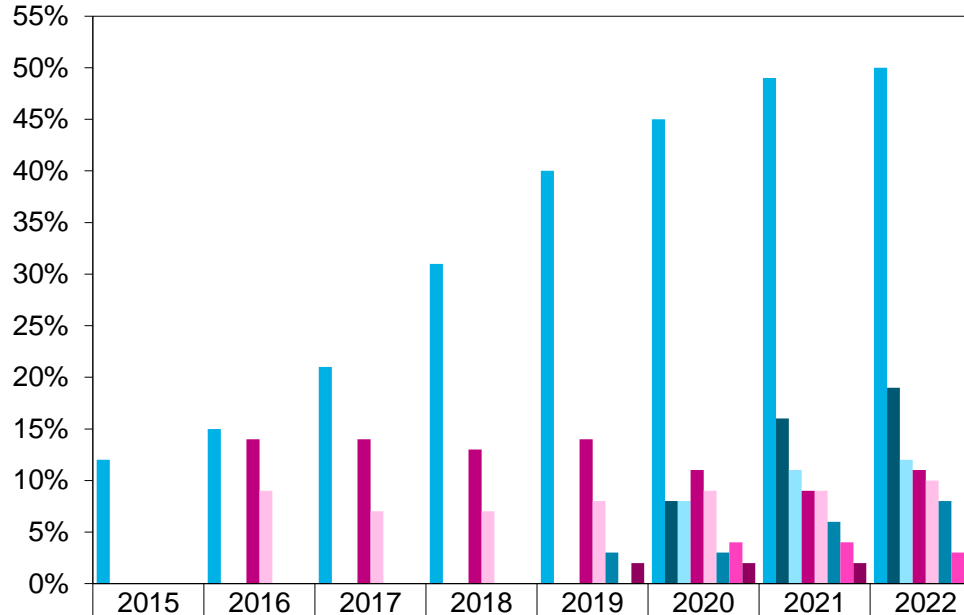


VOD dynamics in Flanders

Paid for VOD pluri yearly evolution

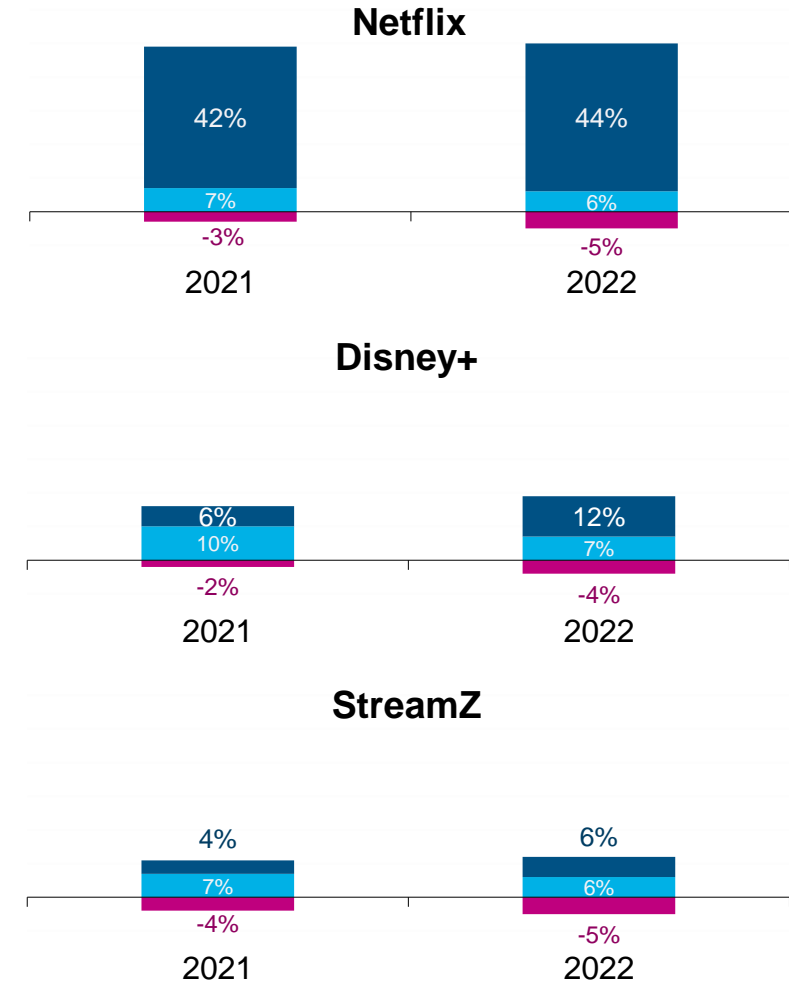


Netflix	12%	15%	21%	31%	40%	45%	49%	50%
Disney+						8%	16%	19%
Streamz						8%	11%	12%
Package films & series		14%	14%	13%	14%	11%	9%	11%
Sport package		9%	7%	7%	8%	9%	9%	10%
Amazon Prime					3%	3%	6%	8%
Apple TV+						4%	4%	3%
YouTube (premium)					2%	2%	2%	2%

% refer to 16+ population in Flanders ± 5.544.600 (Digimeter 2022 n = 2309)

SVOD churn & retention 2021-2022 in top 3

■ Churn ■ Net gain ■ Retained from Y-1



Source: Digimeter 2022 Digitale trends in Vlaanderen