

Connection is n

from inventory to human connection





Relevance

Be relevant to your public

PEOPLE CONNECT WITH WHAT REFLECTS THEIR REALITY

This is where local relevance begins

When the context resonates with its audience



The right context grows brands
6X FASTER

Kantar. (2024, June 11). Moving at the speed of culture. Kantar.



CREDIBILITY BUILDS LOCAL LEGITIMACY

70%

Of Belgian advertisers believe local media brands are more credible than international platforms.



LOCAL CONTENT MATTERS

71%

Of consumers see national
broadcasters as relevant.

70%

Believe that broadcasters play a
vital role in creating and airing
locally relevant content.

LOCAL RELEVANCE REMAINS A
COMPETITIVE ADVANTAGE.

WE CONNECT TO THE THINGS THAT FEEL CLOSE TO HOME

WITH THE STORIES WE TELL



WITH THE VOICES THAT SPEAK TO US



WITH THE CULTURE WE CELEBRATE



THE STORIES WE TELL

Reflecting the places, people and realities we share.

BELGIAN FICTION



BELGIAN PLACES & WAYS OF LIFE



MAGAZINES

THE VOICES THAT SPEAK TO US

The people who speak to us, from within our communities.

SLICE



Belgian TV Talent



Belgian radio talent



NEW STORIES. NEW CONNECTIONS.

NEW



BELGIANS'



#1 DAILY REACH IN TV & RADIO
FROM 6AM TO 9AM



#1 DAILY REACH IN RADIO
MANAGERS & 35+ SG1-4



THE CULTURE WE SUPPORT

Supporting the culture, talent and experiences.

Local Places & Communities



