



**VIDEO  
OBSERVER**

# Video Observer



February 2019

# In short – the Belgian « share of eye »



**Belgians spend 4h46min per day watching videos.**

**71% of the time, they watch TV programs (live, shifted or replay).**



**Dutch- and French-speakers watch as much TV programs, but French-speakers watch 39 min. more videos on digital platforms.**



**Gen.Z (18-24) are more attracted by short videos on the internet, but they also watch Television (45% share of eye).**

**Young active people (35-44) have a clear preference for TV programs.**

**Short videos on the internet mainly watched on smartphones, alone.**



**TV programs watched on larger screens, and most often in company.**



# Methodology



# Methodology

**KANTAR TNS**

ONLINE interviews (13 min.)

October 2018

BELGIUM (18-64 years old)

n=2.538 (Repr. gender, age, nielsen region, social group)

Equal spread of interviews over the 7 days of the week



# Methodology

Video Consumption Habits

¼ hour by ¼ hour yesterday

Place/Device/Company

What types of video are watched, when, on which devices?



# Methodology

## Television

- **TV (Live)** - TV programs, movies, series, when they are broadcast
- **TV (Recording)** - my recordings of TV programs, movies, series
- **TV (Replay)** - TV programs, movies, series or extracts on a website or an app
- **On Demand** - Paid VOD (Netflix, Amazon, rentals on Proximus, Voo, Telenet, ...)
- **DVD, Blue Ray, VHS**
- **Downloaded Films & Series** - downloaded movies or series (legal or not)
- **Short videos on the internet** - videos on Youtube, Dailymotion, Vimeo, ...
- **Short videos on social media** - videos on Facebook, Instagram, Twitter, ...
- **Cinema** - watch a movie in a cinema



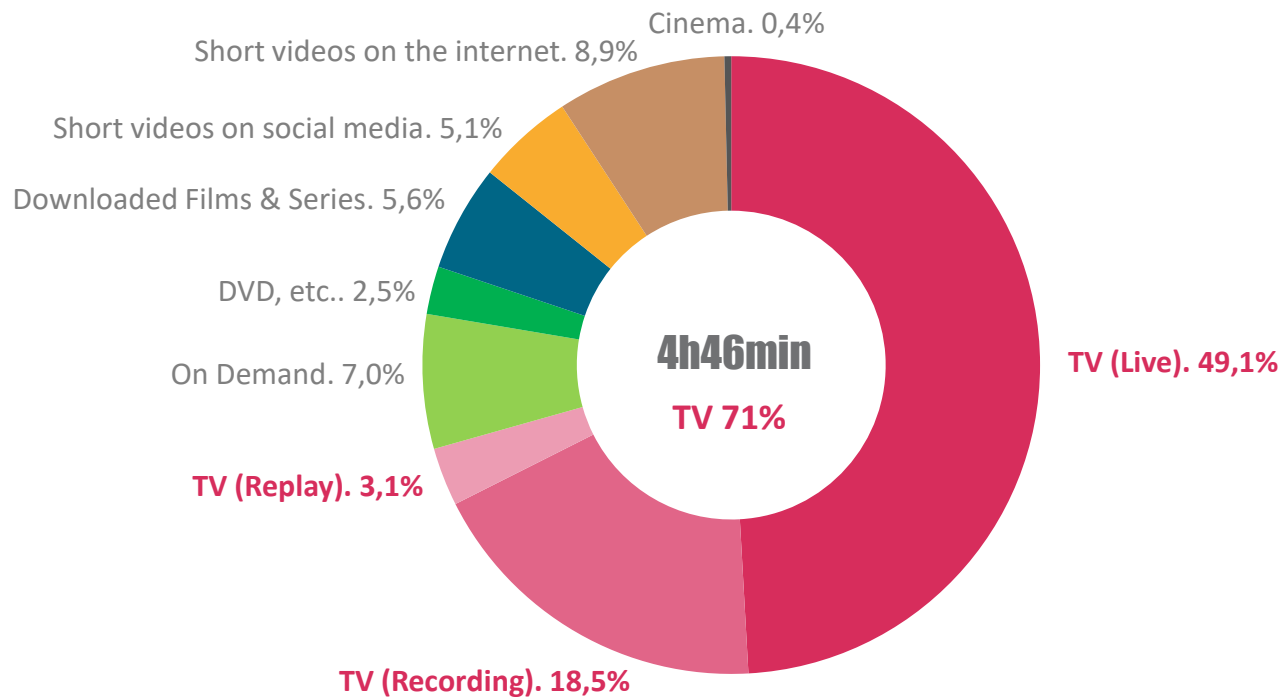


# Video Types



# Share of Eye

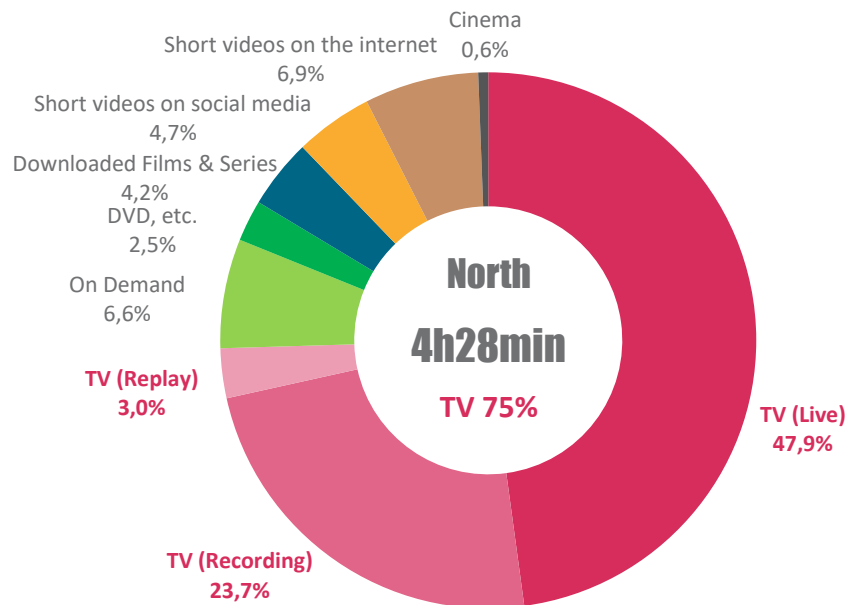
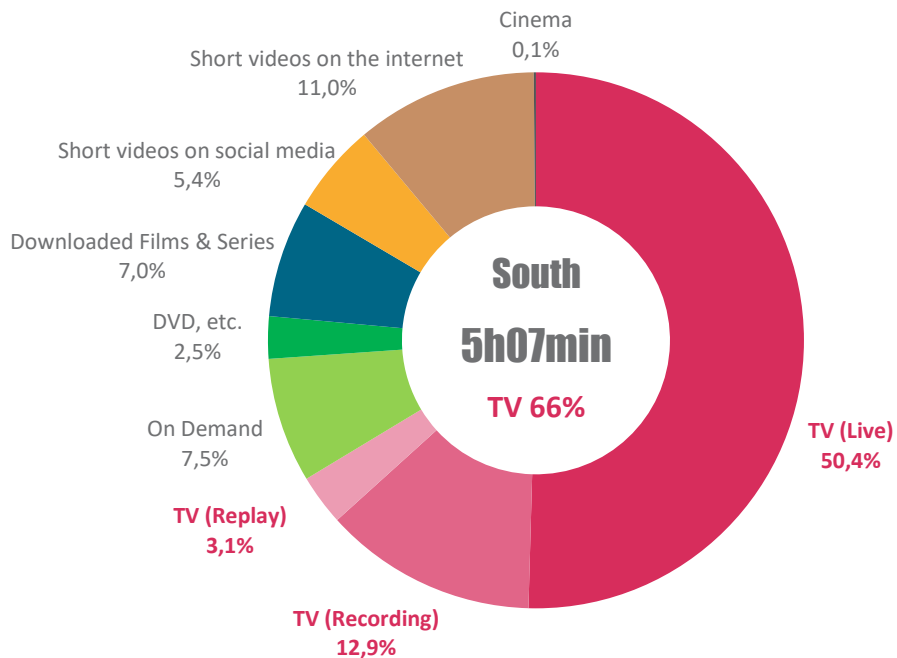
Monday-Sunday - 18-64 – Total Belgium





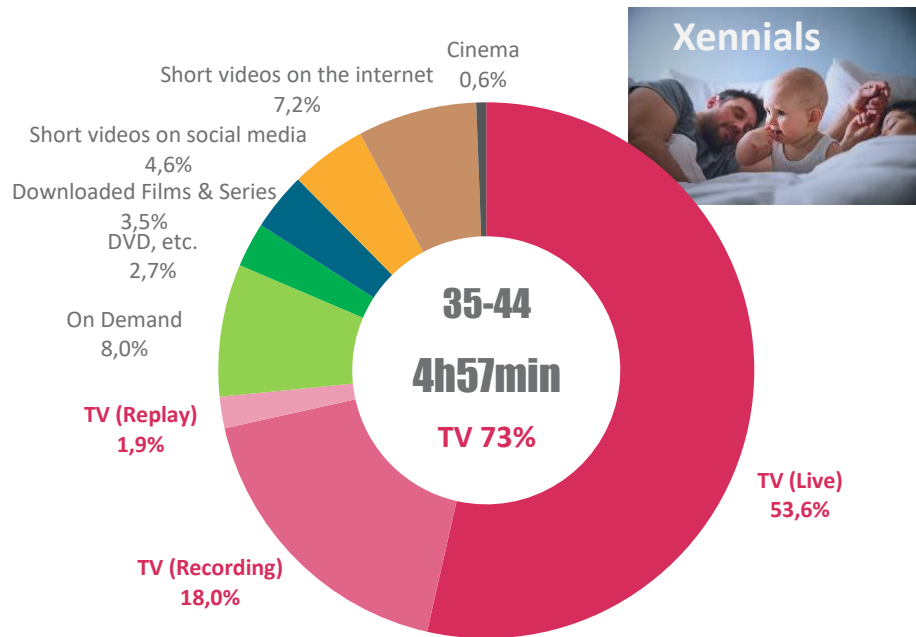
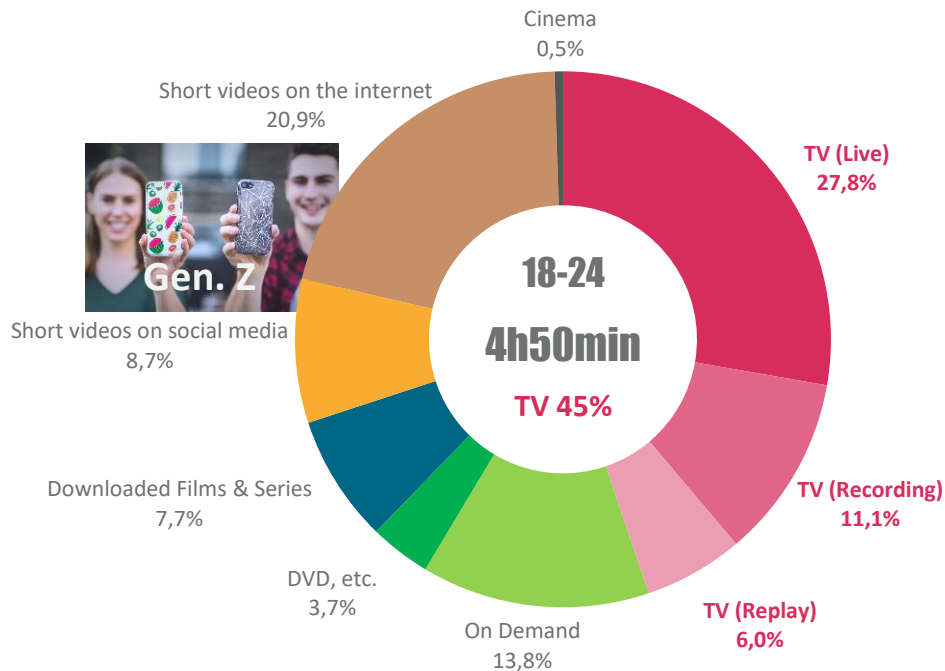
# Share of Eye

Monday-Sunday - 18-64 - South vs North



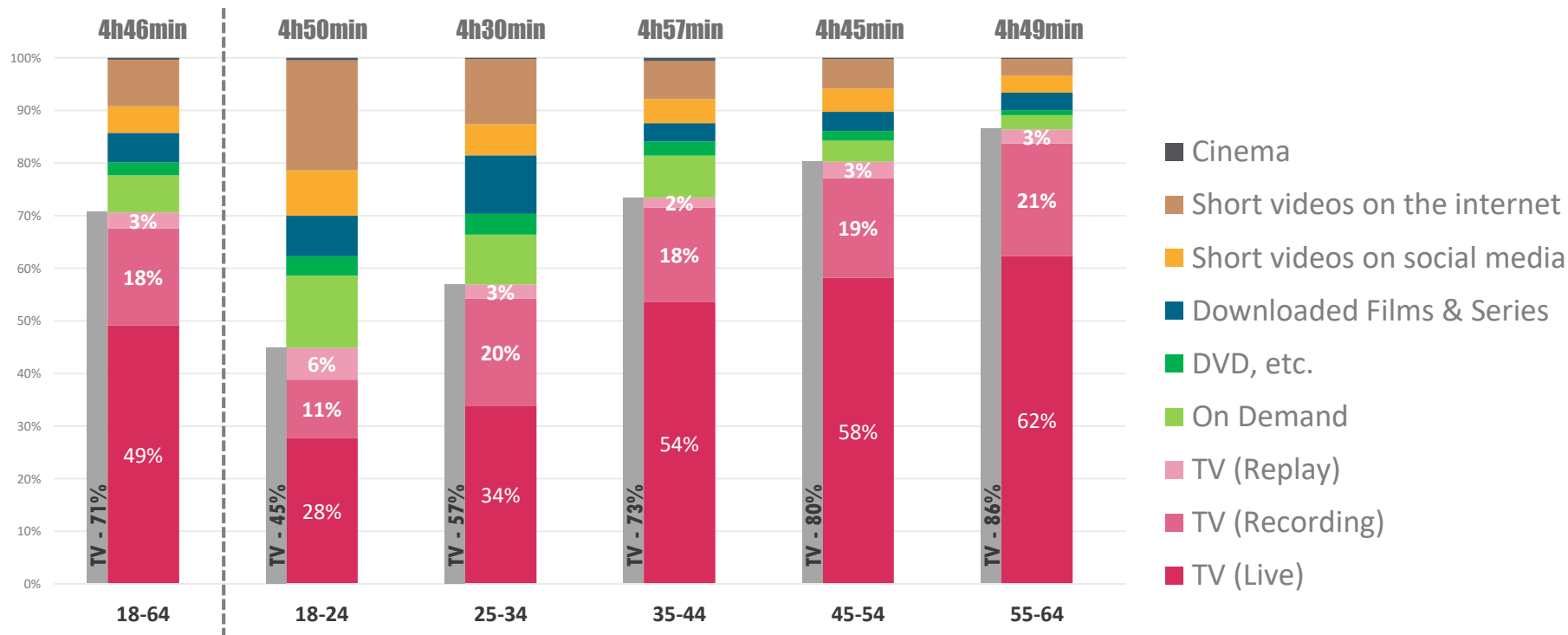
# Share of Eye

Monday-Sunday - 18-24 vs 35-44



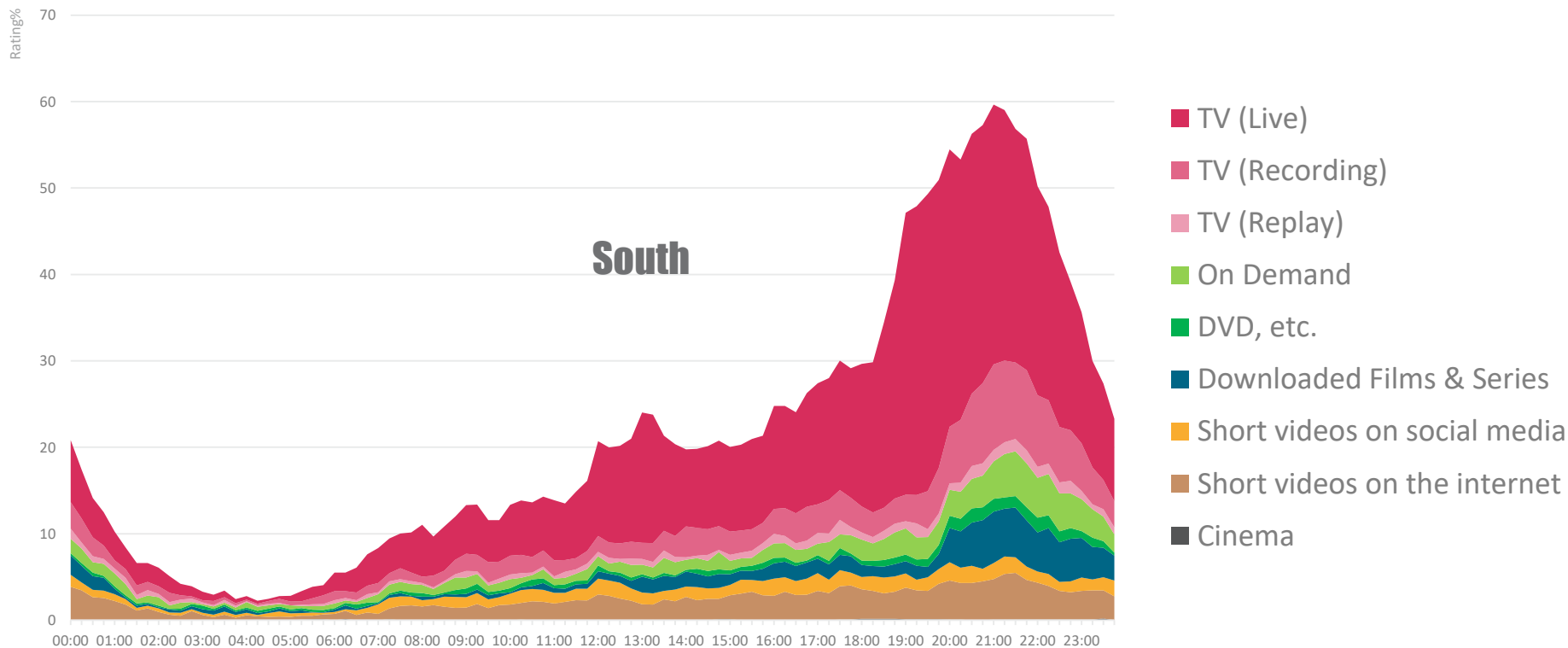
# Share of Eye

Monday-Sunday



# Share of Eye

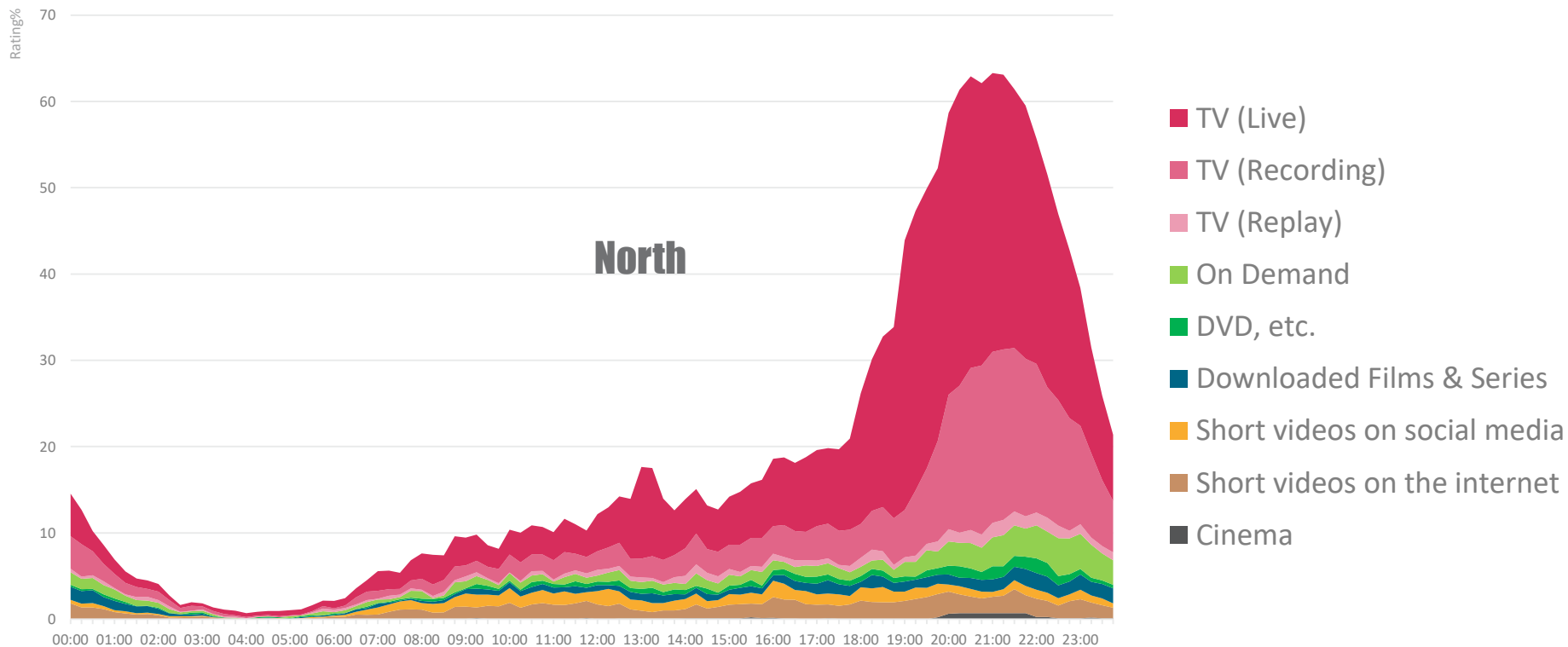
Monday-Sunday - 18-64 - South





# Share of Eye

Monday-Sunday - 18-64 - North

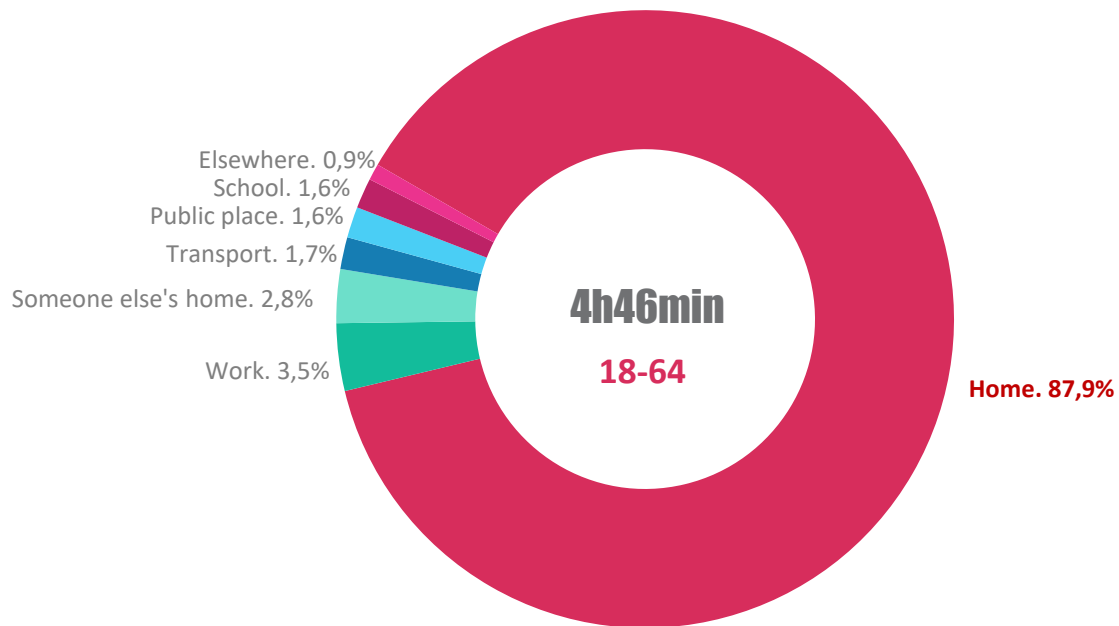




## Devices, Company, Place

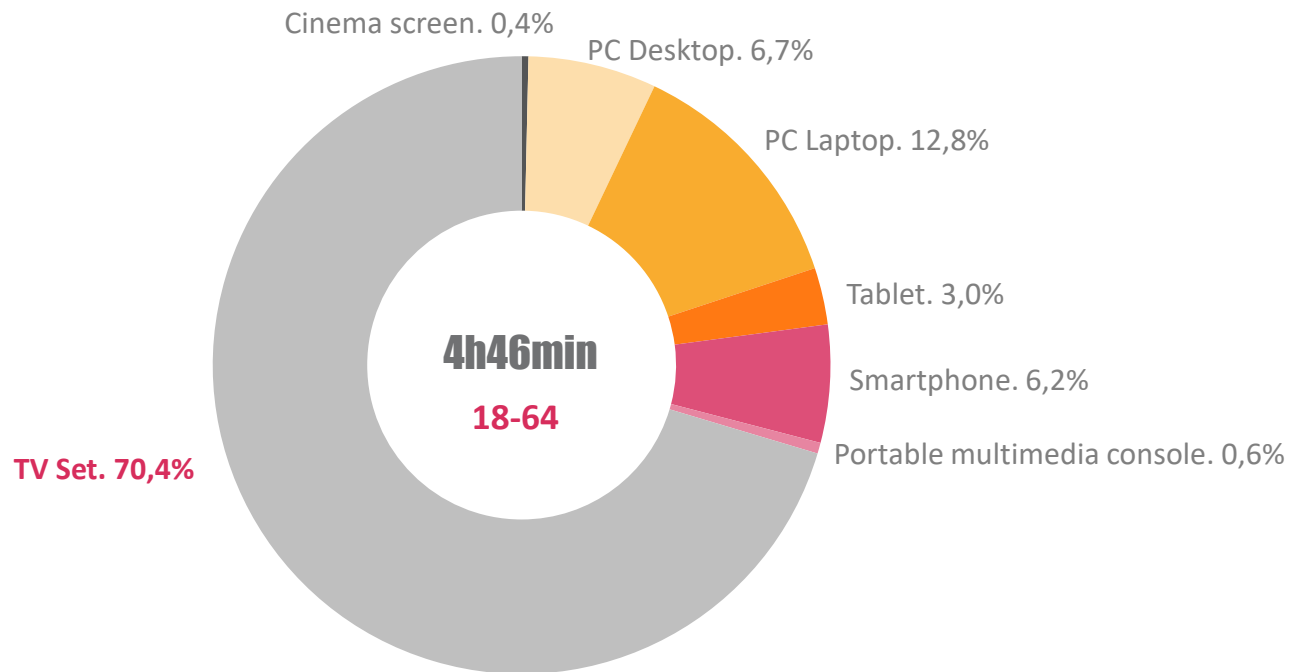
# Share of Eye - Place

Monday-Sunday - 18-64



# Share of Eye - Device

Monday-Sunday - 18-64 – Total Belgium





# Share of Eye - Company

Monday-Sunday - 18-64

