

# COVID-19

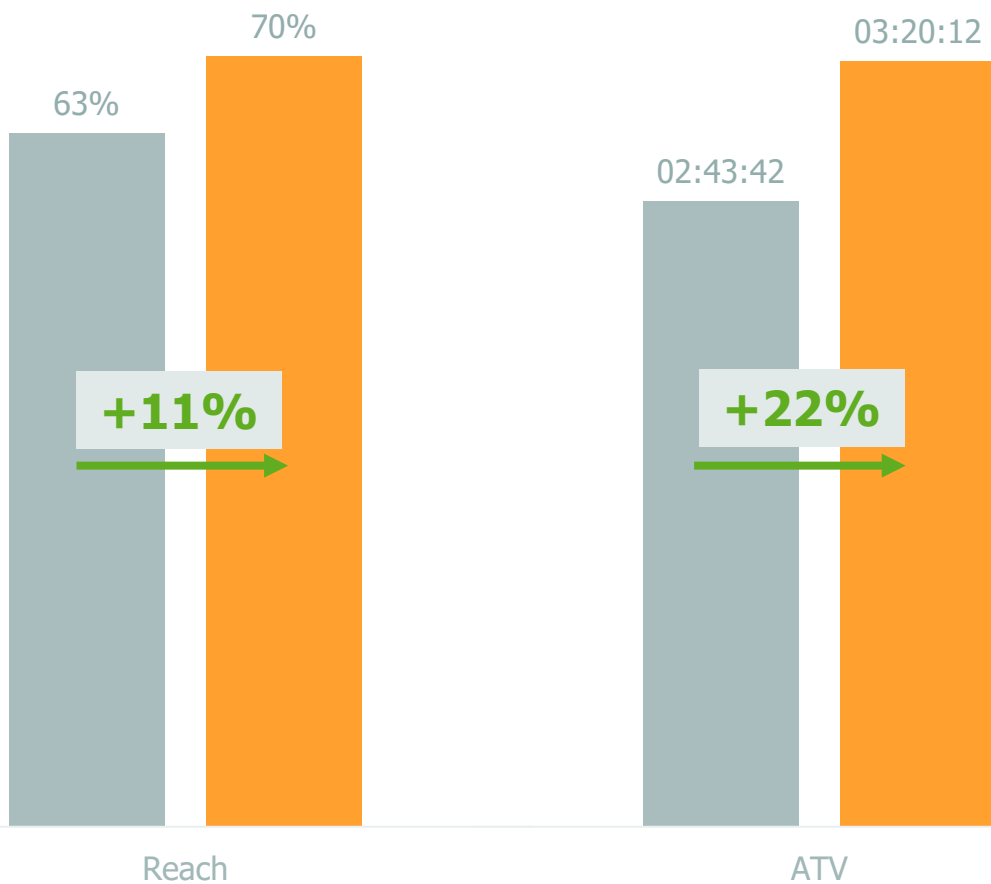
## Belgian media consumption in times of crisis



March 27, 2020

# Rising TV audiences during critical period

■ 12/02-26/02 ■ 11/03-25/03

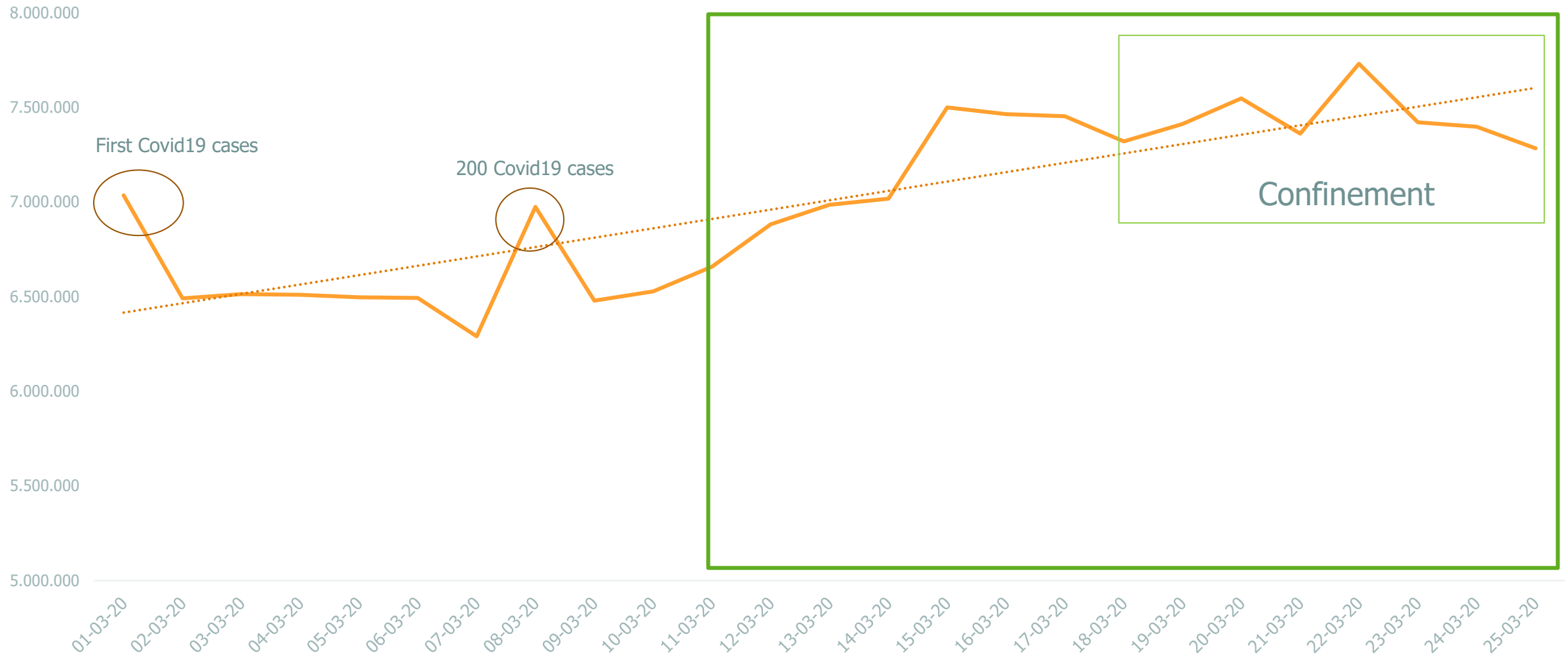


11/03 – 25-03 **VS** 12/02 – 26/02

**+36 minutes**  
of TV per day  
per individual (ATV)

# Increasing trend since the start of the crisis

Reach - Total TV



# More impact on young people

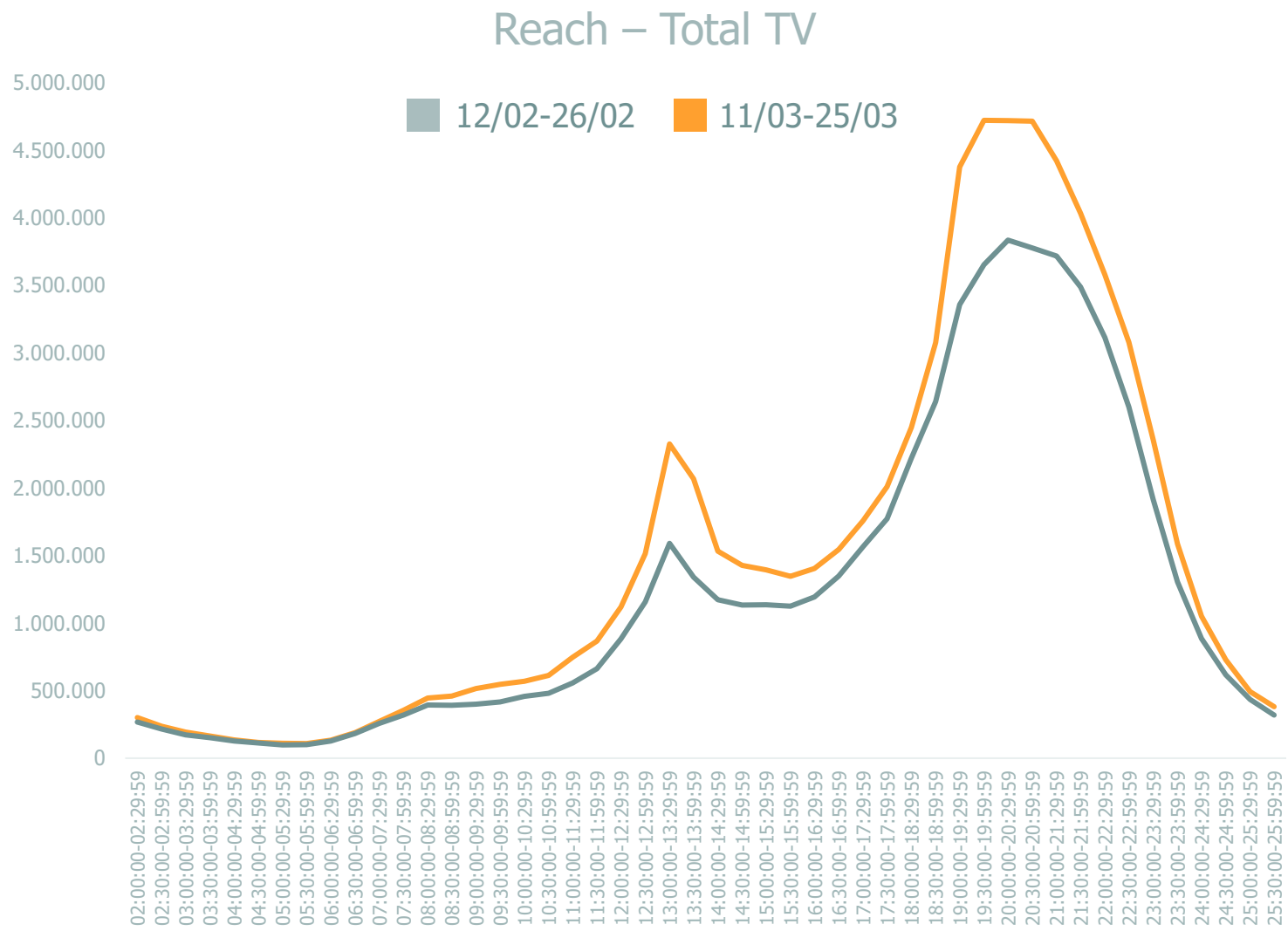
'11/03 – 25/03' VS '12/02 – 26/02'

RATING	Total viewers	Women 18-54	Men 18-54	15-34	PRP 18-54
National	+22%	+33%	+30%	<b>+39%</b>	+30%
South	+21%	+32%	+26%	<b>+36%</b>	+27%
North	+23%	+34%	+32%	<b>+42%</b>	+32%

ATV	Total viewers	Women 18-54	Men 18-54	15-34	PRP 18-54
National	+36 minutes	<b>+44 minutes</b>	+33 minutes	+31 minutes	+42 minutes
South	+36 minutes	<b>+47 minutes</b>	+30 minutes	+29 minutes	+42 minutes
North	+37 minutes	+41minutes	+36 minutes	+ 32 minutes	<b>+42 minutes</b>

REACH	Total viewers	Women 18-54	Men 18-54	15-34	PRP 18-54
National	+11%	+19%	+17%	<b>+24%</b>	+16%
South	+12%	+19%	+19%	<b>+28%</b>	+17%
North	+11%	+17%	+16%	<b>+23%</b>	+17%

# Reinforcement of the information peak



CIM Audimétrie / National ; Reach 10 min. cons. ; +4 ; Total Day



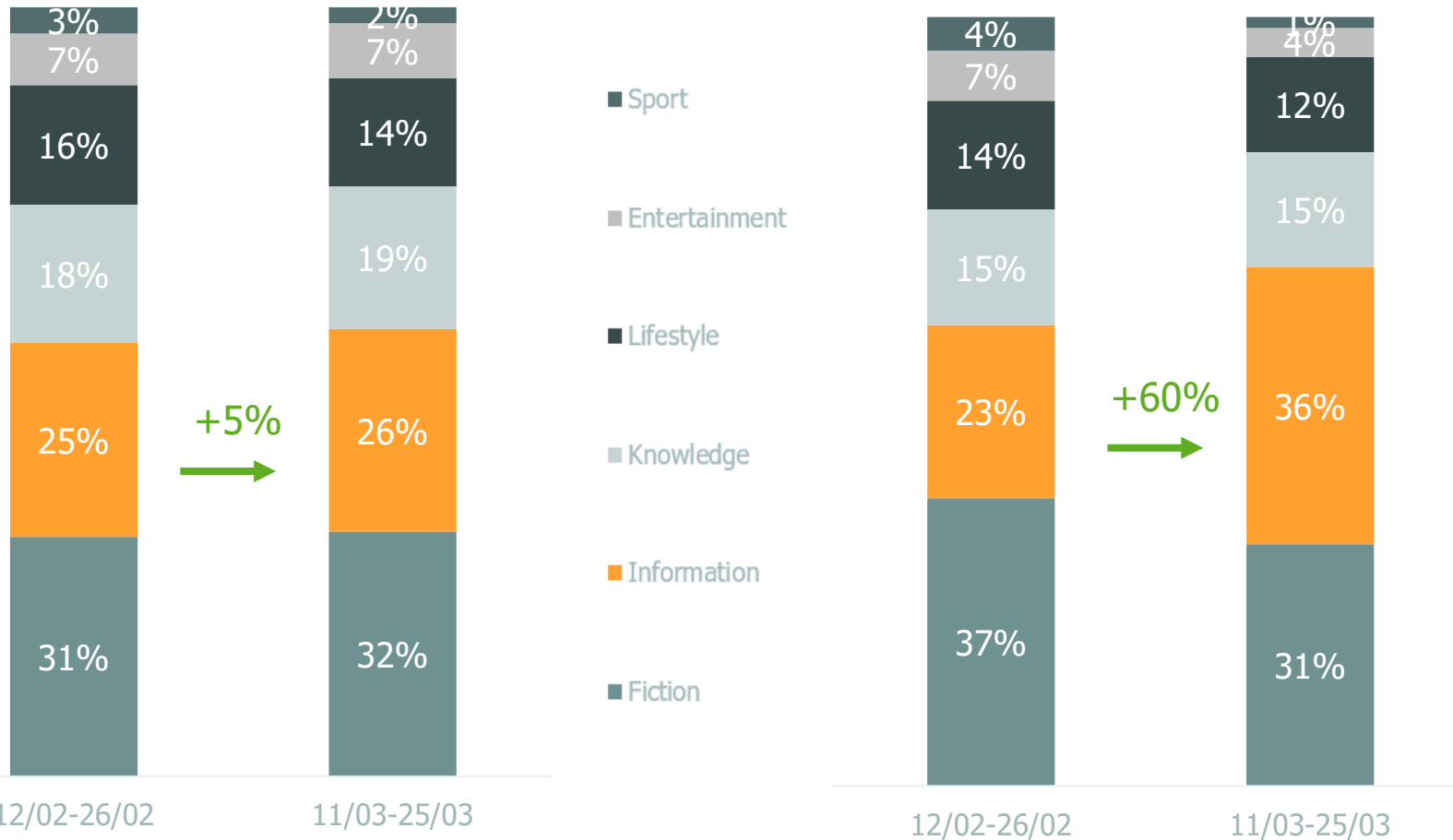


# Transfer between fiction & news

Main Belgian french-speaking TV channels

Content **offer** (program duration)

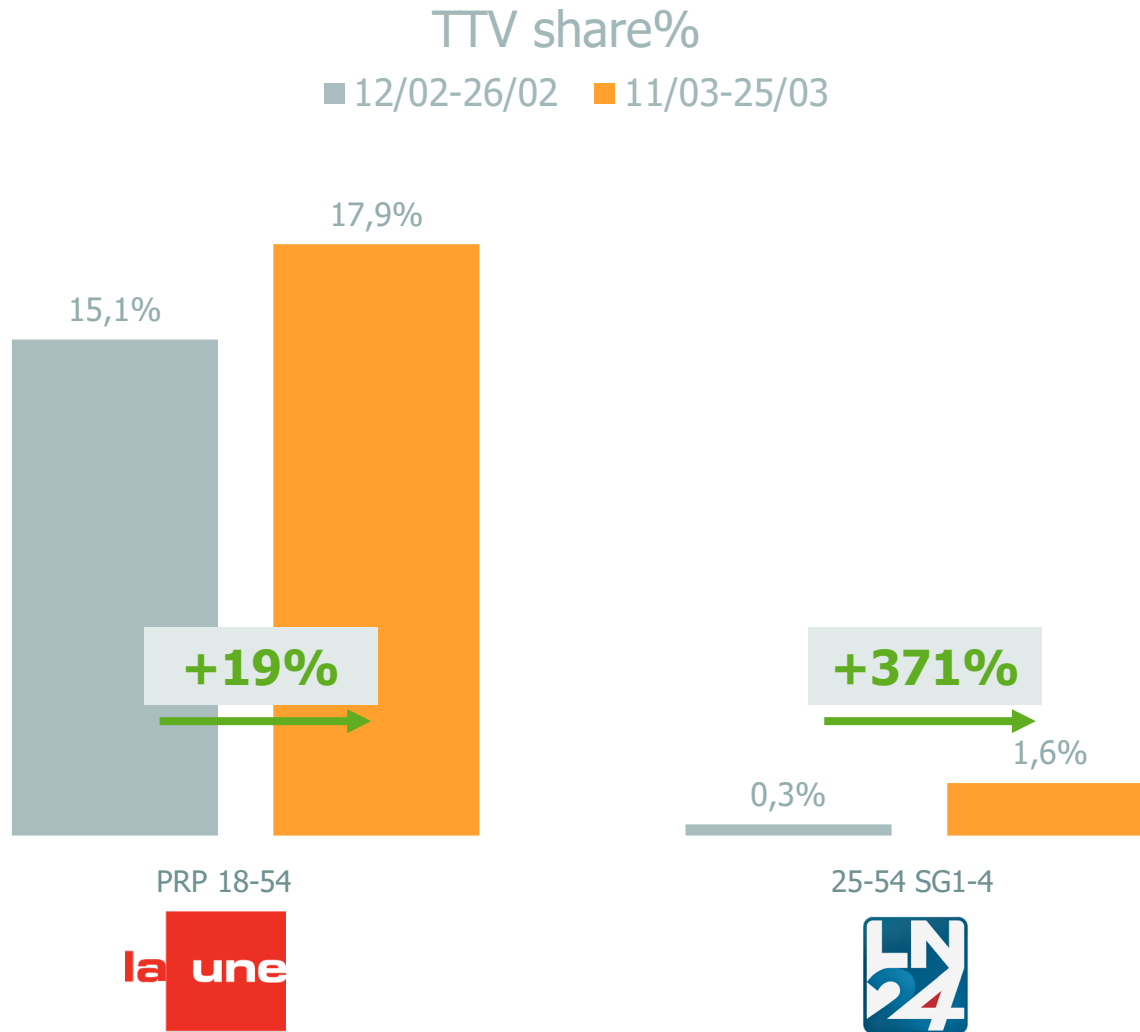
Content **consumption** (ATV)



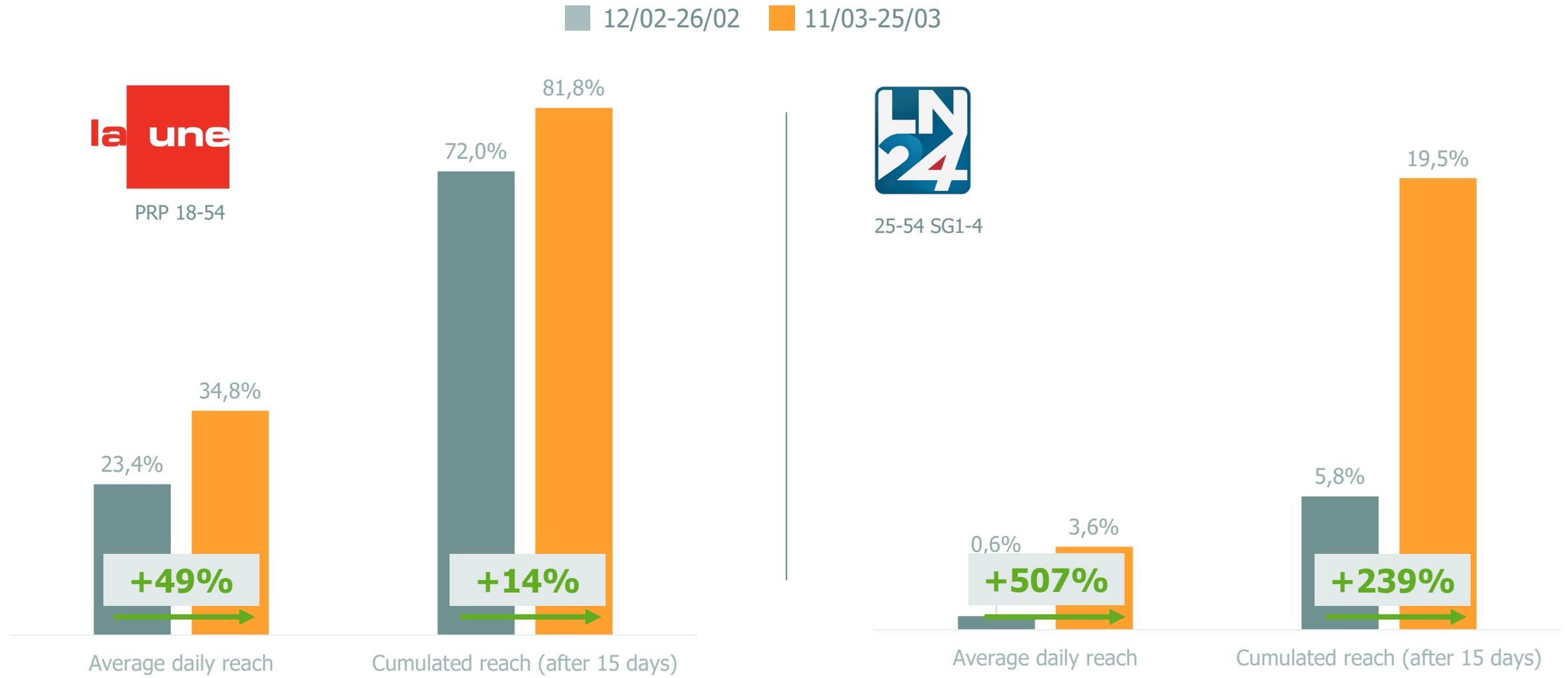
Cumulated reach of « info » content (after 15 days)

**+17%**

# Among the growing Southern channels...



# A large part of new TV viewers





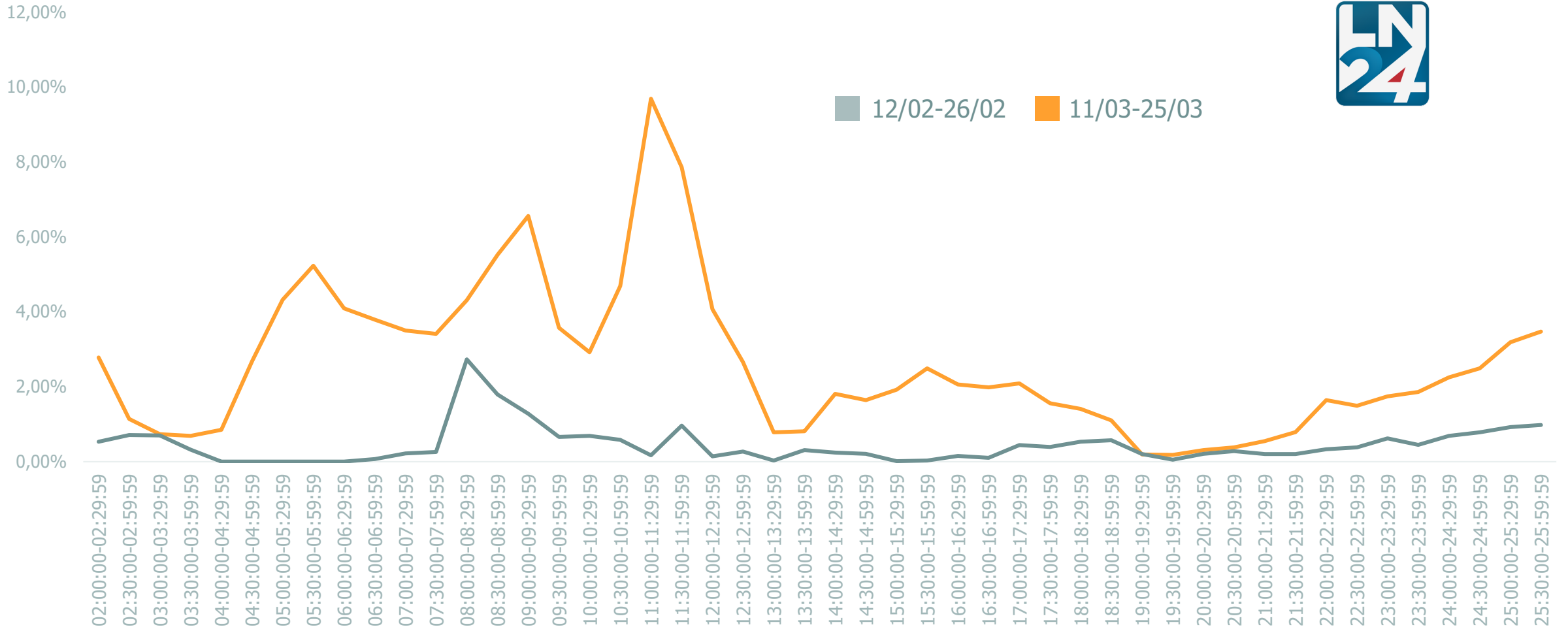
# TV news : records in market share !



Share PRP 18-54		
11/03 – 25/03 vs 12/02 – 26/02		
	Le 13h	Le 19h30
PRP 18-54	+29%	+46%
	29% VS 22%	35% vs 24%

# LN24 informs more people just before 13:00

TTV share 25-54 SG 1-4



# Key moments of information



	Program	Start Time	Rating total viewers
17/03/2020	EDITION SPECIALE	19:29:56	1.062.906
16/03/2020	LE 19.30	19:30:04	908.442
20/03/2020	LE 19.30	19:30:09	899.101

	Program	Start Time	Rating total viewers
24/03/2020	ALERTE INFO	11:00:05	43.107
25/03/2020	ALERTE INFO	12:00:50	41.813
21/03/2020	EDITION SPECIALE	11:00:03	36.332

| RTBF : all the news also on web...

**1.390.000 unique visitors**

per day between 09/03 & 22/03 on RTBF.be

(582.000 in February)

| ...and on RTBF players

**239.000 unique visitors**

per day between 09/03 & 22/03 on RTBF players

(+65% vs February)

# Gouvernement press conference on Auvio

12/03 Government press conference

46.900 unique visitors

16/03 King's speech

15.300 unique visitors

*+16.000 views in replay*

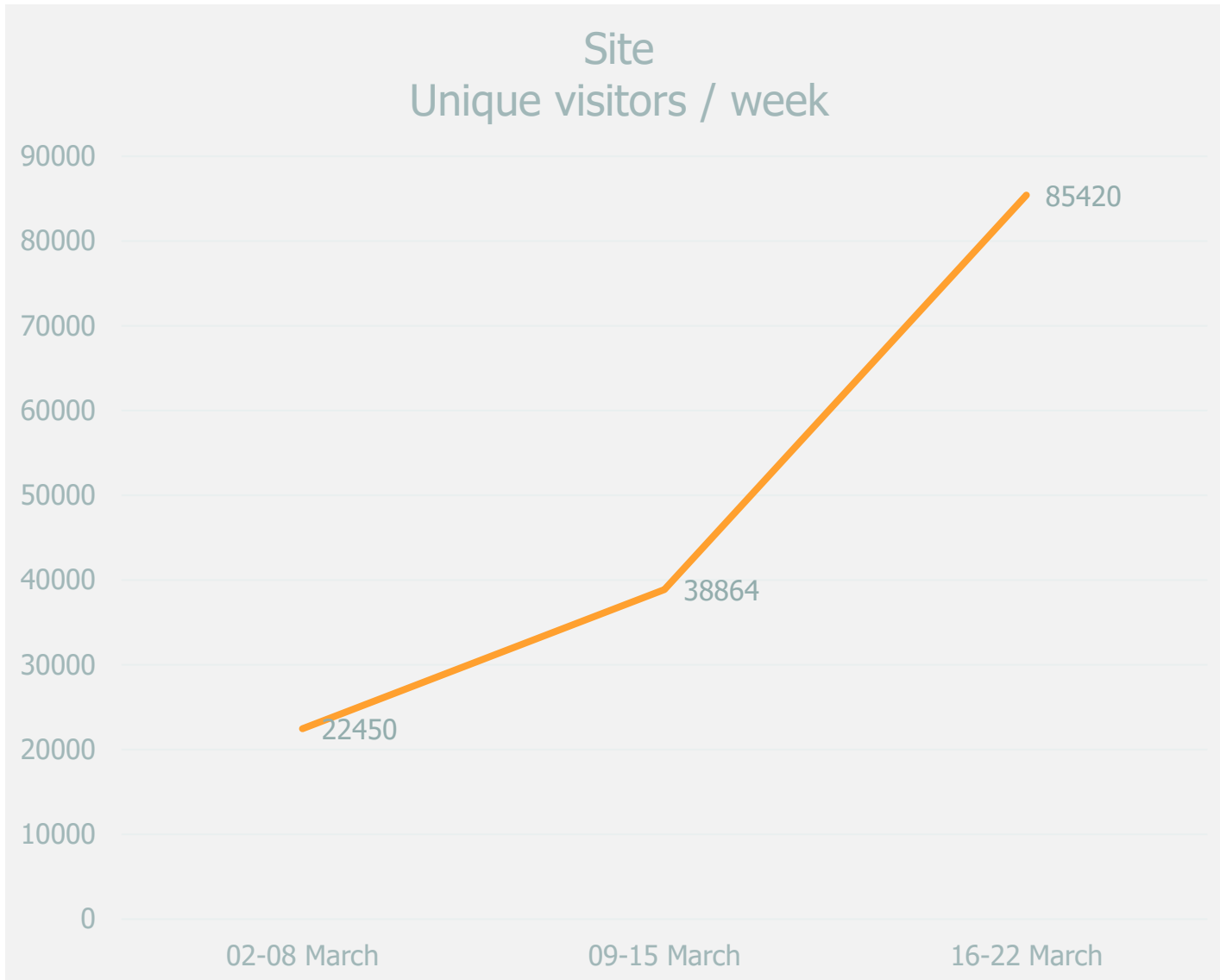
17/03 Government press conference

65.600 unique visitors

*+100.000 views in replay*



# LN24 : important online relay



Source : LN24

Digital offer (site & app)

**156.303**  
unique visitors in March

(65.700 in February)

A background image showing a person's hands holding a smartphone and a remote control. The person is wearing a striped shirt and blue jeans. The image is partially obscured by a large orange horizontal bar at the top and two teal rectangular boxes in the middle.

# THANK YOU

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