

THINK AHEAD



INCREMENTAL

RADIO + OLA : WHAT A POWERFUL COMBINATION

OLA INCREASES OVER TIME

■ OLA Weekly reach 12+ in South Belgium

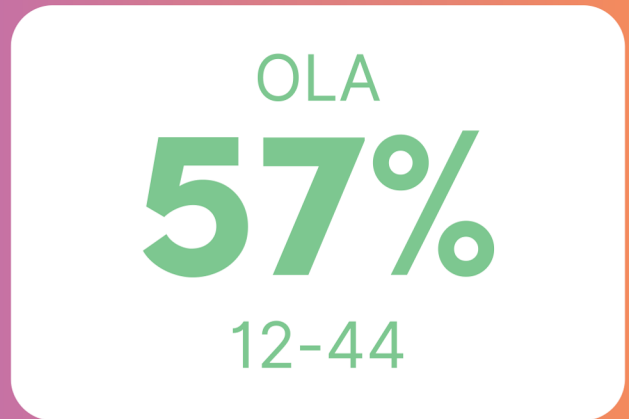
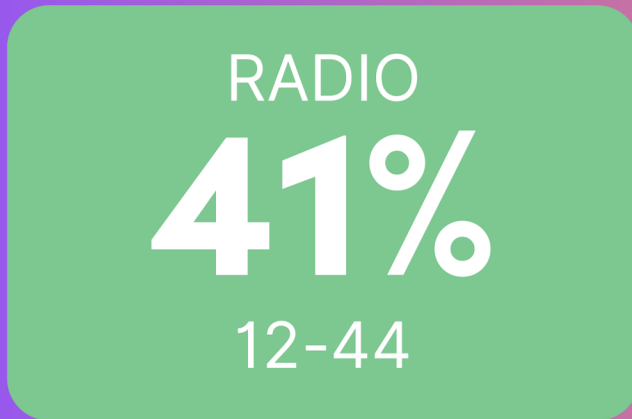


+34% in 2023 vs 2022

Source : CIM, Establishment survey 2023, OLA (Live via SITE OR APP Radio Station, LIVE via Radio Platform, Timeshifted radio and Podcast, min. once a week), universe : South 12+.

YOUNGER AUDIENCE ON ONLINE AUDIO

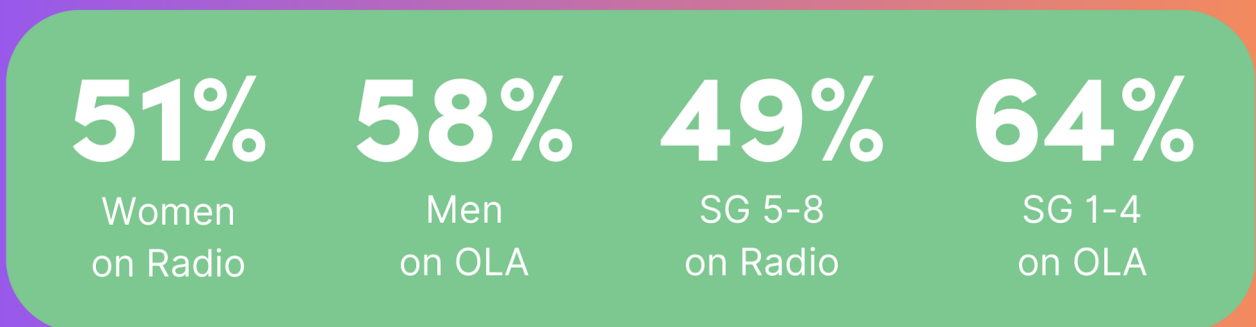
%profile (weekly reach)



Source : CIM, Establishment survey 2023, Linear Radio (LIVE FM Radio, LIVE DAB Radio, LIVE TV Radio min. once a week) and OLA (Live via SITE OR APP Radio Station, LIVE via Radio Platform, Timeshifted radio and Podcast, min. once a week), universe : South 12+.

REACH DIFFERENT TARGETS

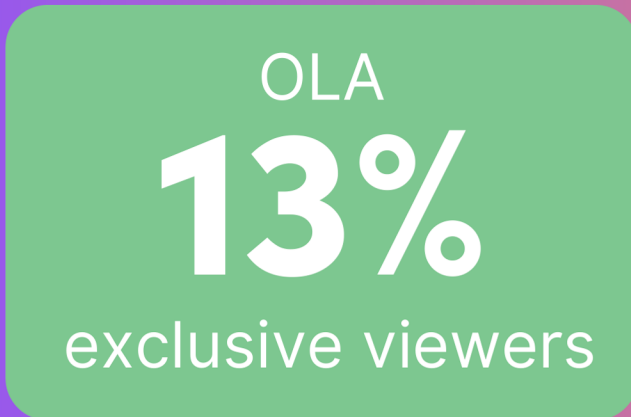
Profile (weekly reach)



Source : CIM, Establishment survey 2023, Linear Radio (LIVE FM Radio, LIVE DAB Radio, LIVE TV Radio min. once a week) and OLA (Live via SITE OR APP Radio Station, LIVE via Radio Platform, Timeshifted radio and Podcast, min. once a week), universe : South 12+.

MASSIVE REACH SOLUTION

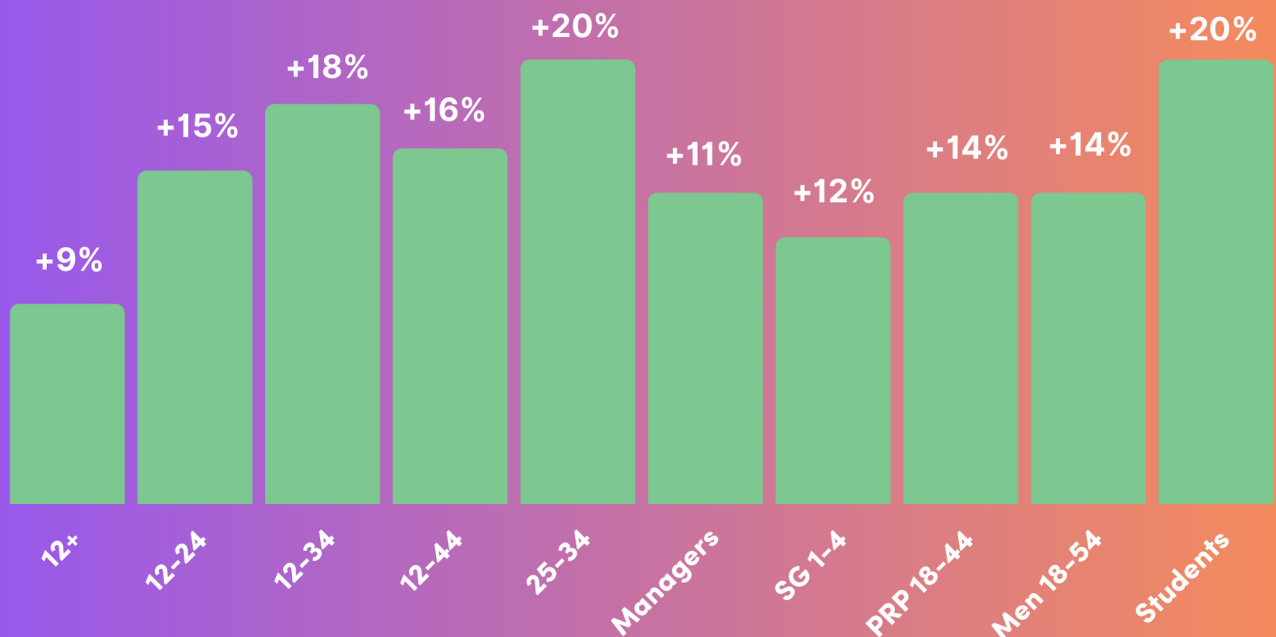
Total weekly reach 12 - 44



Source : CIM, Establishment survey 2023, Linear Radio (LIVE FM Radio, LIVE DAB Radio, LIVE TV Radio min. once a week) and OLA (Live via SITE OR APP Radio Station, LIVE via Radio Platform, Timeshifted radio and Podcast, min. once a week), universe : South 12+.

OLA INCREMENTAL REACH

RADIO + OLA (VS RADIO)



Source : CIM, Establishment survey 2023, Linear Radio (LIVE FM Radio, LIVE DAB Radio, LIVE TV Radio min. once a week) and OLA (Live via SITE OR APP Radio Station, LIVE via Radio Platform, Timeshifted radio and Podcast, min. once a week), universe : South 12+.

