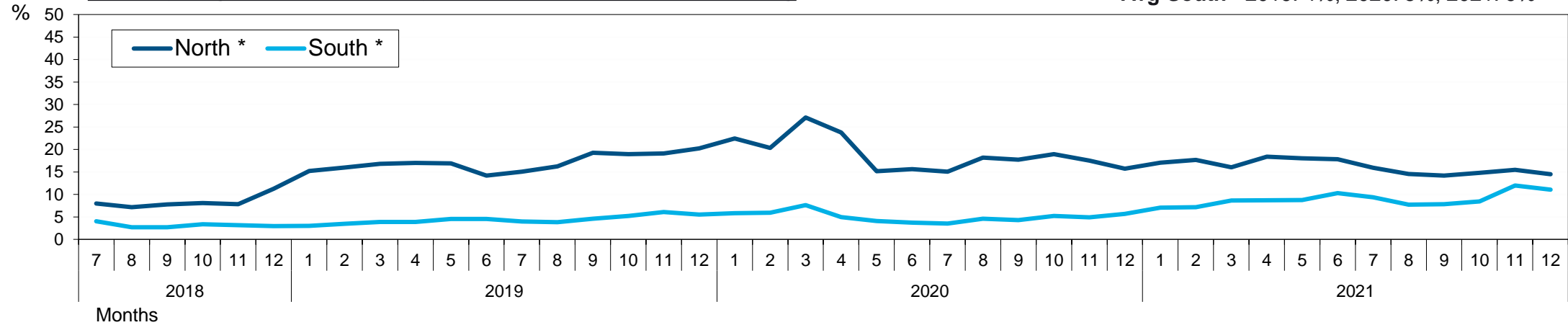


# The irresistible rise of 'à la carte' video viewing

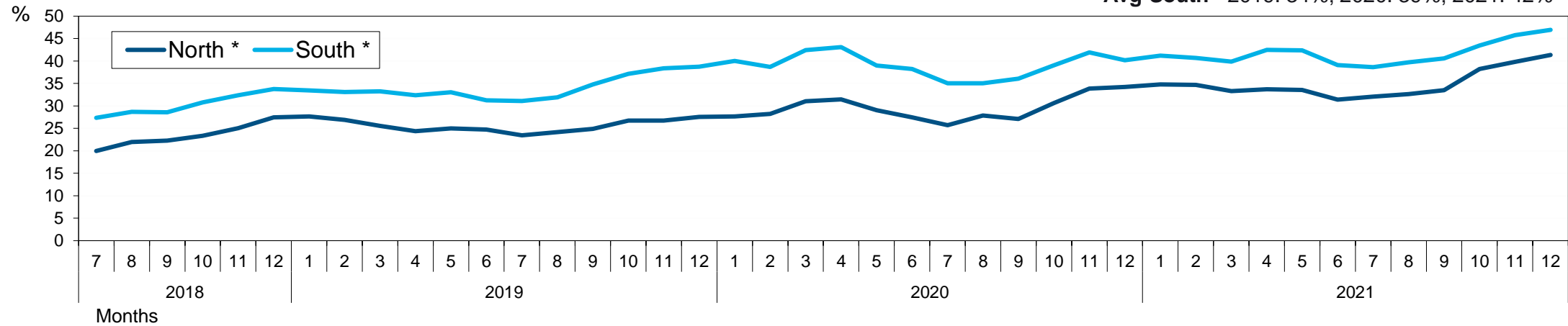
## Via any digital device: daily reach local video streaming

Avg North - 2019: 17%; 2020: 19%; 2021: 16%  
Avg South - 2019: 4%; 2020: 5%; 2021: 9%



## Via TV screen: daily reach \*\* connected TV+ DVB

Avg North - 2019: 26%; 2020: 30%; 2021: 35%  
Avg South - 2019: 34%; 2020: 39%; 2021: 42%



\* North = Dutch-speaking; South = French-speaking. \*\* ≥ 10 minutes