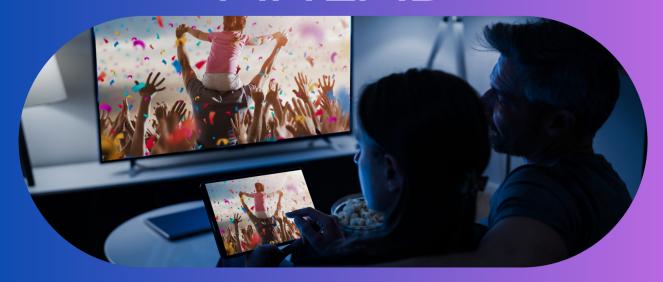
THINK AHEAD



INCREMENTAL

TV + BVOD: WHAT A POWERFUL COMBINATION

BVOD INCREASES OVER TIME

BVOD Weekly reach 12+ in Belgium

2.441.000

2.800.000

2022

2023

+14% in 2023 vs 2022

Source: CIM, Establishment survey 2023, BVOD (emissions in time shifted, Prior to broadcast, and short TV fragments on site/apps TV Channel. min. once a week), universe: South 12+.



YOUNGER AUDIENCE ON BVOD

%profile (weekly reach)

40% 12-44

BVOD 53% 12-44

Source: CIM, Establishment survey 2023, Linear TV (TV emissions in live min. once a week) and BVOD (emissions in time shifted, Prior to broadcast, and short TV fragments on site/apps TV Channel. min. once a week), universe: South 12+.

COMPLEMENTARITY PROFILE BETWEEN TV & BVOD

%profile (weekly reach)

Women on TV

Men on BVOD

52% 53% 52% 57%

SG 5-8 on TV

SG 1-4 on BVOD

Source: CIM, Establishment survey 2023, Linear TV (TV emissions in live min. once a week) and BVOD (emissions in time shifted, Prior to broadcast, and short TV fragments on site/apps TV Channel, min, once a week), universe: South 12+.



VIDEO MASSIVE REACH SOLUTION

Total weekly reach 12 - 44

BVOD
10%
exclusive viewers

TV + BVOD +11% incremental reach

Source: CIM, Establishment survey 2023, Linear TV (TV emissions in live once a week) and BVOD (emissions in time shifted, Prior to broadcast, and short TV fragments on site/apps TV Channel. min.Once a week), universe: South 12+.

BVOD INCREMENTAL REACH

TV + BVOD (VS TV)



Source: CIM, Establishment survey 2023, Linear TV (TV emissions in live once a week) and BVOD (emissions in time shifted, Prior to broadcast, and short TV fragments on site/apps TV Channel. min.Once a week), universe: South 12+.