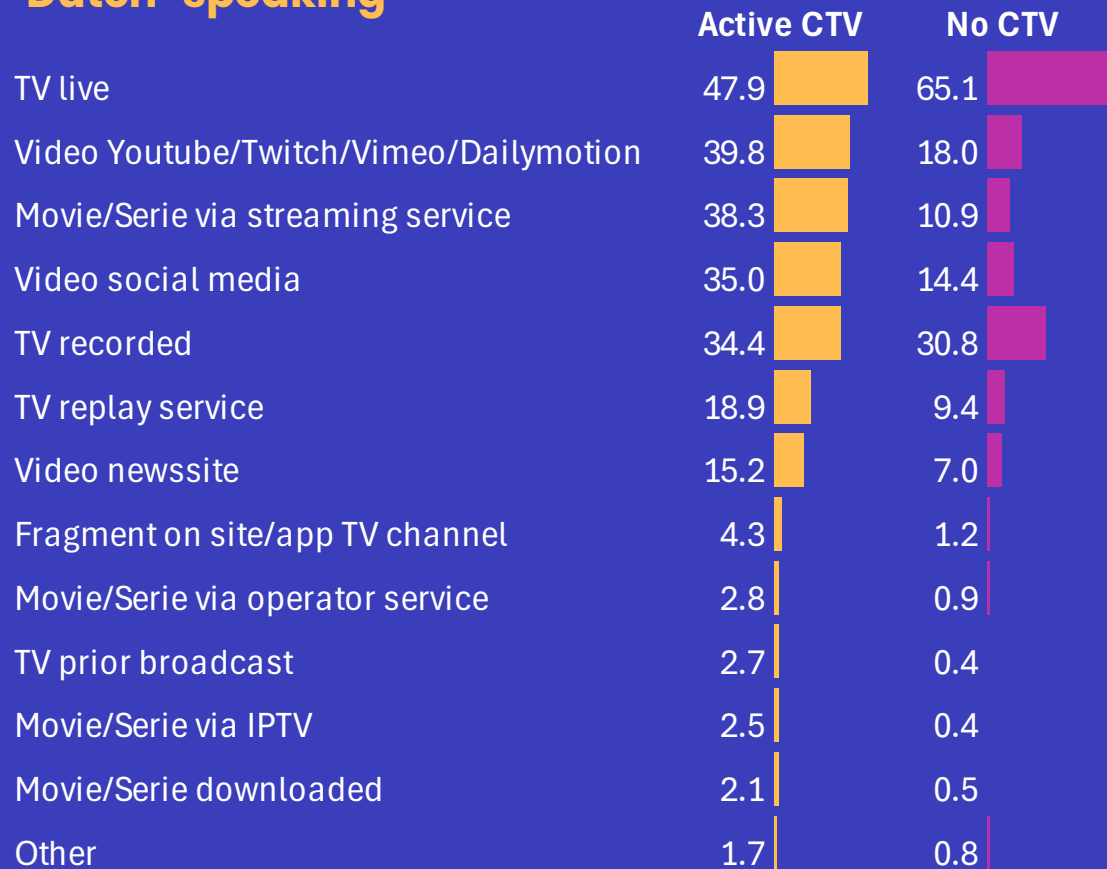


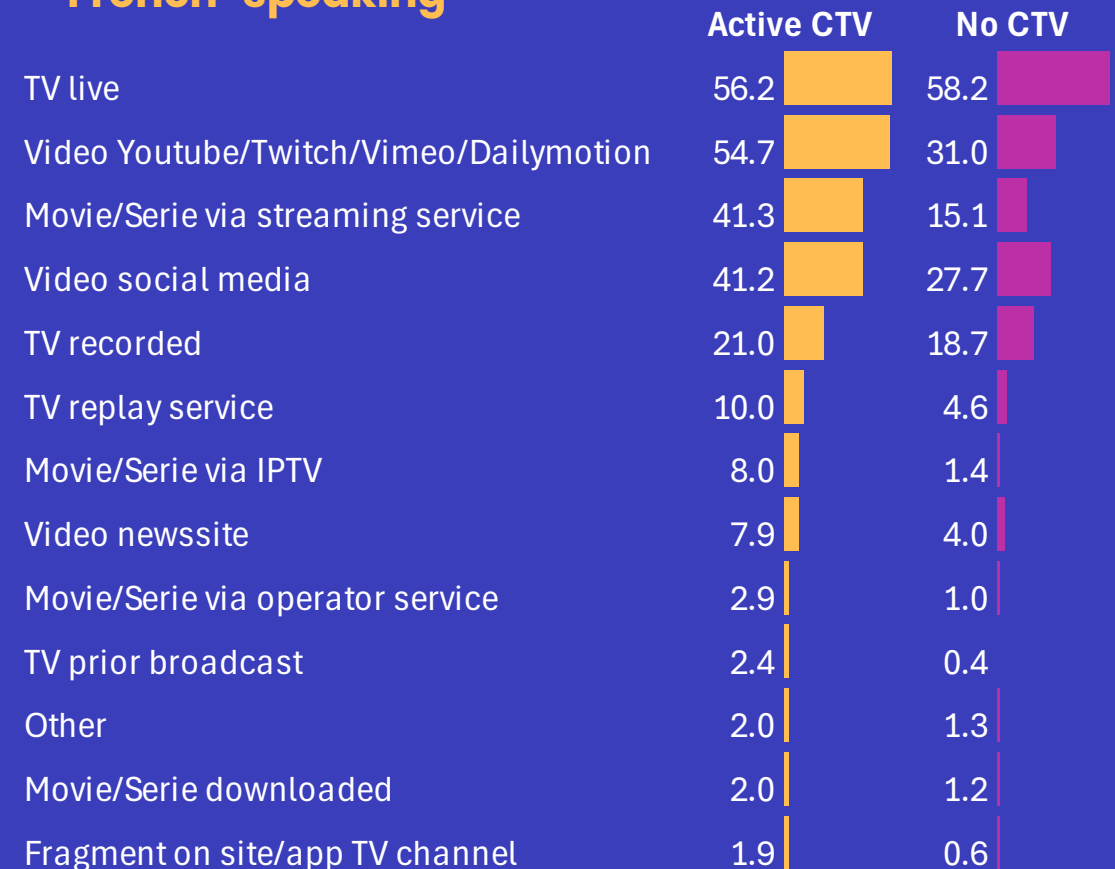
# A connected TV-set is still... a TV-set !

Daily reach % estimates of viewing behaviours by type of TV-set in the household

## Dutch-speaking



## French-speaking



CTV = connected TV set. Active CTV = actual (declared) usage of connected options