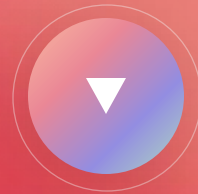


RMB

Move ahead.



Back to

EURO 2020

Let's
play!



UEFA
EURO2020





Key facts

500.324

Avg. Rat. / match 4+

Belgium-Portugal
1.532.127

Best Rat. 4+

3.577.151

Total viewers 4+

44%

Avg. TTVSH / match 4+

Belgium-Italy

84%

Best TTVSH 4+



Global Audiences

	Average rating	Average rating%	Average share	Cum. Coverage %	Average nbr of matches viewed
Total viewers	500.324	11%	44%	81	10
15-54	234.938	10%	52%	80	8
15-34	85.946	8%	54%	78	6
Men 18-54	134.382	12%	60%	82	10
Women 18-54	91.072	8%	43%	78	7

Big matches without Red Devils

Matches	TTVSHR %
ITALY/ENGLAND (final)	81%
ITALY/SPAIN (demi-final)	74%
ITALY/AUSTRIA	72%
FRANCE/GERMANY	72%
FRANCE/SWITZERLAND	68%

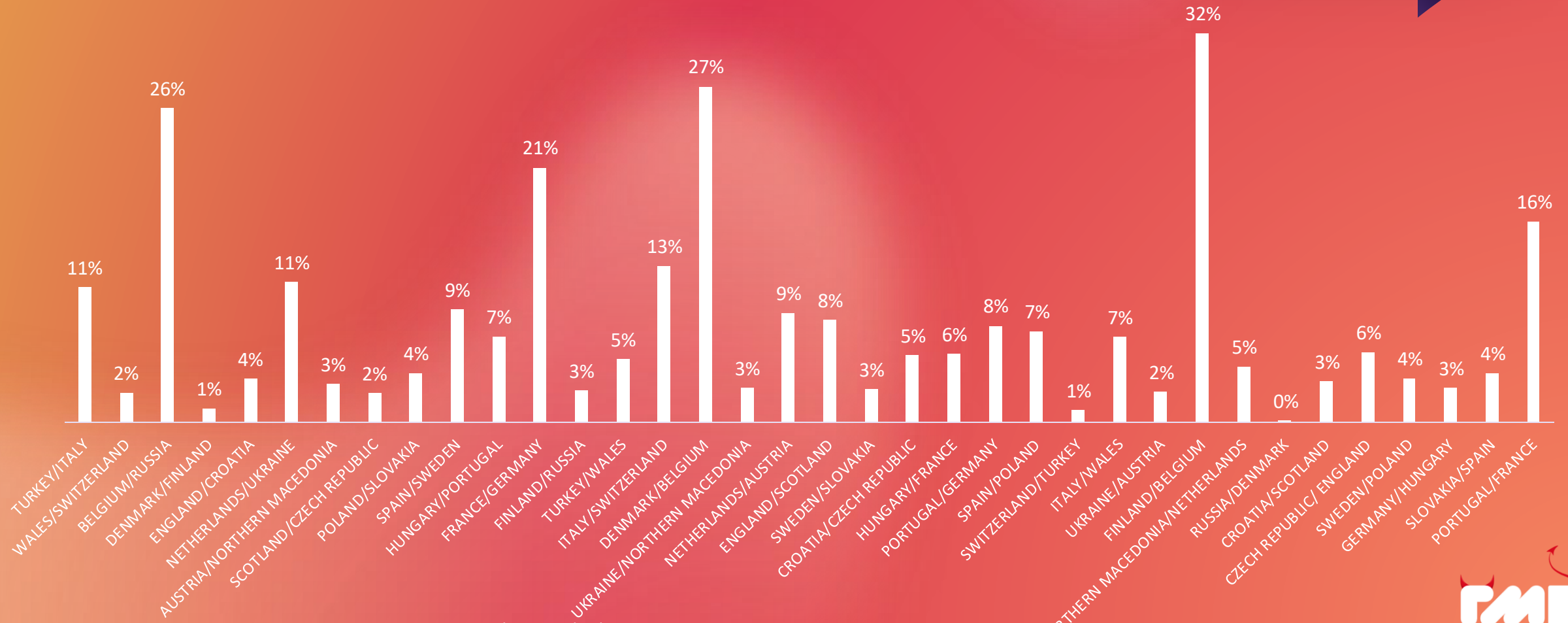
Matches	Rating
ITALY/ENGLAND (final)	22%
FRANCE/GERMANY	21%
FRANCE/SWITZERLAND	18%
ITALY/SPAIN (demi-final)	16%
PORTUGAL/FRANCE	16%



Match after match

Rating
Group stages
Average : 8%

RATING – 15-54 years



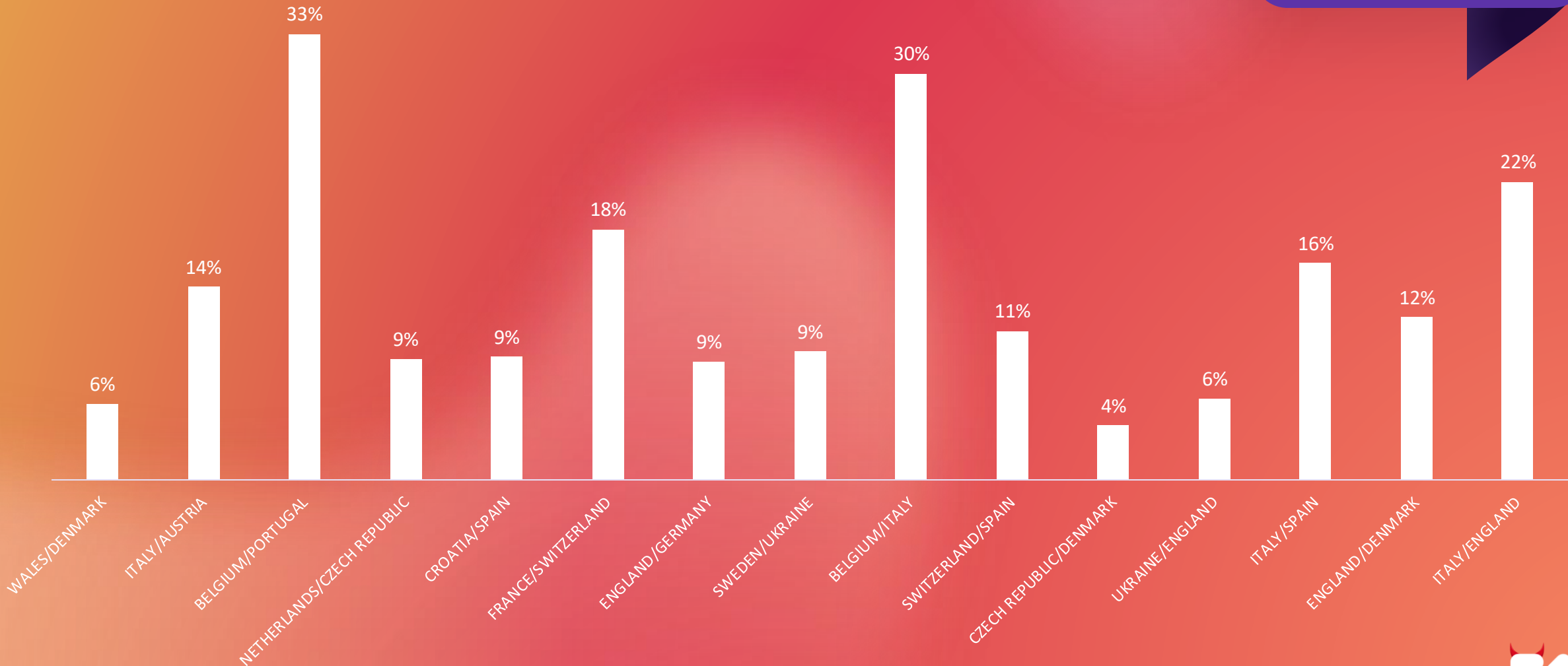
Source : CIM Audimetric South, 15-54 years, rating% (live+voldal) – 11/06 to 23/06/2021



Match after match

RATING – 15-54 years

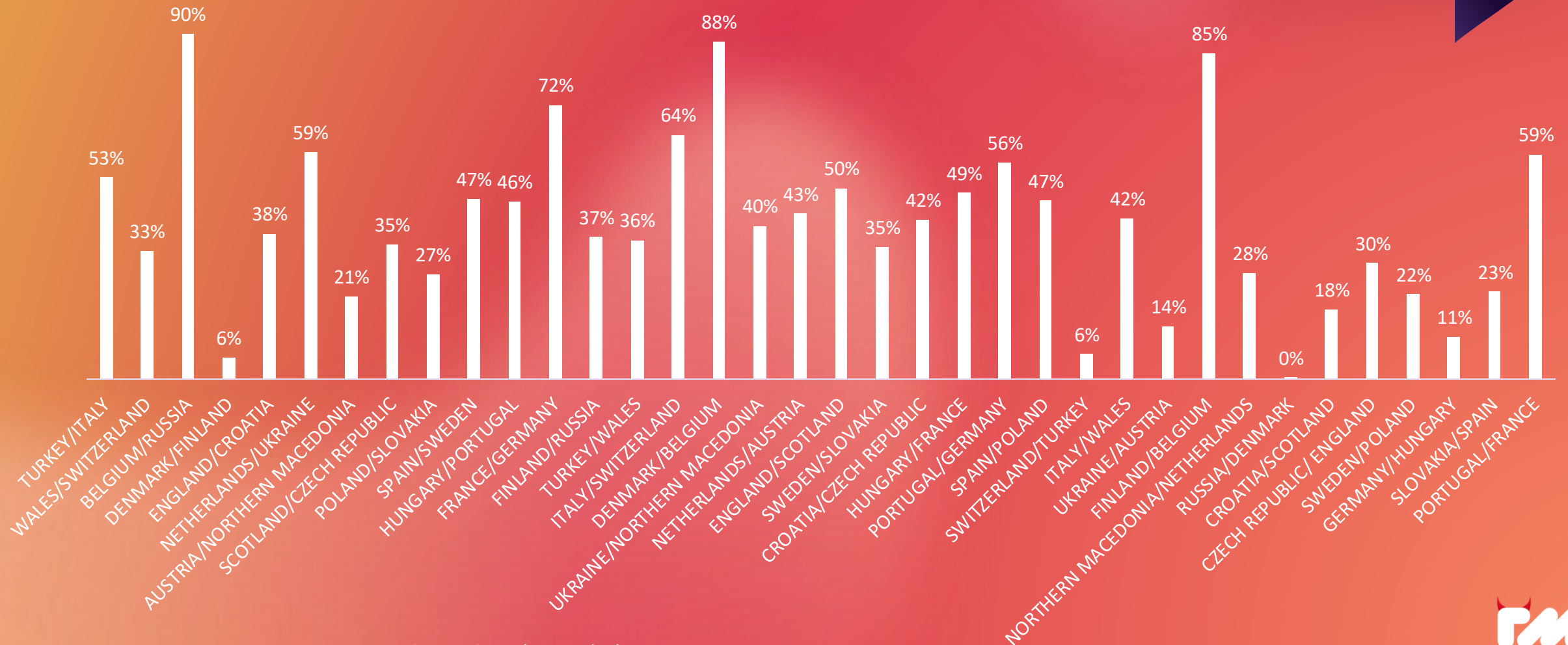
Rating
From 8th final to Final
Average : 14%



Match after match

Share
Group stages
Average : 44%

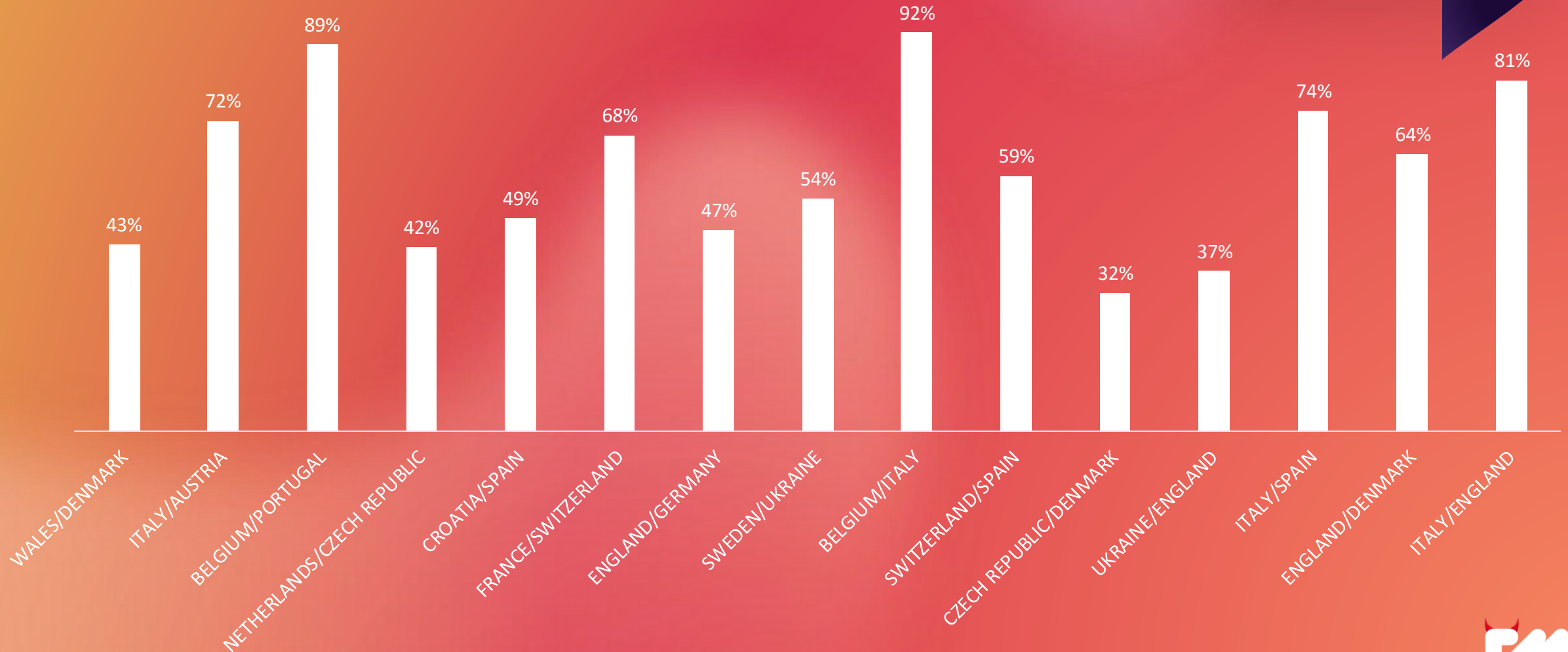
SHARE – 15-54 years



Match after match

Share
From 8th final to Final
Average : 66%

SHARE – 15-54 years

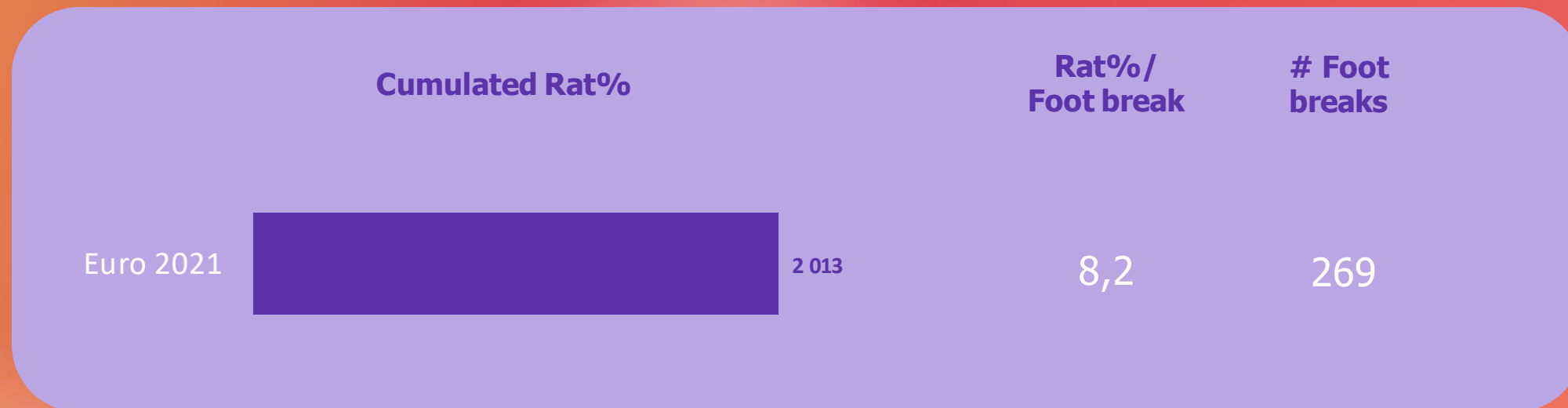


Rising RTBF market shares

	% evolution of share vs 2020 (12/06-12/07)	% evolution of share vs 2019 (14/06-12/07)
Total viewers	+76%	+69%
15-54	+132%	+108%
15-34	+168%	+147%
Men 18-54	+202%	+151%
Women 18-54	+77%	+69%



Very Good GRP's For Euro 2020

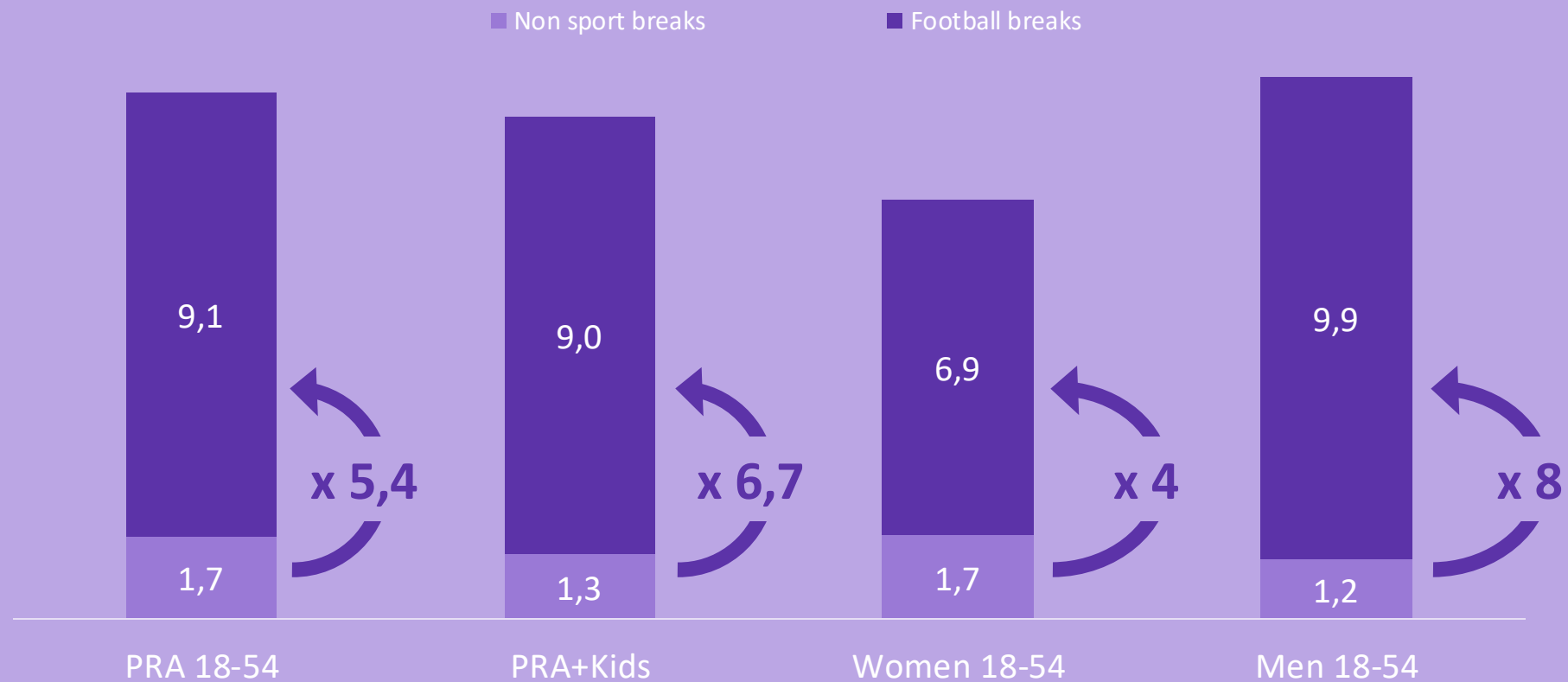


Commercial Breaks

	Average GRP
F(ABC)1	4
F(ABC)A	6
F(ABC)2	10
F(ABC)3	11
F(ABC)B	8



Football breaks are the best



8,3M

Total views on Auvio

53.308

Avg. Viewers /match

EURO 20 on Auvio

154.900

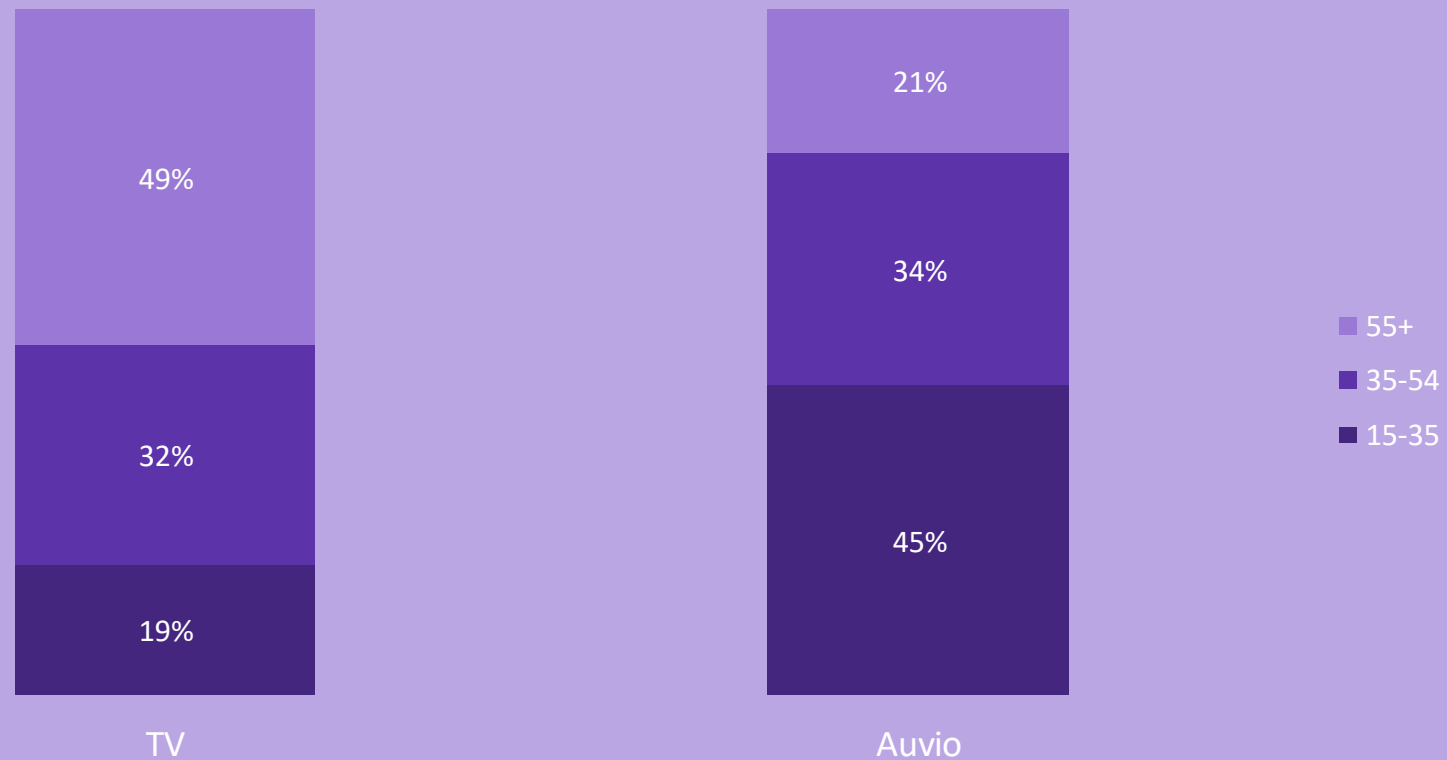
Unique visitors
France / Suisse

+ 11%

Incremental reach vs TV



Auvio & TV, it's a match !



FOCUS RED DEVILS



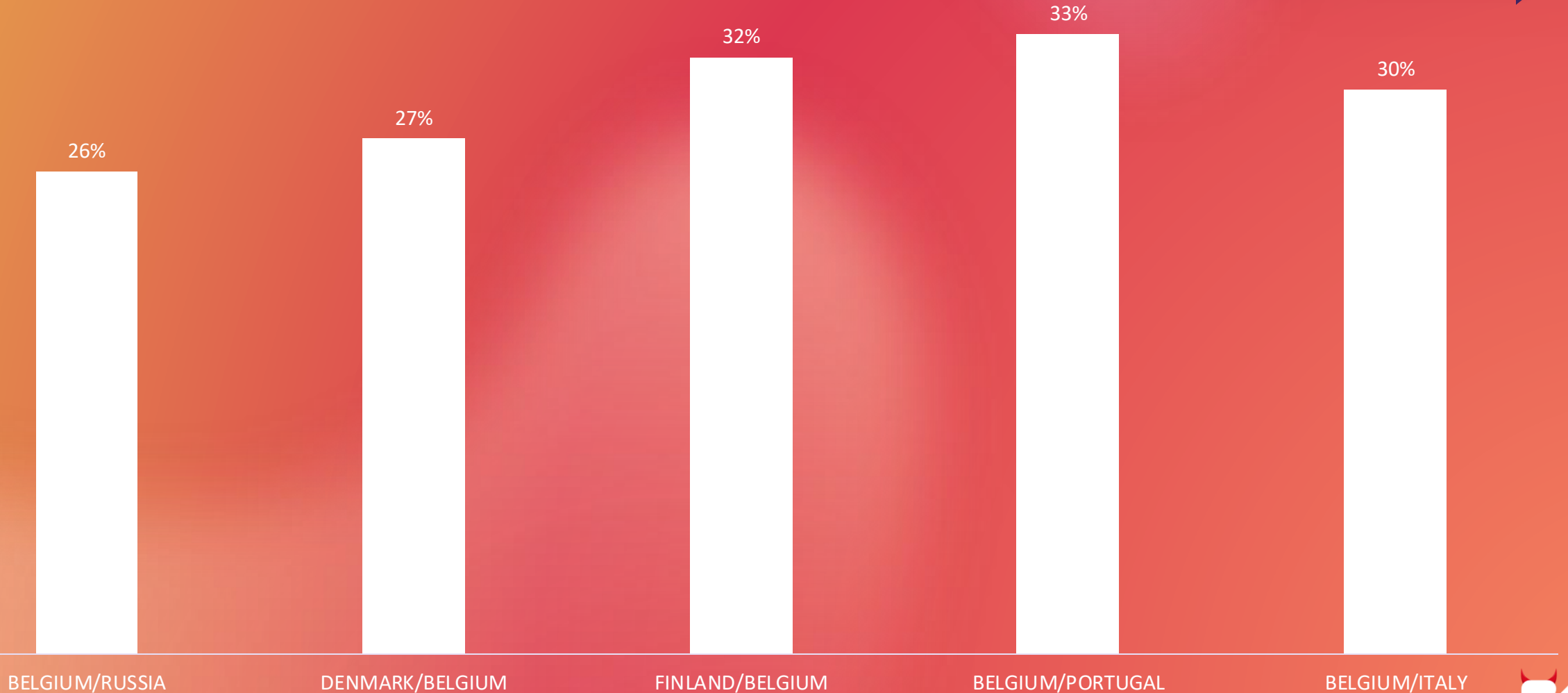
Global Audiences

	Average rating	Average rating%	Average share	Cum. Coverage %	Average nbr of matches viewed
Total viewers	1.431.700	32%	81%	64	3
15-54	695.300	30%	89%	61	3
15-34	262.600	23%	91%	55	2
Men 18-54	360.200	33%	92%	63	3
Women 18-54	306.500	28%	86%	60	3

Match after match

RATING – 15-54 years

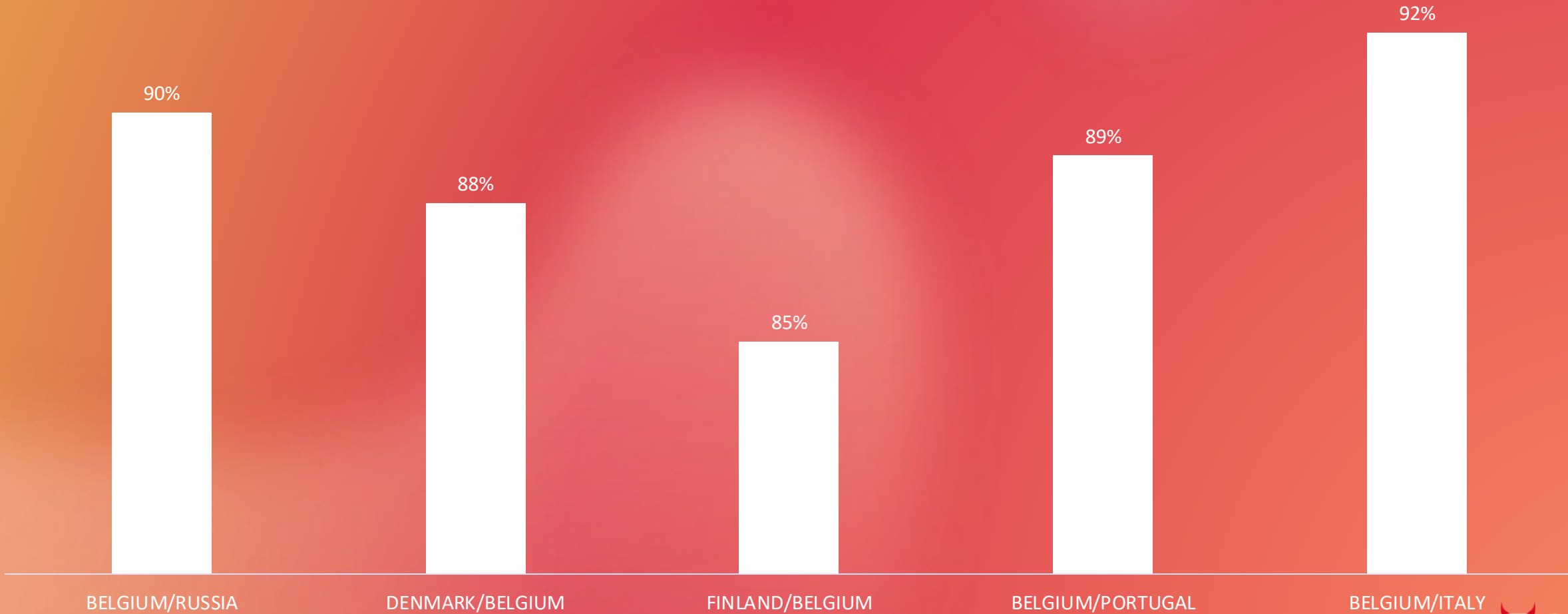
Rating
Average : 29,5%



Match after match

Share
Average : 89%

SHARE – 15-54 years



move ahead

Thank you!

