



# NEWS CONSUMPTION

MAY 2019





On the occasion of World Information Society Day (17 May), RMB's Marketing Department produced a special report on **information consumption**.

Are Belgians news fans? Via **which media**?

On **which device**? Which channels do they **trust** most?

Which **volume share** does news represent in Belgian TV programming?





8  
/10

follow the news  
at least once a day

Belgians love news! 8 out of 10 French-speaking Belgians say they are very interested in current events and follow the news at least once a day.

What's their favourite medium for consuming news (top 3)?

- TV: 88%
- Internet : 75%
- Radio : 60%

However, preferences differ according to age: Internet leads the pack with a score of 92% among 18-30 year olds.

According to the Reuter news agency's media barometer, in the 37 countries surveyed, 88% of 18-24 year-olds get their information on the web (55% via television) while the Internet drops to 77% among those over 55 (82% for television).

Source : Solidaris 2017 " French-speaking Belgians and the media" | " Media Barometer 2018 Reuters News Agency



## SPECIFIC PROGRAMS & CHANNELS

For **75%** of respondents, the **TV news of the major general-interest channels** is the preferred source of information to **explore** certain topics **in greater depth**. With a score of **63%**, they are also the preferred channels for young people aged 18-30.

For 58% of this young target group, the **first source** of information via the **Internet** is **Facebook**.

However, **45%** of 18-30 year olds say they do not **trust** information on **social networks**.

*Source : Solidaris 2017 "French-speaking Belgians and the media"*



According to the Reuter News Agency's media barometer, **39%** of Belgians get their information from **Facebook**

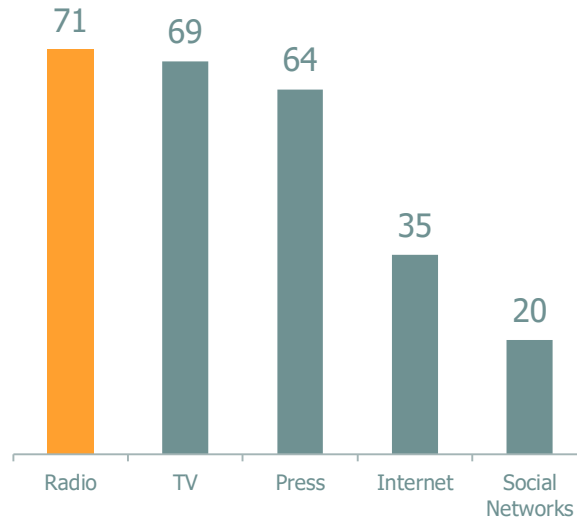
*Source : "2018 Media Barometer" Reuters News Agency*



**72%**

of Belgians **trust the information**  
**in the media**

## Media Trust %



At a time when the "fake news" phenomenon is growing, confidence is crumbling.

Overall, Belgians are satisfied: **72%** of respondents consider that the Belgian media provide reliable information, **or +24%** compared to all European countries.

They mainly trust the **traditional media**.

*Ec.europa.eu " Standard Eurobarometer survey, autumn 2018 - National report Belgium "*



As the elections approach, it is interesting to ask about the opinion of Belgians on social networks and **political information**. The results are inconsistent...

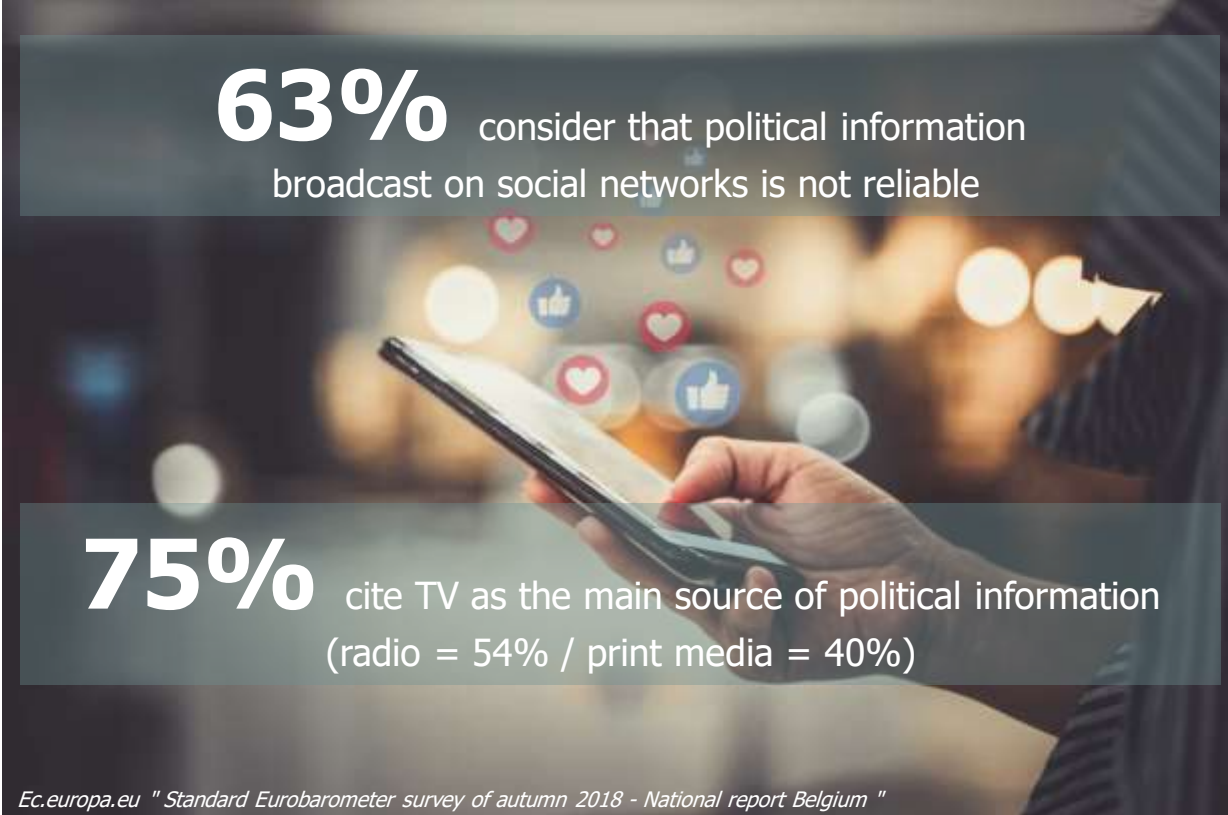
**61%**: good way to stay informed

**63%**: the information is not reliable

**62%**: effective in maintaining the interest of citizens

**57%**: relevant to express oneself

**Traditional media** also remain the preferred source of political information.



**63%** consider that political information broadcast on social networks is not reliable

**75%** cite TV as the main source of political information (radio = 54% / print media = 40%)

*Ec.europa.eu " Standard Eurobarometer survey of autumn 2018 - National report Belgium "*



## DEVICE USED FOR ONLINE INFO - REACH

# 66%

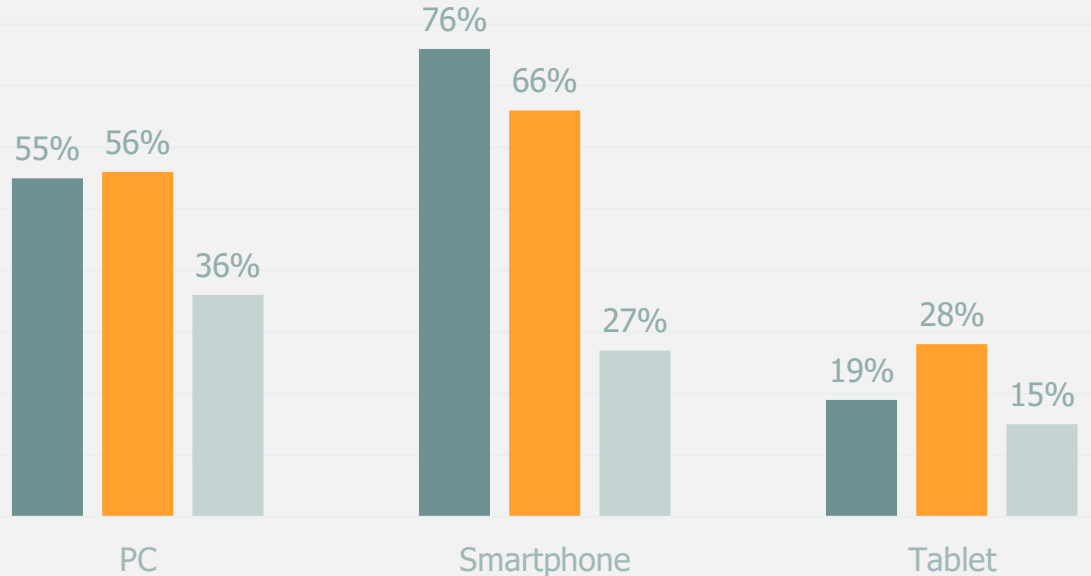
of Belgians visit the main Belgian news sites via their PC

According to the Reuter agency's barometer: 65% of Belgians access online information mainly via their PCs, while 75% of young people aged 18 to 24 mostly use their smartphones .

"2018 Media Barometer" Reuters News Agency

### Reach on info websites

■ 18-34 ■ 35-54 ■ 55+



Source : CIM Internet, %volume info websites - April 2019

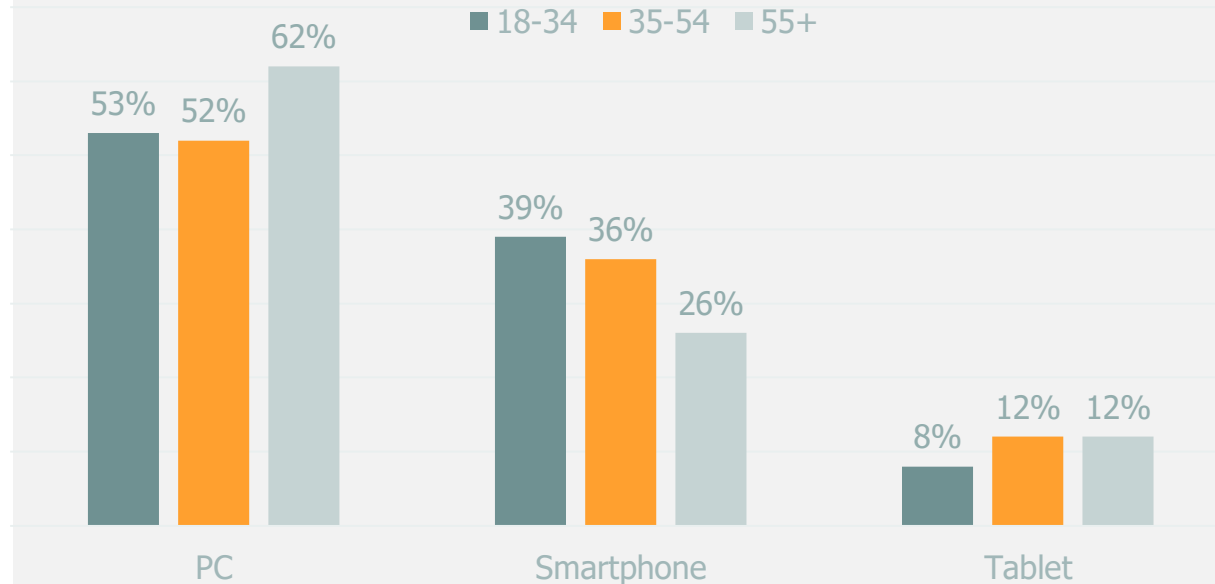


## DEVICE USED FOR ONLINE INFO - VOLUME

# 56%

of the volume of the main Belgian news sites is consumed via a PC

### Consumption volume on info websites



Source : CIM Internet, % volume info websites - April 2019





Information constitutes **15%** of the programme offer of the main generalist channels in the South and North of the country.

**57%** of this information is defined as "general"!

Type of content	%	
General news	57	→ News/Flash: 71% / Other : 21%
Current affairs	21	→ Magazine : 100%
Communication / message	11	
Weather	7	
Economy / political affairs	2	→ Magazine: 73% / Debate : 27%
Special event	1	
Other Other	1	

Belgians devote **19%** of the volume of their TV consumption to information (17% among 18-34 year olds).

Source : CIM Audimetrie/South; April 2019;





## OUR MAIN INFO PARTNERS

Belgians **put their trust most in public information media** : RTBF info is at the top of the ranking followed by Le Soir and La Première.

*"2018 Media Barometer" Reuters News Agency*



- **TV**: information constitutes **23%** (average) of the offer of the programmes of La Une & La Deux
- **Radio** : information constitutes **15%** (average) of the programs offered by La Première (42%), VivaCité, Musiq'3, Classic 21 & Pure

*Source TV = CIM Audimetrie/South; April 2019 & LN24 ; Source Radio = RTBF*

The future 24-hour news channel



Every day a **live interview** at 08:30 AM on **Facebook and Twitter!**



Martin Buxant



Joan Condijs



Boris Portnoy

Find all the **sequences** on Facebook, Twitter & Instagram

Already **200.872 views** (26/03 to 17/05)



## BELGIANS AND NEWS 6 MAJOR TAKEAWAYS

- TV and Web are the favourite media to consume news
- Belgian media provide reliable information
- Distrust of information via Facebook
- News sites are viewed mainly via a PC
- 14% of TV programming is dedicated to news
- Information is "hyper-consumed" media content  
(%TV volume consumed > %TV volume offered)



For further **information**, please contact:

**Lynda Calonne** - HEAD OF BRAND MARKETING  
[l.calonne@rmb.be](mailto:l.calonne@rmb.be)

**Anne de Kerchove** - BRAND MARKETING EXPERT  
[a.dekerchove@rmb.be](mailto:a.dekerchove@rmb.be)