

JULY 2020



PROUD TO BE BELGIAN

| MXtend ? National study

MXtend measures and analyses the consumption of the 5 main 'content-driven' media during a day in the life of Belgians: video, audio, social media, websites and press.

- Kantar TNS Online Access Panel
- Belgian population
- 16-64 years old (universe : 7.300.000)
- Sample : 3.030
- Calendar : October 2019 (3 weeks)
- 25 minutes

In addition : insertion of a questionnaire dedicated to current topics and some attitudes/consumption habits of Belgians.



Born to be Belgian



TV content related
to Belgium
(programs in general)

Very / rather interested

TV

78%

16-64 years National

76%

16-64 years South

79%

16-64 years North

Radio content related
to Belgium
(programs in general)

Very / rather interested

RADIO

57%

16-64 years National

55%

16-64 years South

59%

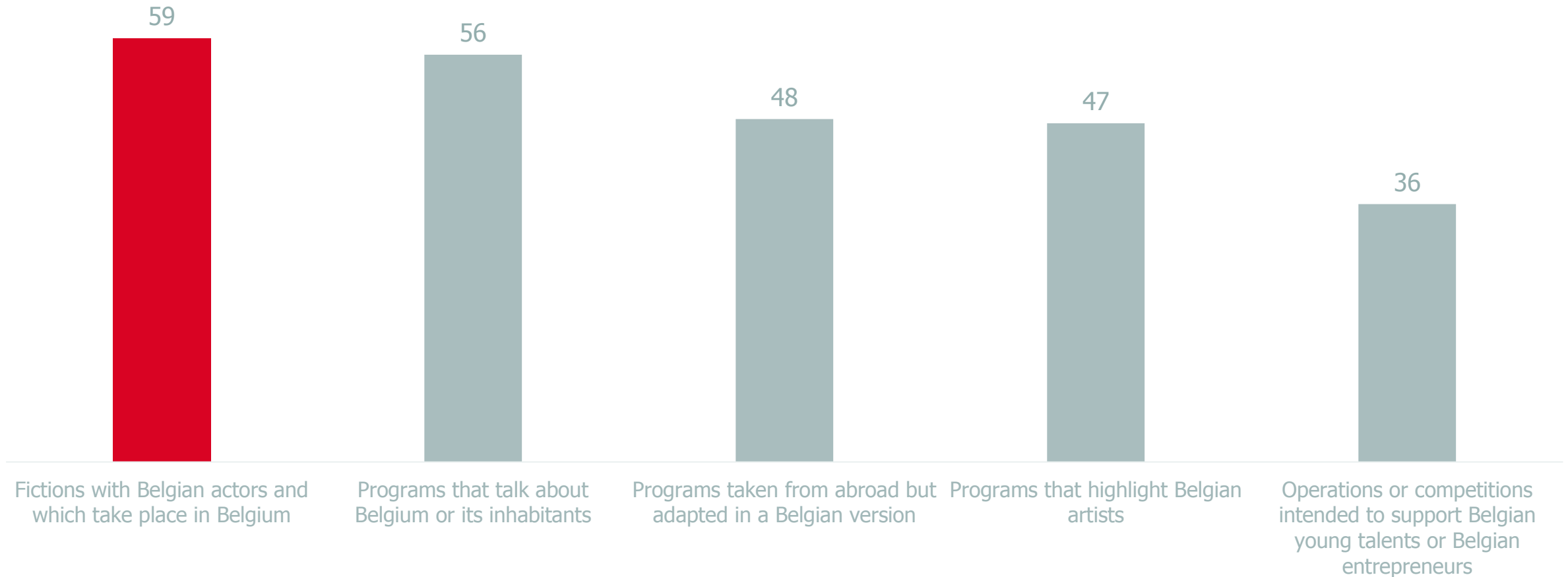
16-64 years North



| Belgian touch in my TV screen



TV content related to Belgium
Very / rather interested



Men : slightly more in love with our country

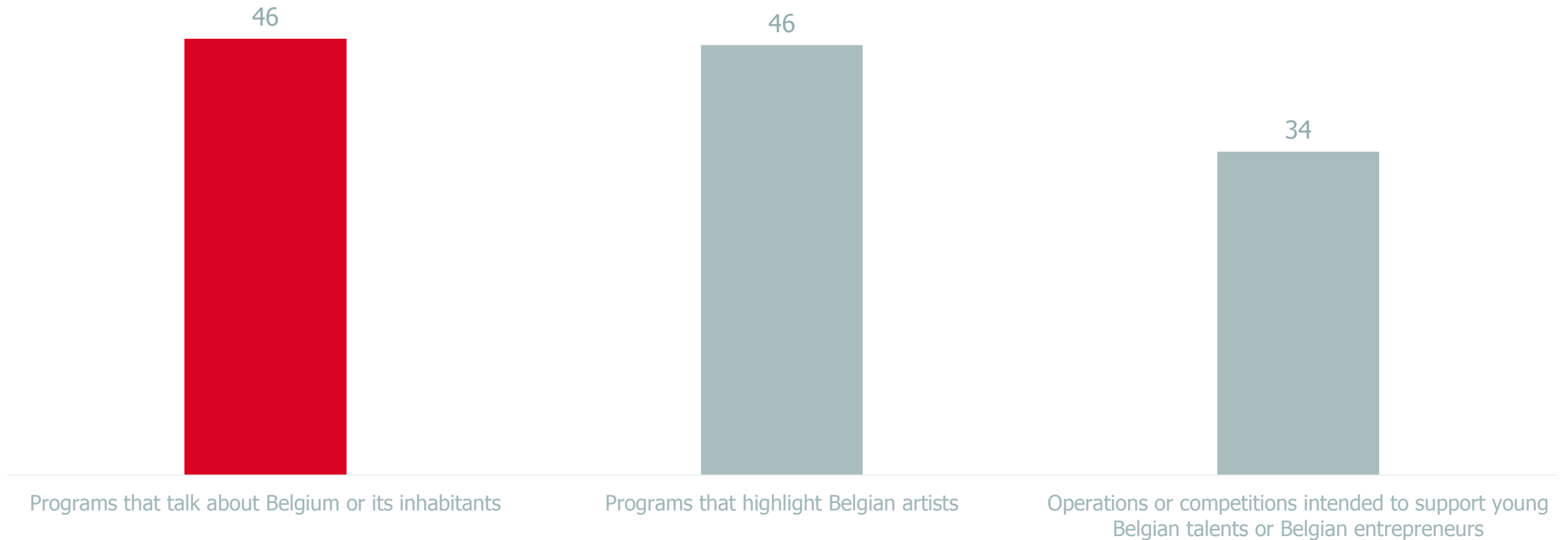


TV	Men	Women	16-24	25-44	45-64	NL	FR
Talk about Belgium/Belgians	106	94	75	100	111	98	103
Highlight Belgian artists	102	98	87	97	109	93	108
Fictions with Belgians/in Belgium	101	99	87	98	108	107	91
Foreign programs adapted	104	96	93	101	102	108	90
Support Belgian talents / entrepreneurs	104	96	115	104	90	101	99

| The feeling of “Belgitude” also concerns the radio



RADIO content related to Belgium
Very / rather interested



French-speaking and Dutch-speaking people agree



RADIO	Men	Women	16-24	25-44	45-64	NL	FR
Talk about Belgium/Belgians	108	92	71	104	109	100	100
Highlight Belgian artists	104	96	88	104	101	100	100
Support Belgian talents / entrepreneurs	109	91	109	100	96	100	100

THANK YOU



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