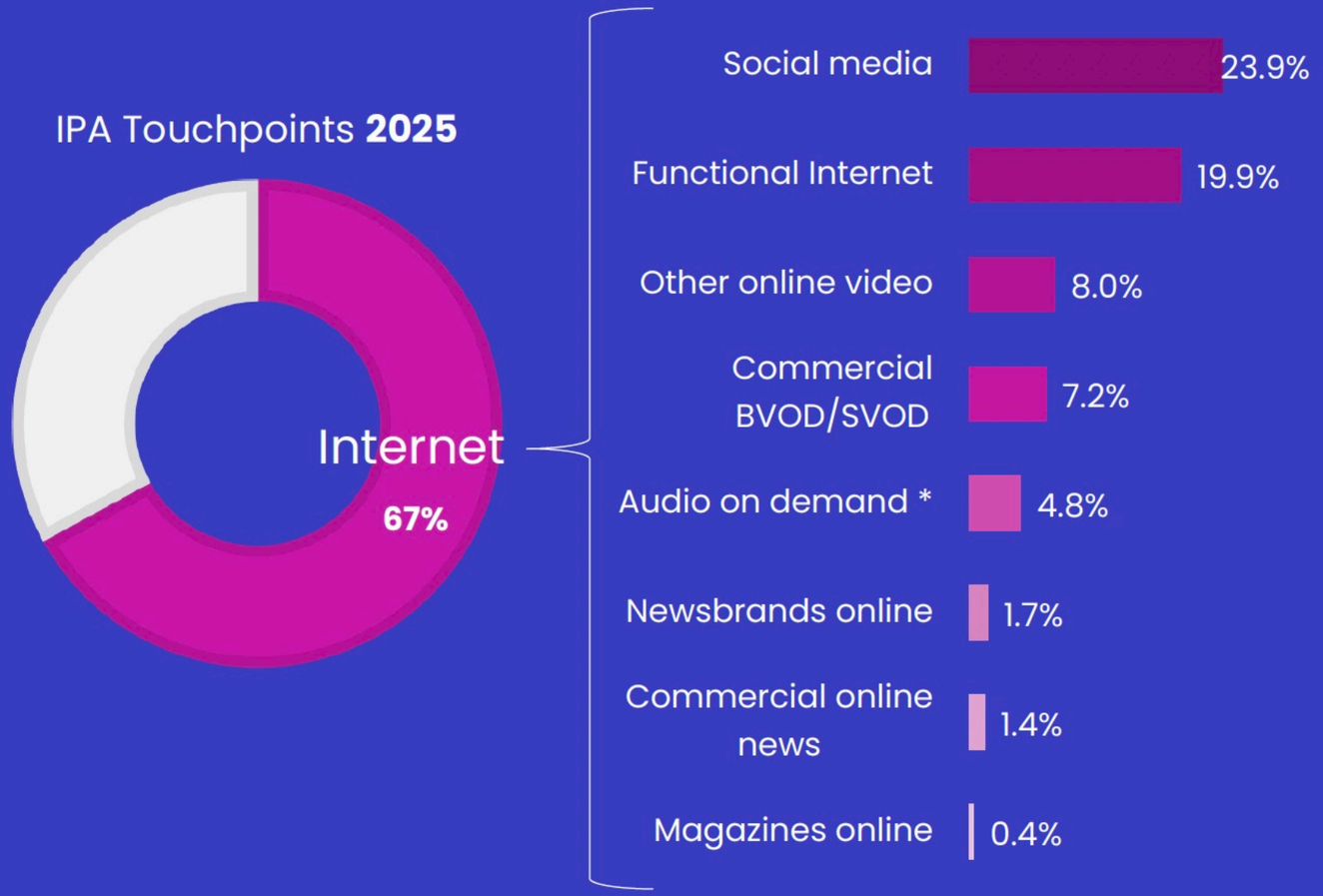
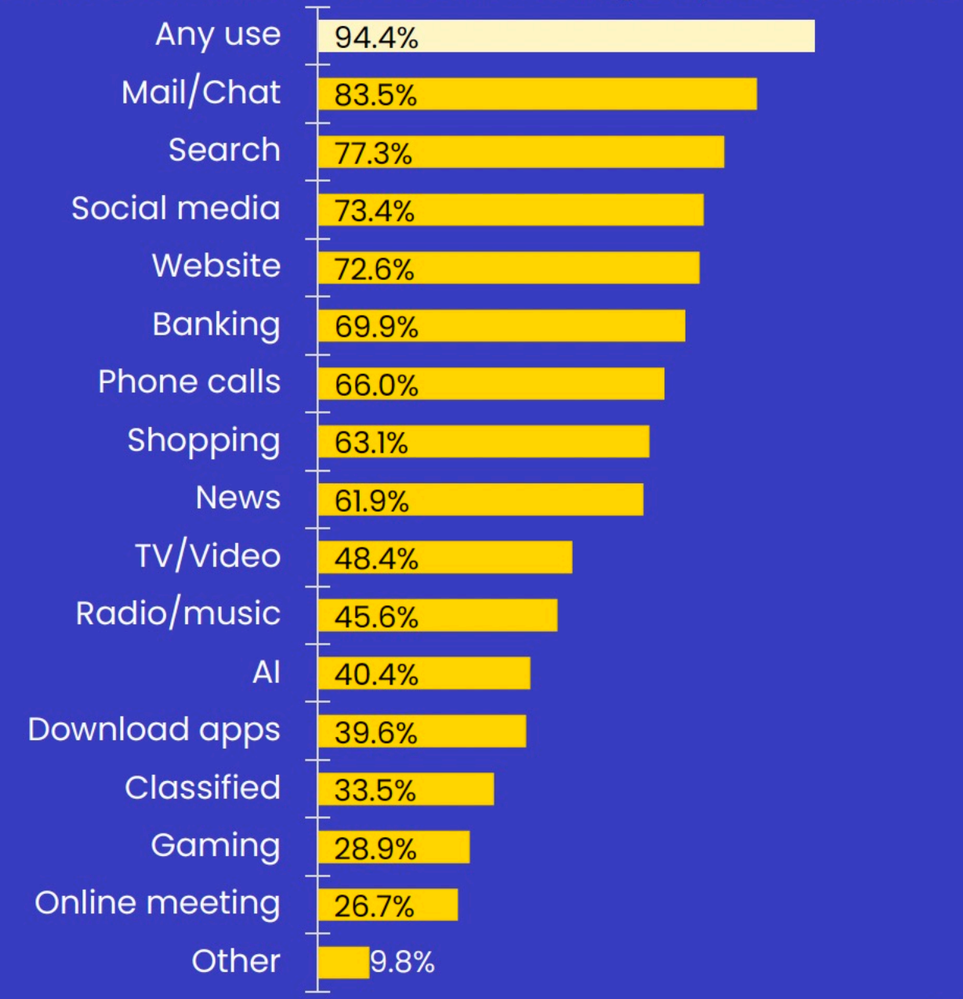
‘Online’, one word, many realities

Shares of total time spent with commercial media per average day among UK adults



Online activities of all Belgians 2025-2026

Q. In the last months for which of the following did you use Internet ?



Sources: WARC *Sightlines. Fragmented attention, concentrated value* (2026) (UK). CIM Establishment Survey 2026 (Belgium)