



Population **12m**  
Internet penetration **94%**

# BELGIUM

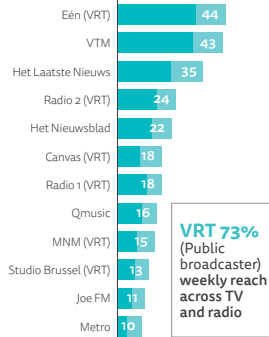
## WEEKLY REACH OFFLINE AND ONLINE

### TOP BRANDS

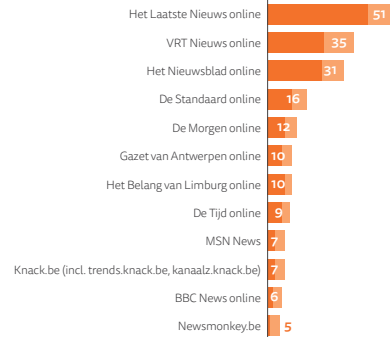
% Weekly usage

- Weekly use TV, radio & print
- More than 3 days per week TV, radio & print
- Weekly use online brands
- More than 3 days per week online brands

### TV, RADIO AND PRINT (FLEMISH)



### ONLINE (FLEMISH)

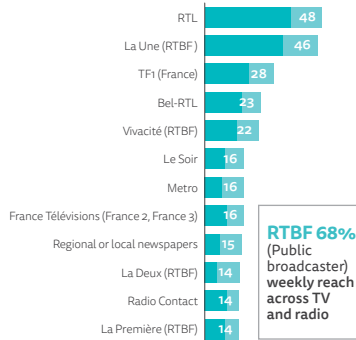


**12%** **PAY**  
pay for **ONLINE NEWS**

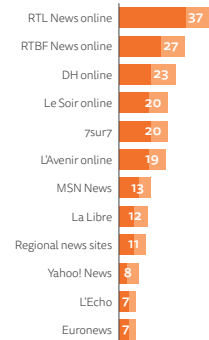
Wallonia 11% | Flanders 12%

**26%**  
listened to **PODCASTS** in the last month

### TV, RADIO AND PRINT (FRENCH)



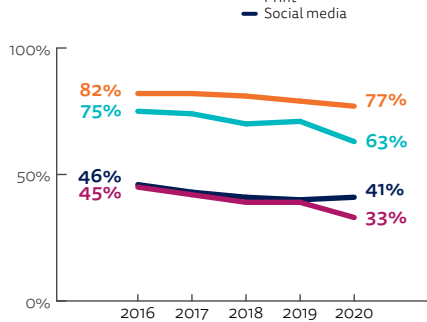
### ONLINE (FRENCH)



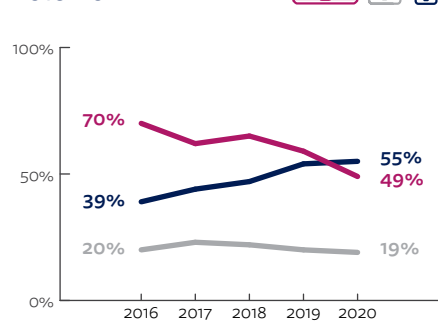
## DIFFERENT TYPES OF TRUST

<b>News overall</b>	<b>News I use</b>
<b>45% (-4)</b> =10th/40	<b>50%</b>
Wallonia 36%	Wallonia 42%
Flanders 51%	Flanders 56%
<b>News in search</b>	<b>News in social</b>
<b>27%</b>	<b>18%</b>
Wallonia 25%	Wallonia 19%
Flanders 28%	Flanders 17%

## SOURCES OF NEWS 2016-20



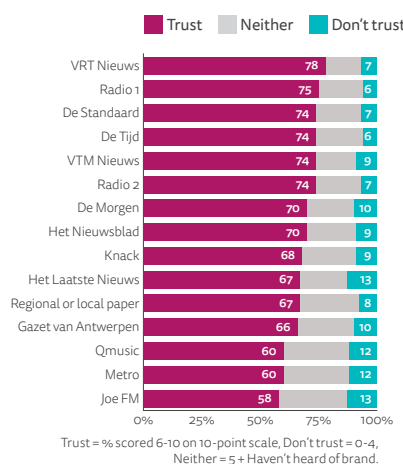
## DEVICES FOR NEWS 2016-20



## TOP SOCIAL MEDIA AND MESSAGING

Rank	Brand	For News	Change	For All
1	Facebook	41%	(-1)	67%
2	YouTube	16%	(-1)	52%
3	Facebook Messenger	12%	(-)	47%
4	WhatsApp	9%	(-1)	41%
5	Instagram	8%	(+1)	28%
6	Twitter	5%	(+1)	13%

## BRAND TRUST SCORES (FLEMISH)



## BRAND TRUST SCORES (FRENCH)

