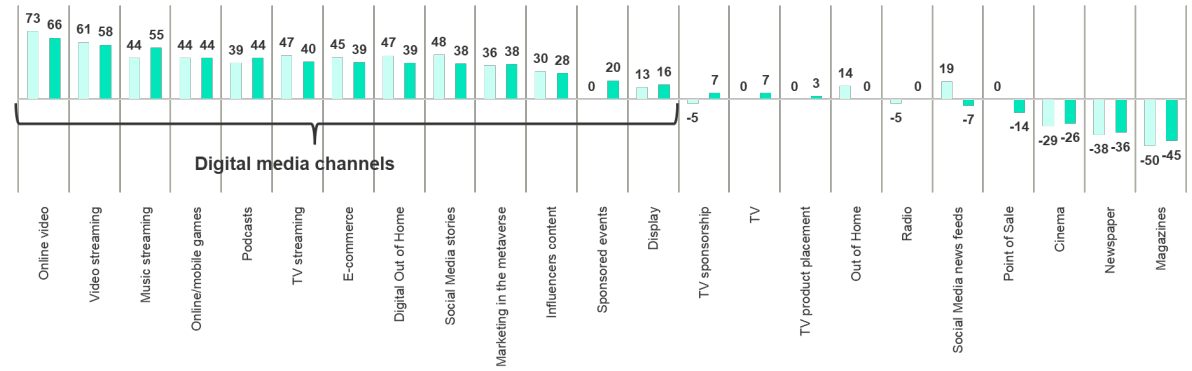


# Changes in budget/resource allocation (% net +ve)



Change in 2022  
Anticipated in 2023

Source: Media Reactions 2022 survey of Belgian marketers  
Q. How has your allocation of budget and/or resources for the following channels for 2022 changed (compared to 2021)  
Q. How do you expect allocation of your budget and/or resource to change in 2023  
Response options for both questions were increase/ stay the same/ decrease. Figure shown is the difference between "increase" and "decrease".