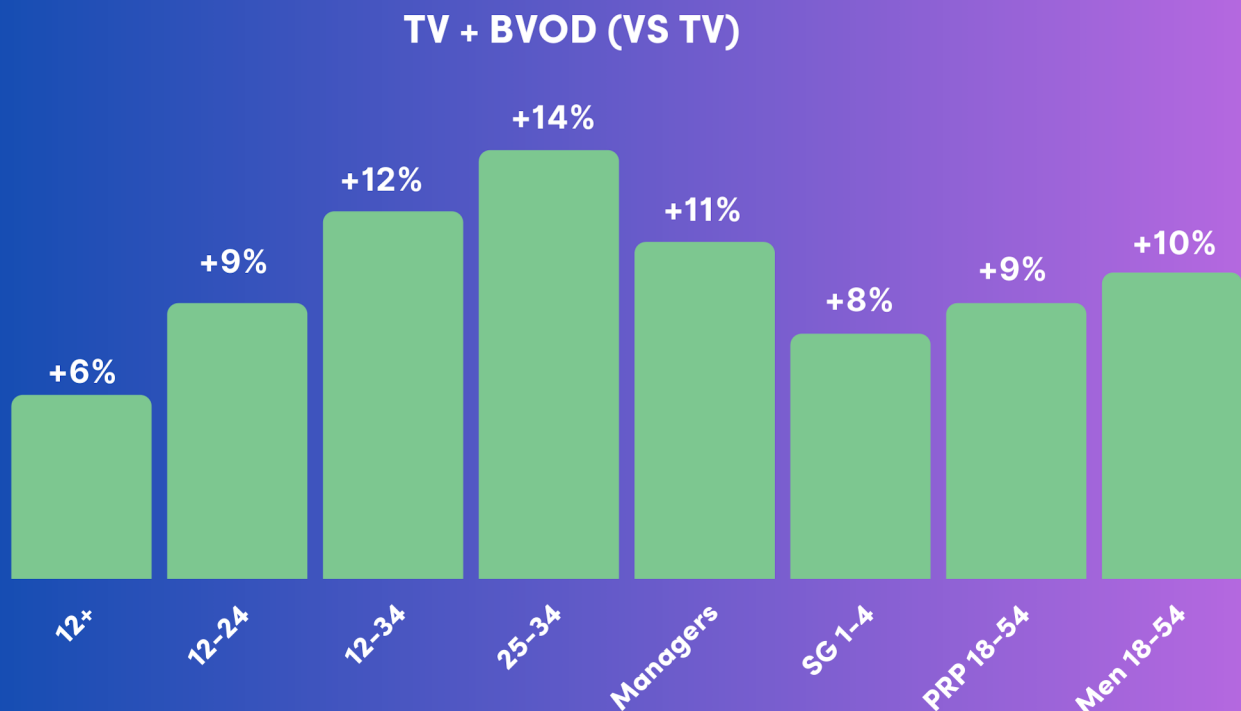
VIDEO MASSIVE REACH SOLUTION

Total weekly reach 12 - 44



Source : CIM, Establishment survey 2023, Linear TV (TV emissions in live once a week) and BVOD (emissions in time shifted, Prior to broadcast, and short TV fragments on site/apps TV Channel. min.Once a week), universe : South 12+.

BVOD INCREMENTAL REACH



Source : CIM, Establishment survey 2023, Linear TV (TV emissions in live once a week) and BVOD (emissions in time shifted, Prior to broadcast, and short TV fragments on site/apps TV Channel. min.Once a week), universe : South 12+.

