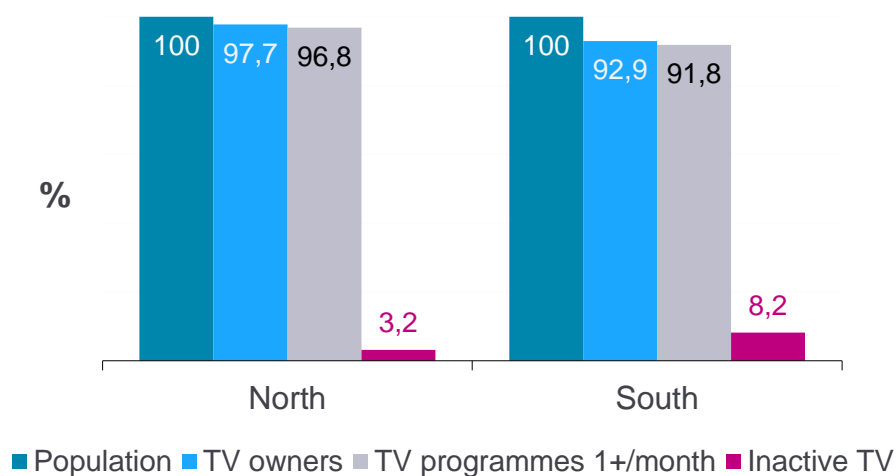


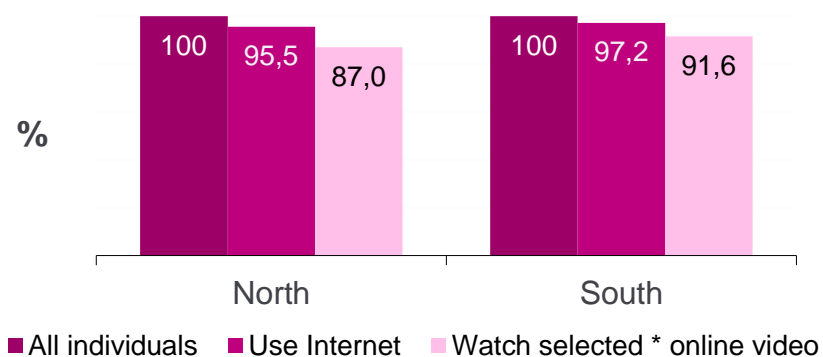
# « TV » & « non TV » populations

## 'No TV' does not mean 'not connected'

Individuals by TV potential

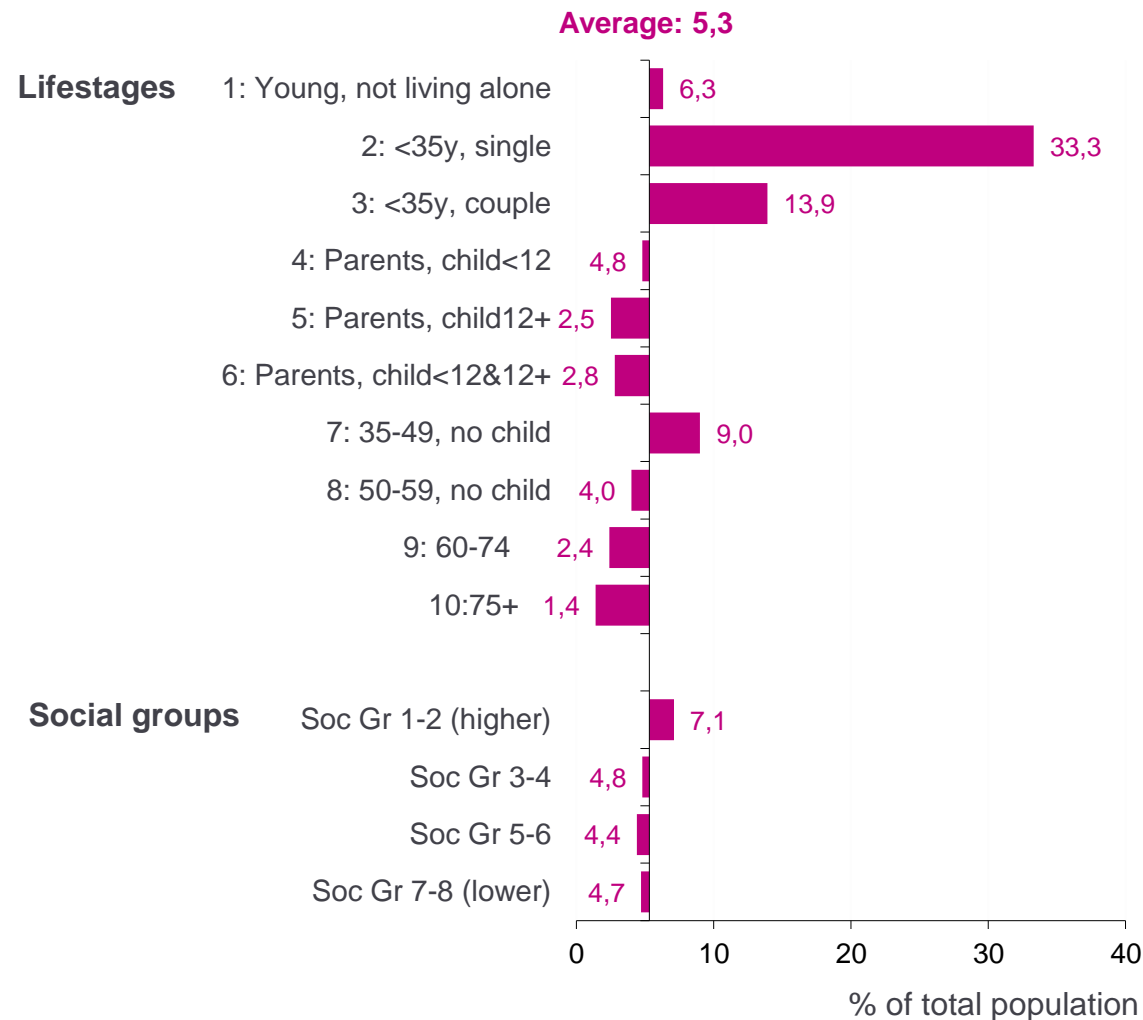


'Inactive TV' online behaviour



\* Youtube, Netflix, Disney+, Twitch

Directional profile «Inactive TV» segment (national)



Source: CIM Establishment Survey 2022-2023. Population 12+