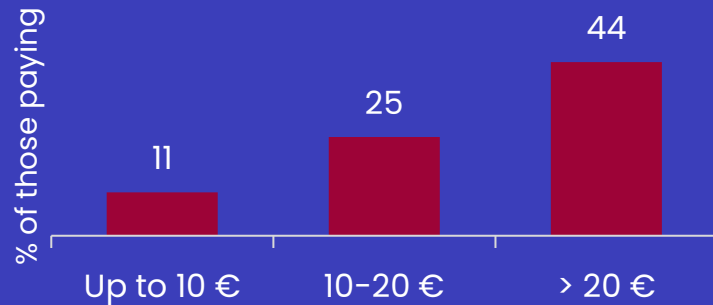


Paid video subscriptions in Belgium

Monthly price paid for video



Q- Which, if any, of the following paid digital subscription services do you have access to?

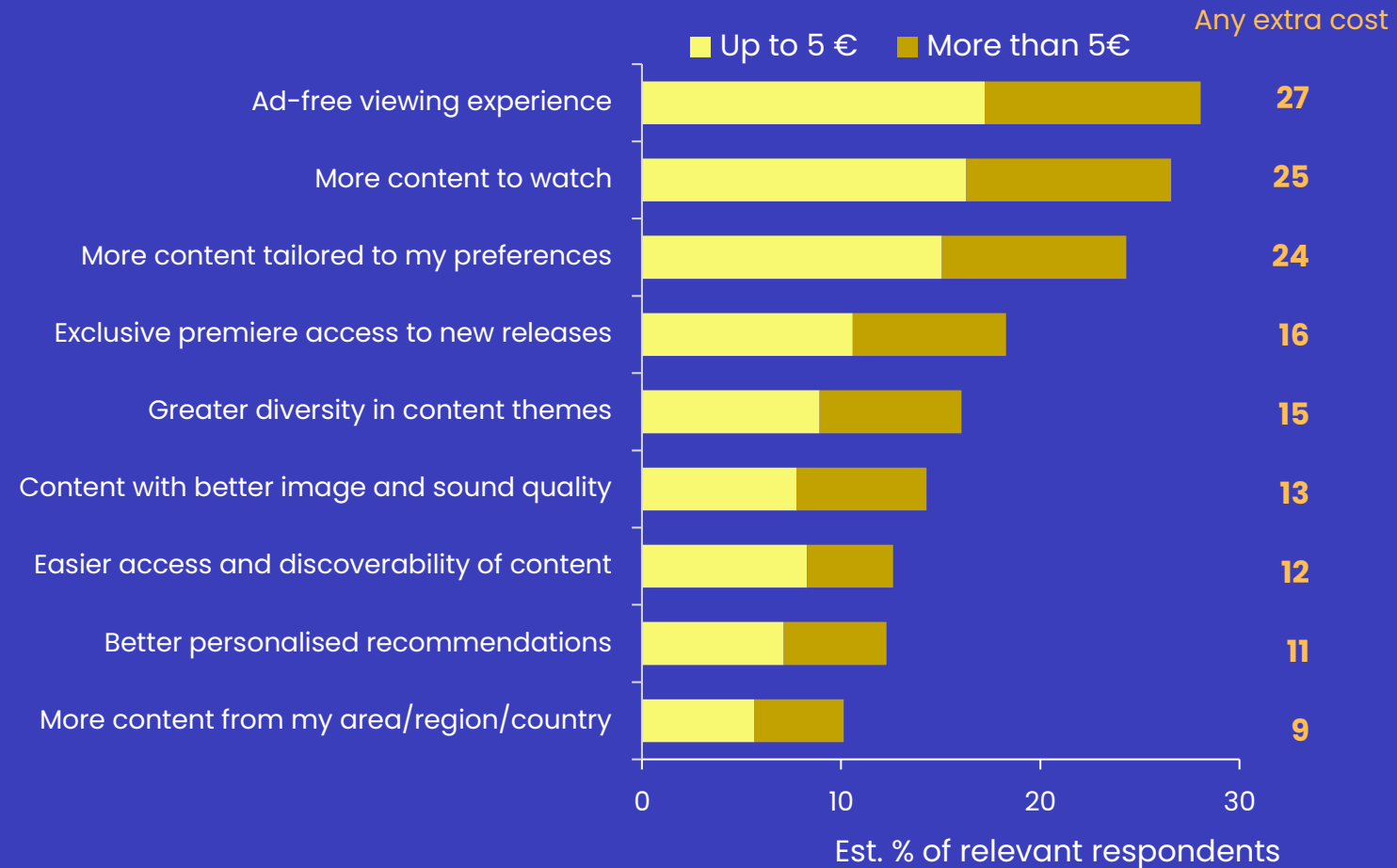
Reasons to subscribe

	Least important (a)	Most important (b)	Balance (b)-(a)
Selection of films/series	10%	33%	23%
Attractive price/promotion	7%	23%	16%
Included in my TV/internet package	7%	20%	13%
Selection of sports events	28%	10%	-18%
My friends/family have a subscription	25%	9%	-16%
Selection of other content (e.g. cooking, talent, dating shows)	23%	6%	-18%

Q- What would typically be the main reasons for you to subscribe to a new video streaming service?

Willingness to pay for extra video subscription features

Q- In addition to your current monthly spend on video subscription services, how much more would you pay to receive the following types of content, access to content or experiences?



Sources: Deloitte Digital Consumer Trends 2025 (prices) European Commission Study on audiences, consumer behaviour and preferences relating to the consumption of media content. Final report 2025 (reasons to subscribe)

