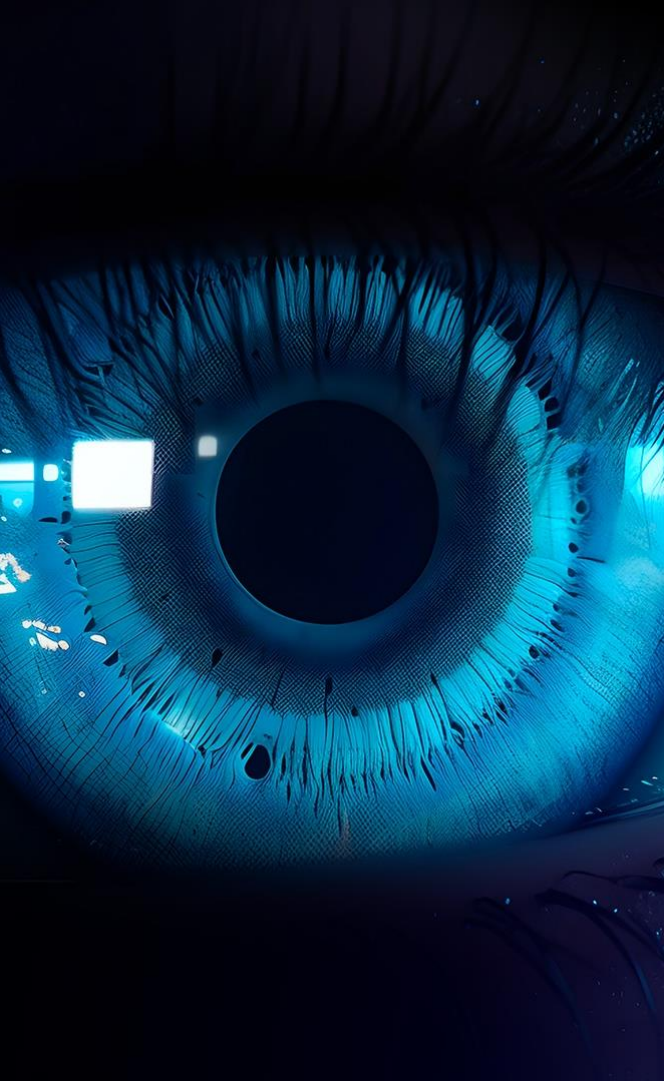


VIDEO OBSERVER 2023

CONTENTS

- Methodology
- Overall national result
- Share & daily reach
- Behavior throughout the day
- Socio-demo differences
- Online video brands
- Devices used
- Places of consumption
- Share of Video advertising



Methodology

Universe : Belgians aged 18 to 64

Methodology : declared, quarter per quarter

Operated by Kantar

Dutch speaking sample :

1406 web Interviews (11 minutes)

from 16 oct. to 5 nov. 2023

French speaking sample :

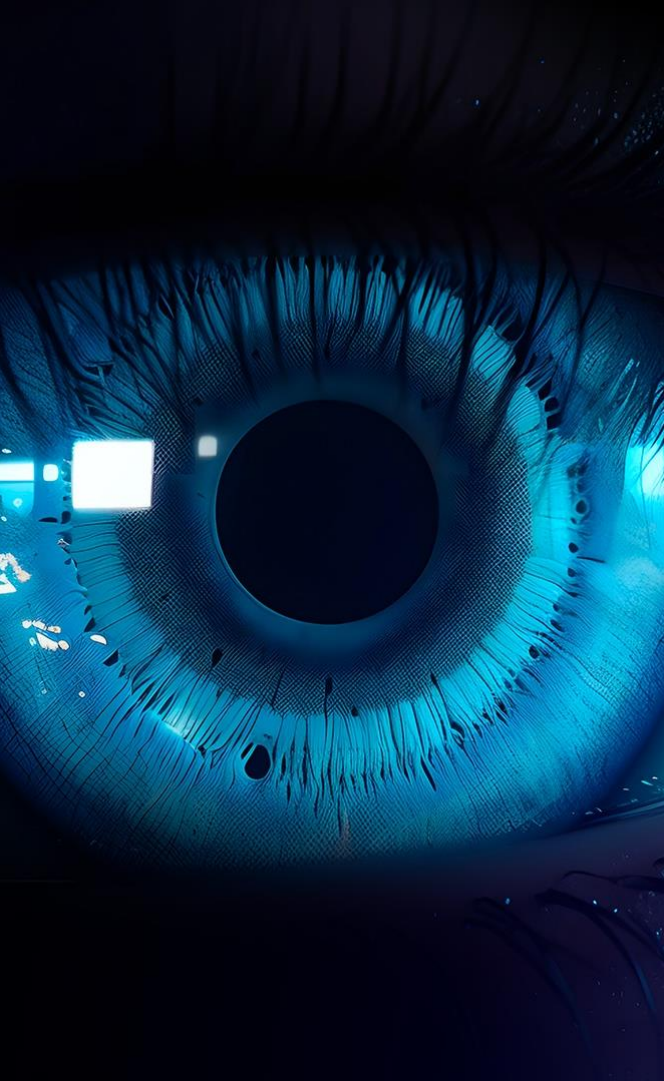
2309 web Interviews (11 minutes)

from 15 may to 12 june 2023

previous survey fields :

2018 october

2021 october



Methodology

Video diary « *what did you watch yesterday?* »
(¼ hour, video types, device, place)

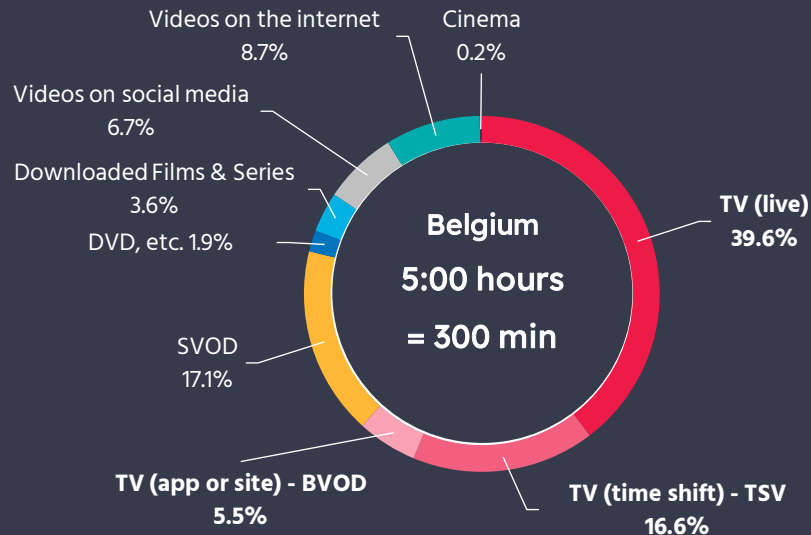


- **TV (live)** - TV programs, movies, series, when they are broadcast.
- **TV (time shift) TSV** my recordings, or the use of the pause button, or replay function.
- **TV (app or site) BVOD** – non linear TV (VTM GO, VRT MAX, GoPlay / Auvio, RTL play, My TF1, etc.,)
- **SVOD** - Paid VOD (Netflix, Disney+, Streams, rentals on Proximus, Voo, Telenet, ...).
- **DVD, Blue Ray**
- **Downloaded Films & Series** - downloaded movies or series (legal or not).
- **Videos on social media** - videos on Facebook, Instagram, Tiktok, ...
- **Videos on the internet** - videos on Youtube, Dailymotion, Vimeo, ...
- **Cinema** - watch a movie in a cinema.

Share of Video 2023

Monday-Sunday - 18-64
Total Belgium

TV takes 62% of the total volume of video content

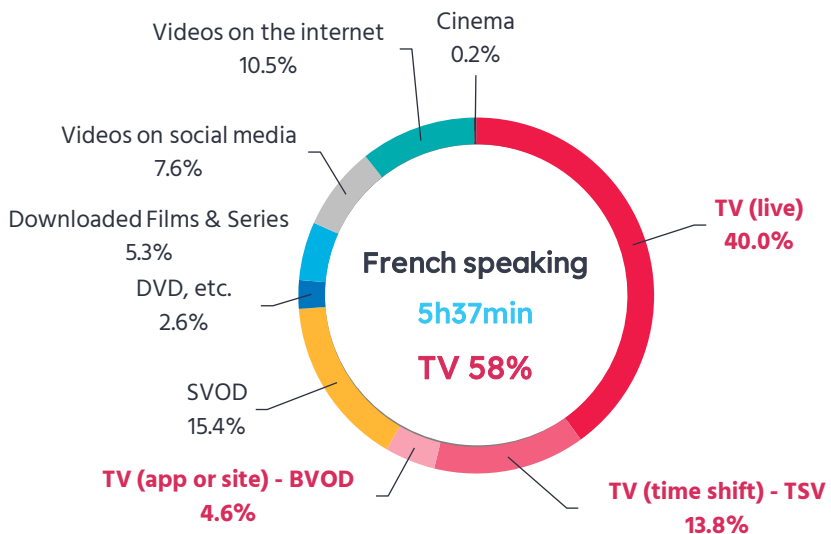




Share of Video Daily reach

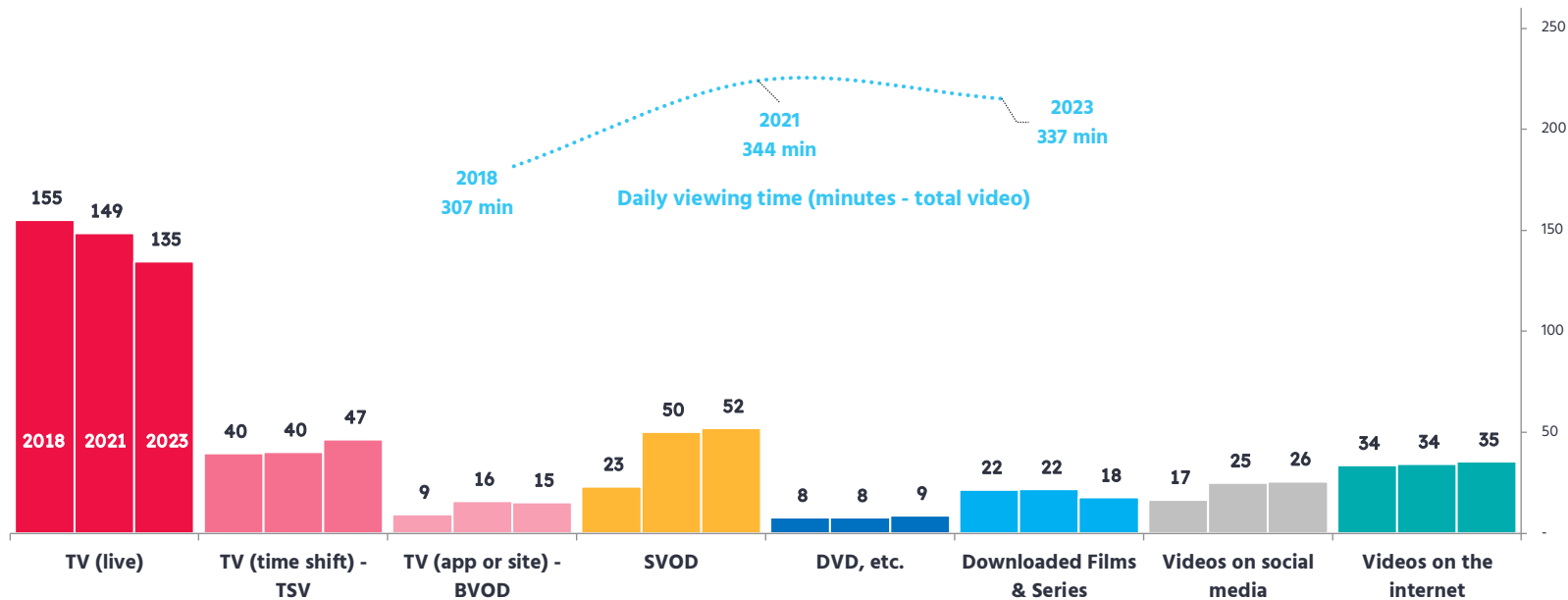
Share of Video 2023

Monday-Sunday - 18-64 - French Speaking



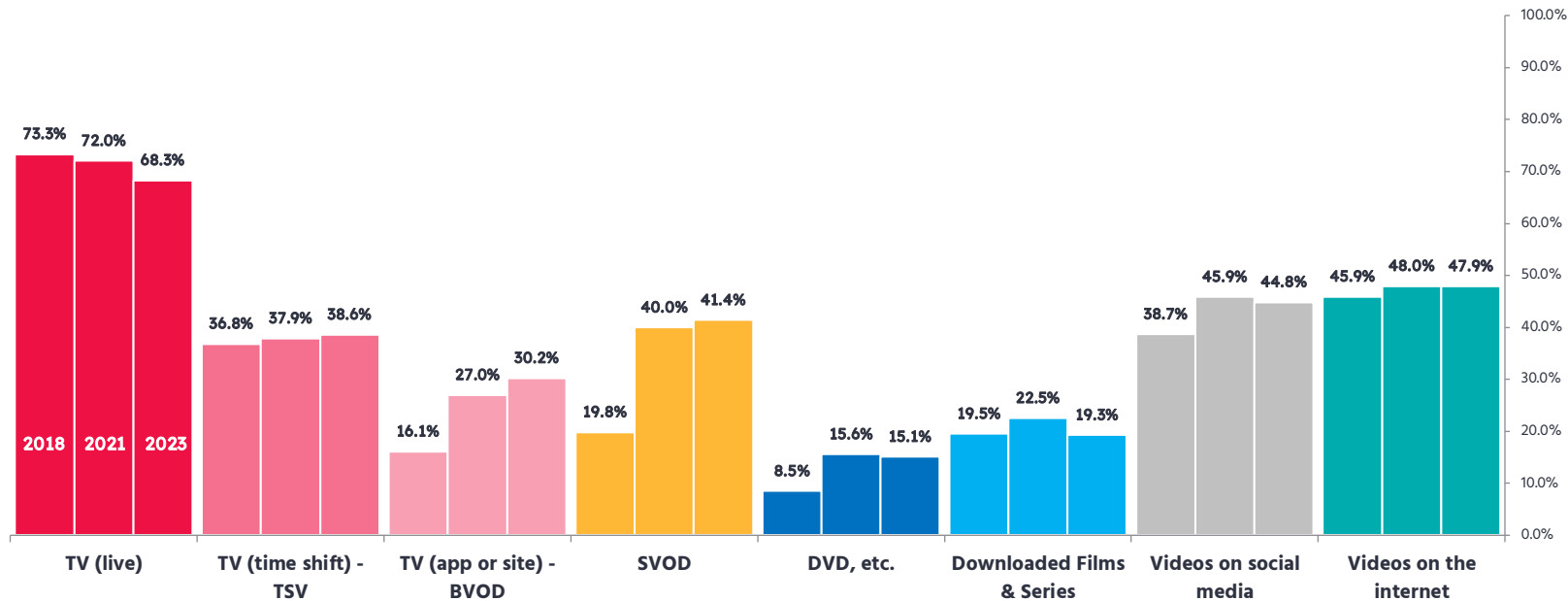
Evolution of time spent

Monday-Sunday - 18-64 - French speaking



Daily Reach evolution

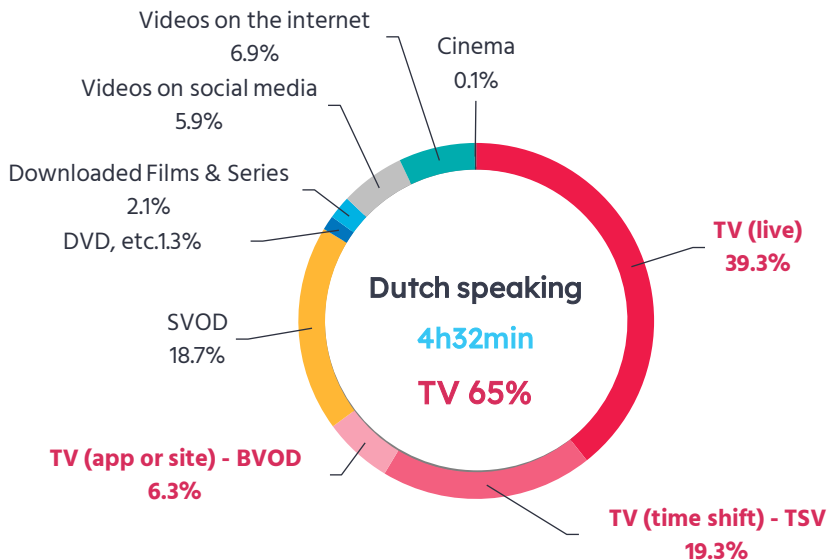
Monday-Sunday - 18-64 – French speaking



Total TV
80,3% - 78,4% - 76,4%

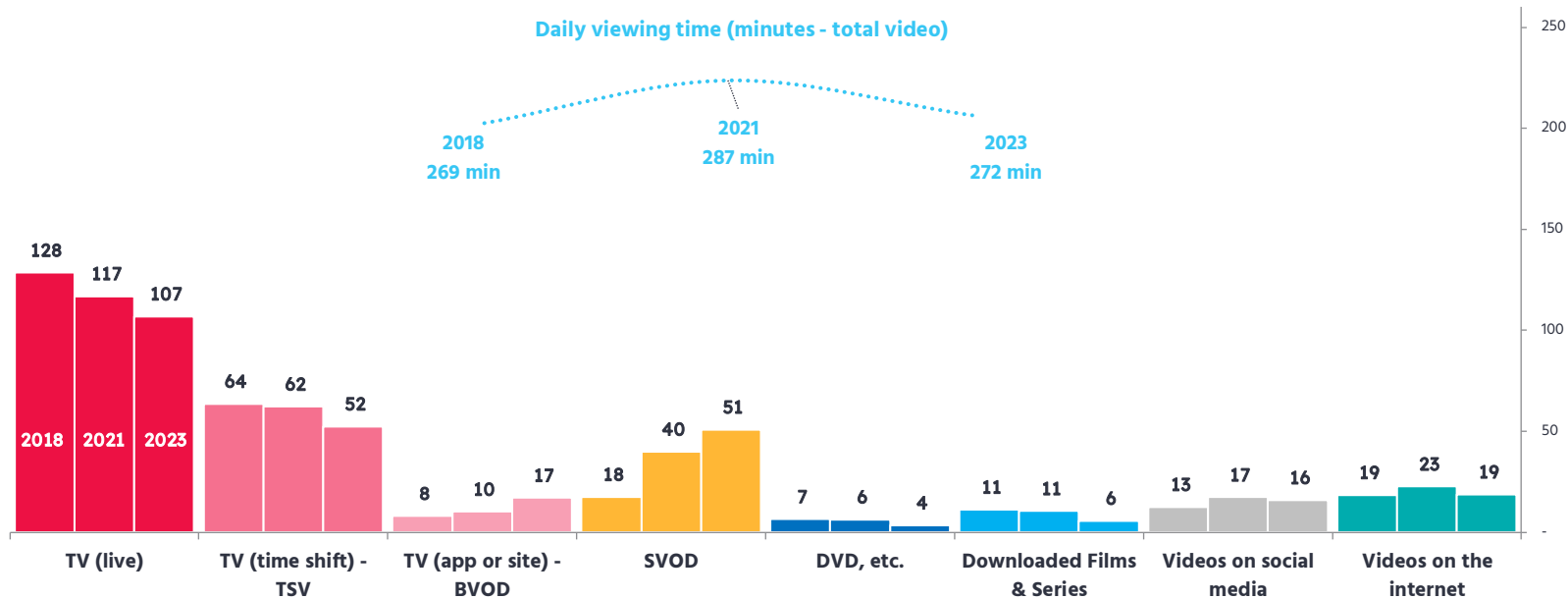
Share of Video 2023

Monday-Sunday - 18-64 - Dutch Speaking



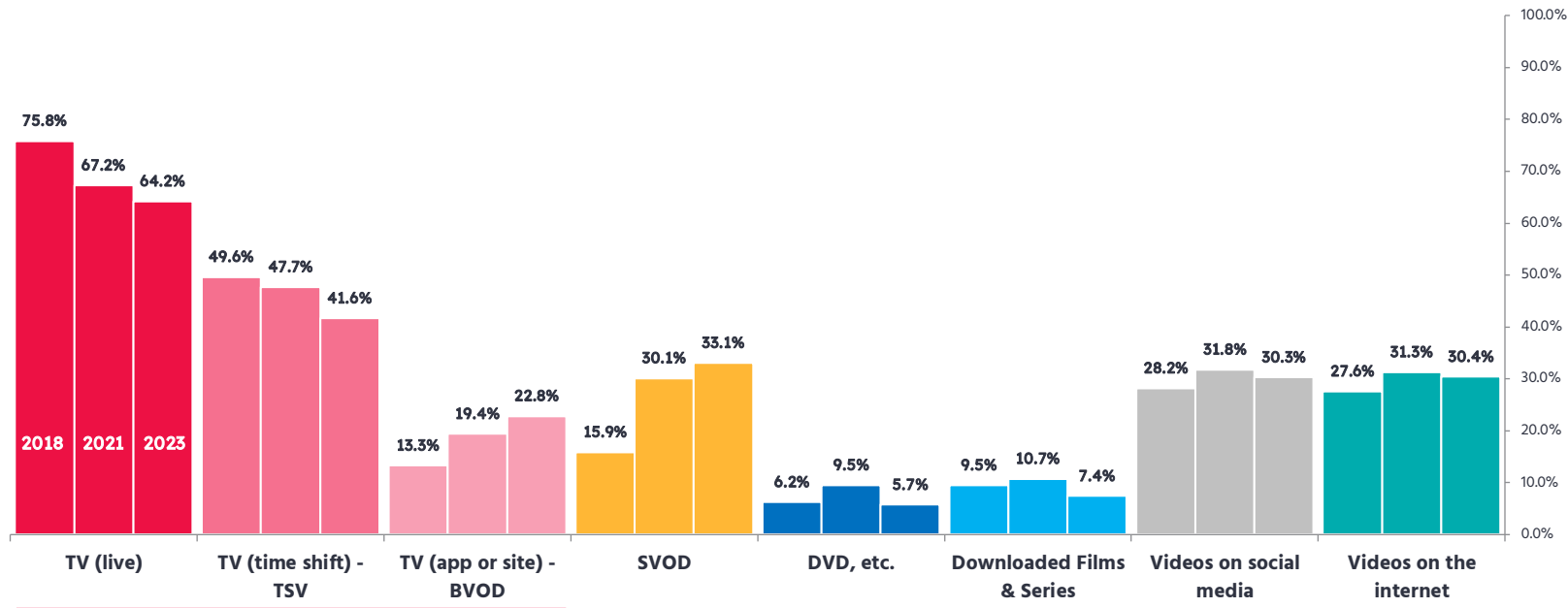
Evolution of time spent

Monday-Sunday - 18-64 - Dutch speaking



Daily Reach evolution

Monday-Sunday - 18-64 - Dutch speaking



Total TV
87,0% - 79,3% - 79,0%

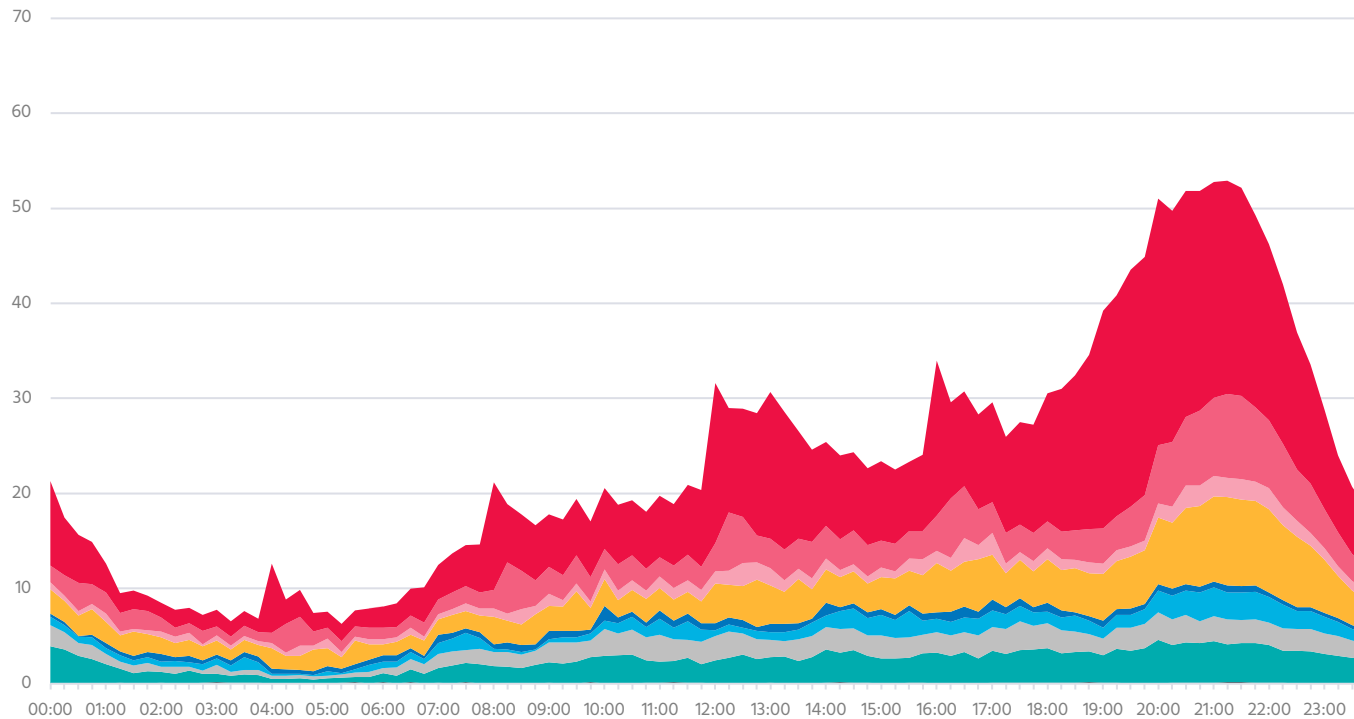


Behavior throughout the day

Behavior throughout the day

Monday-Sunday - 18-64 - French speaking - 2023

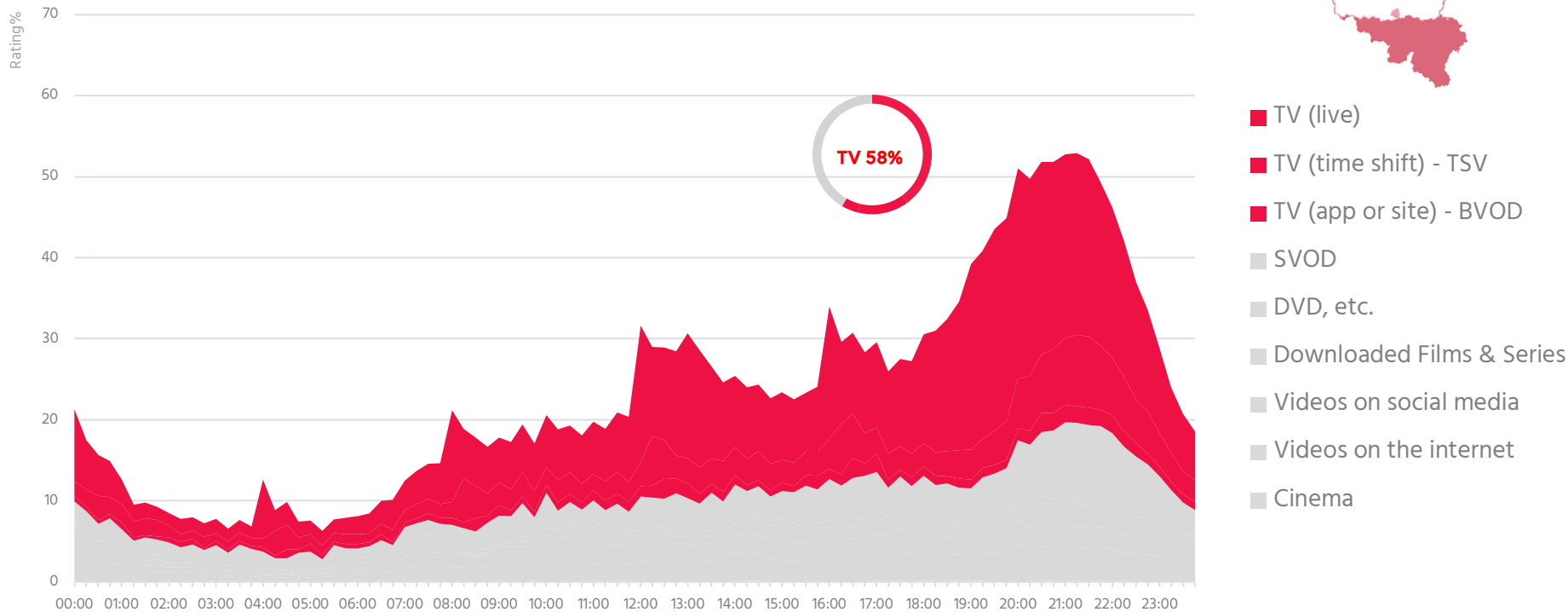
Rating%



- TV (live)
- TV (time shift) - TSV
- TV (app or site) - BVOD
- SVOD
- DVD, etc.
- Downloaded Films & Series
- Videos on social media
- Videos on the internet
- Cinema

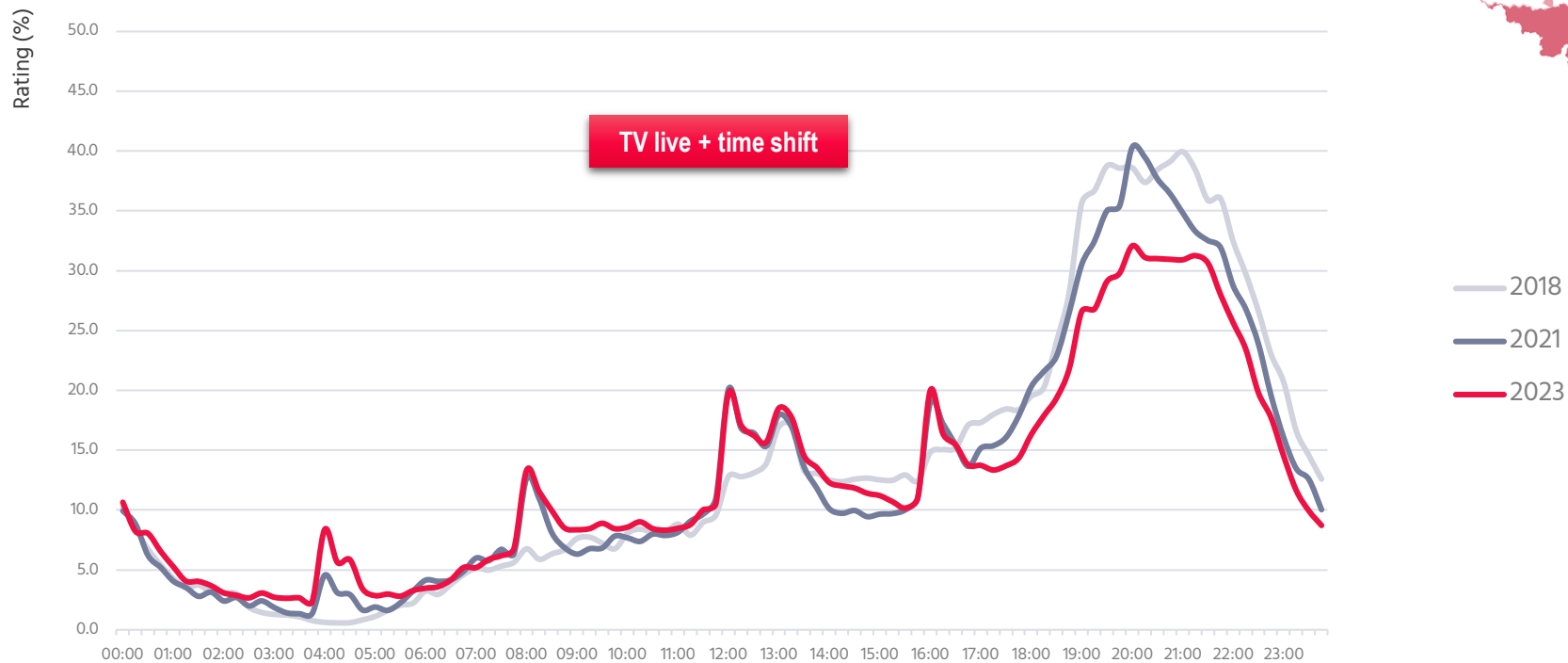
TV – an unbeatable share all day long

Monday-Sunday - 18-64 – French speaking - 2023



Behavior throughout the day

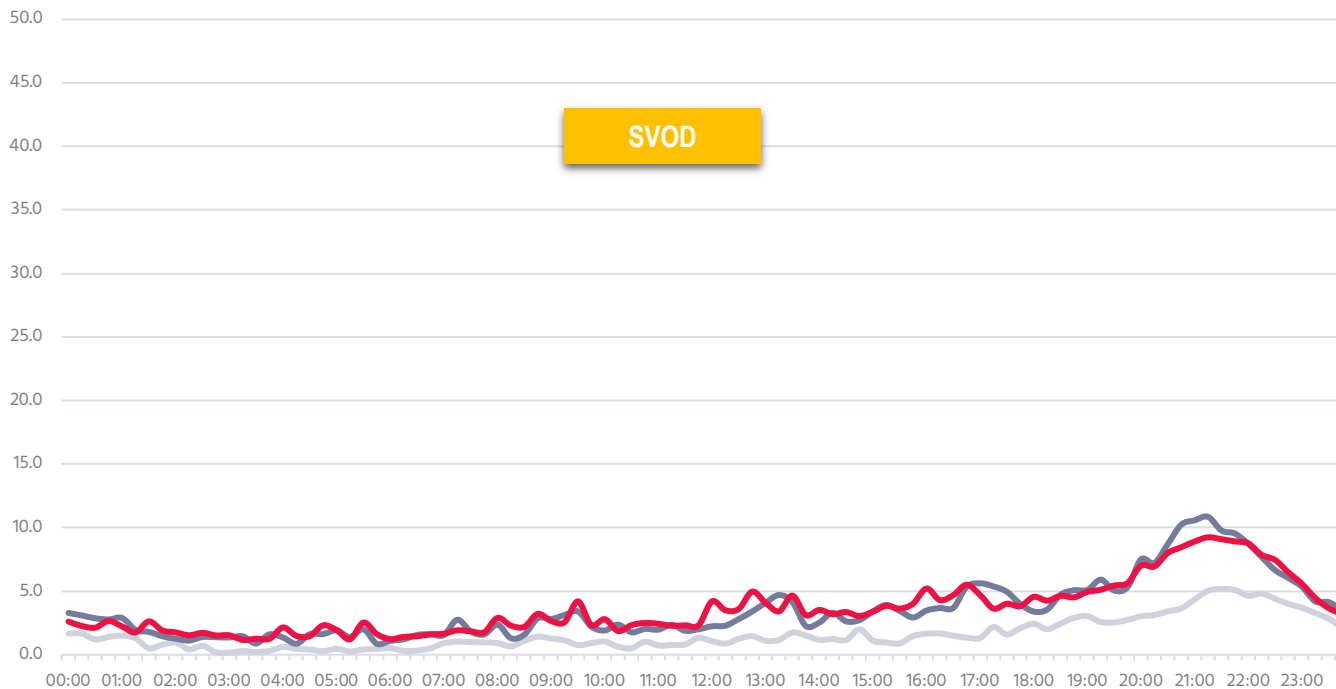
Monday-Sunday - 18-64 – French speaking - 2023



Behavior throughout the day

Monday-Sunday - 18-64 - French speaking - 2023

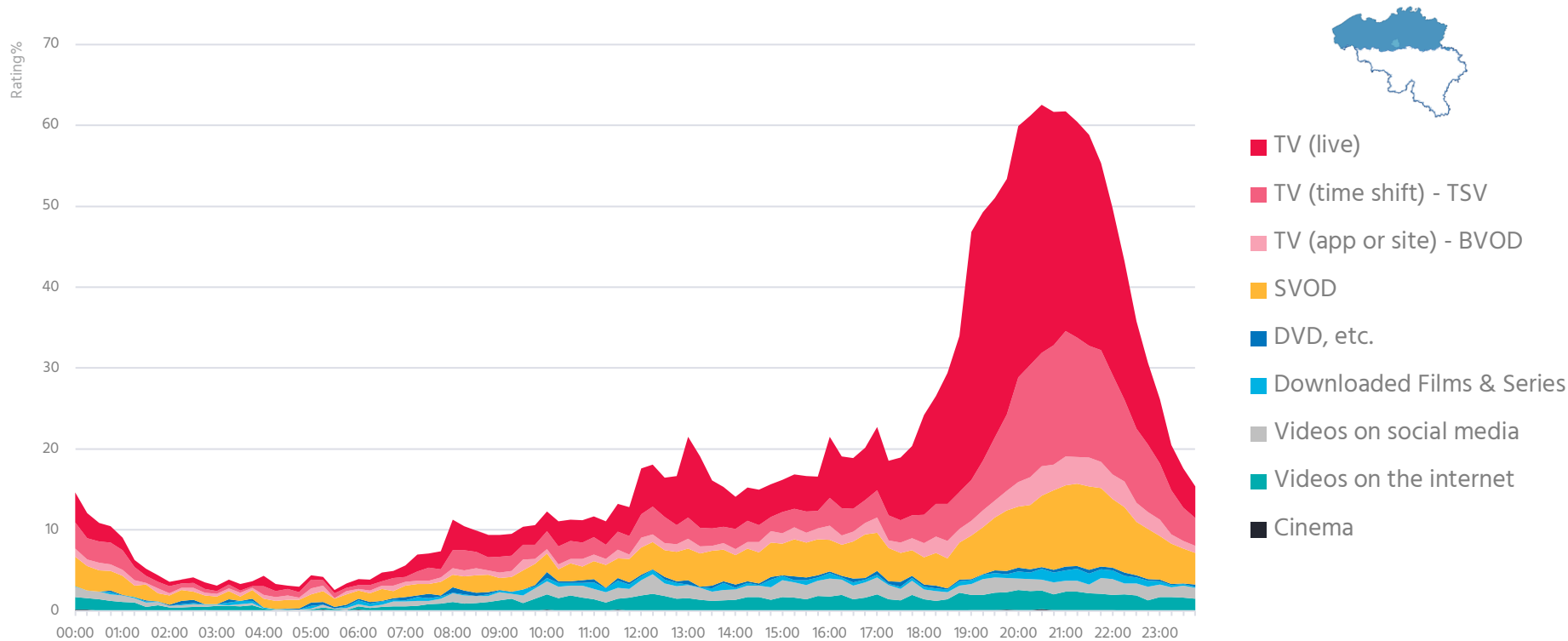
Rating (%)



— 2018
— 2021
— 2023

Behavior throughout the day

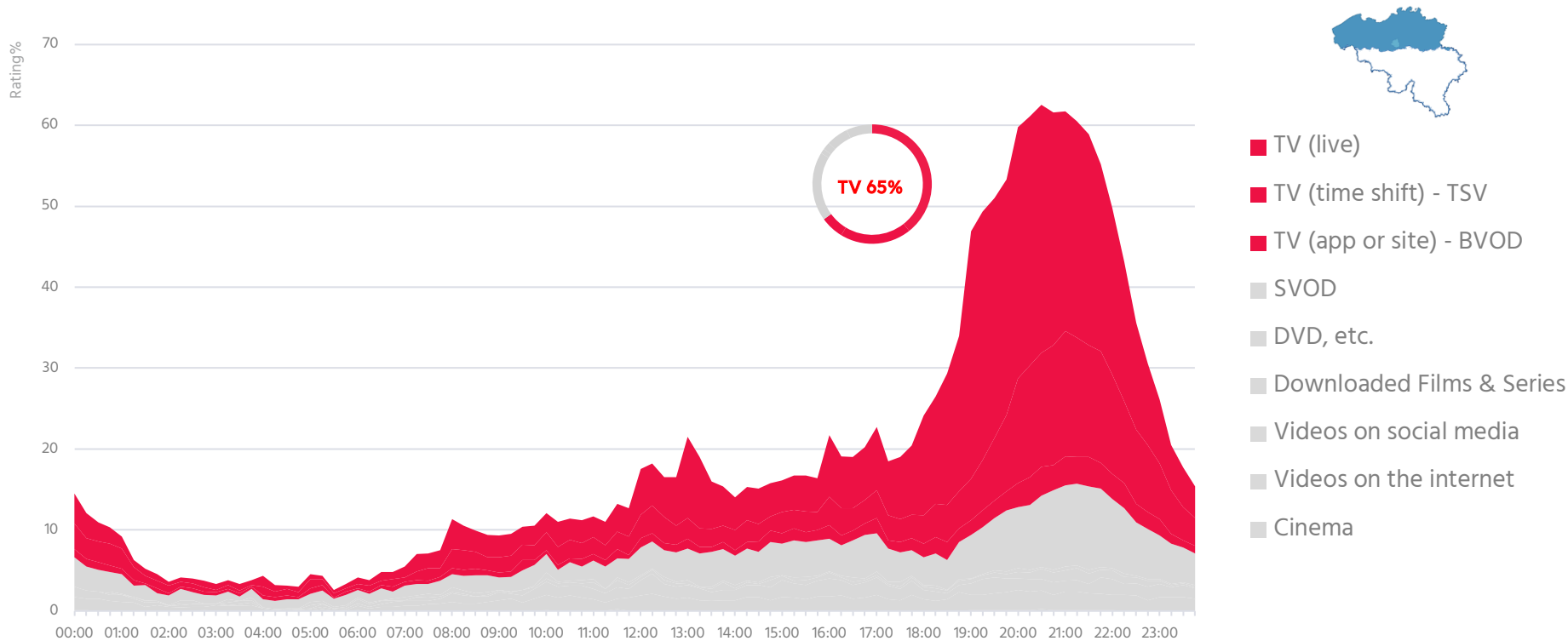
Monday-Sunday - 18-64 - Dutch speaking - 2023



- TV (live)
- TV (time shift) - TSV
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- Videos on the internet
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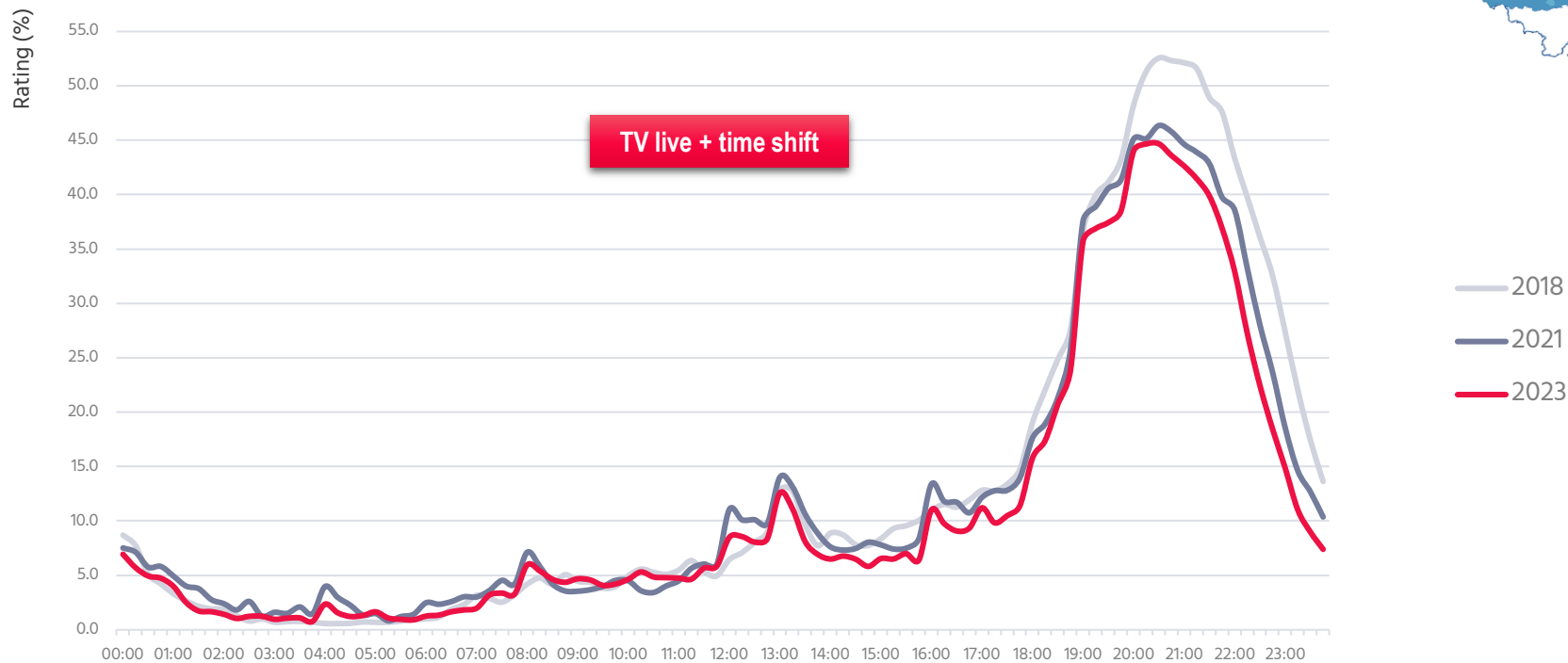
TV – an unbeatable share all day long

Monday-Sunday - 18-64 – Dutch speaking - 2023



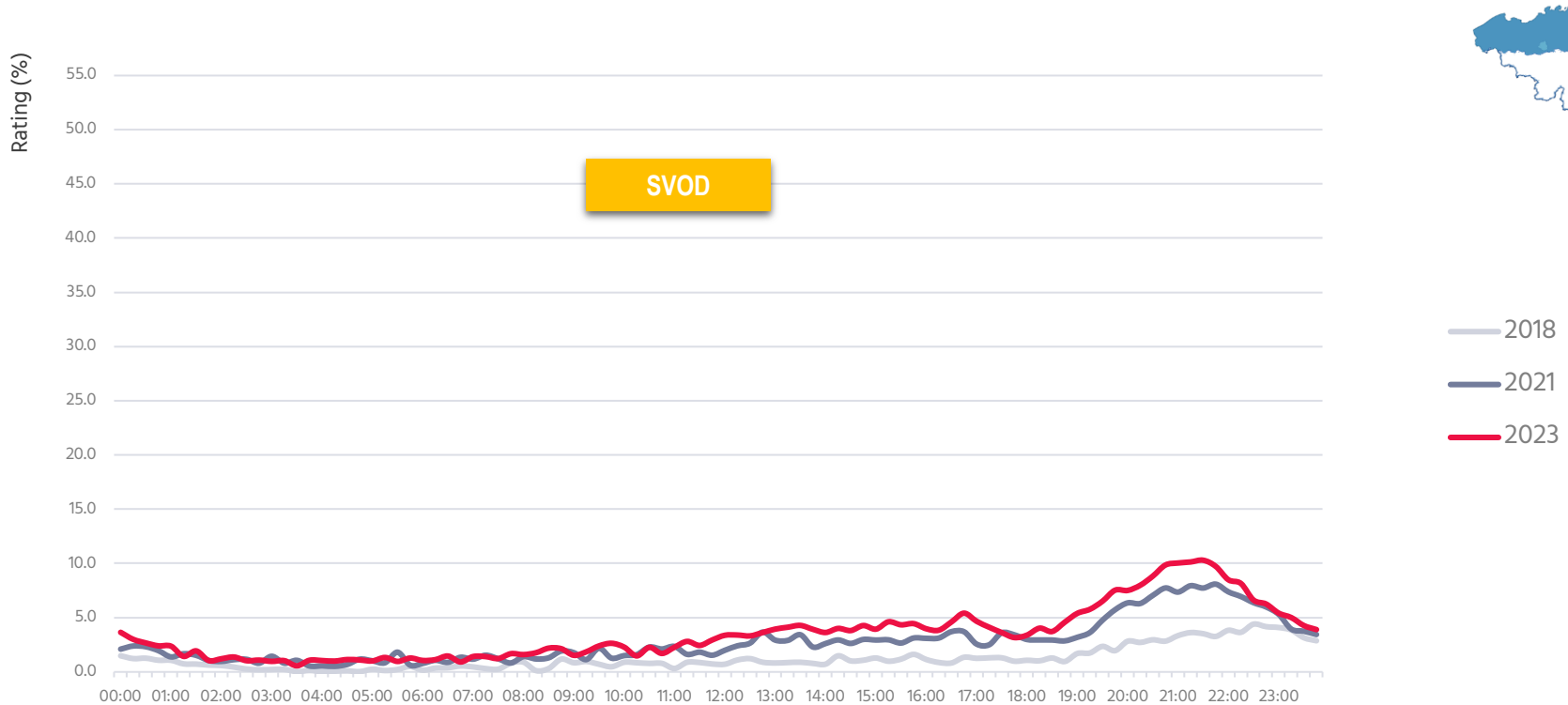
Behavior throughout the day

Monday-Sunday - 18-64 - Dutch speaking - 2023



Behavior throughout the day

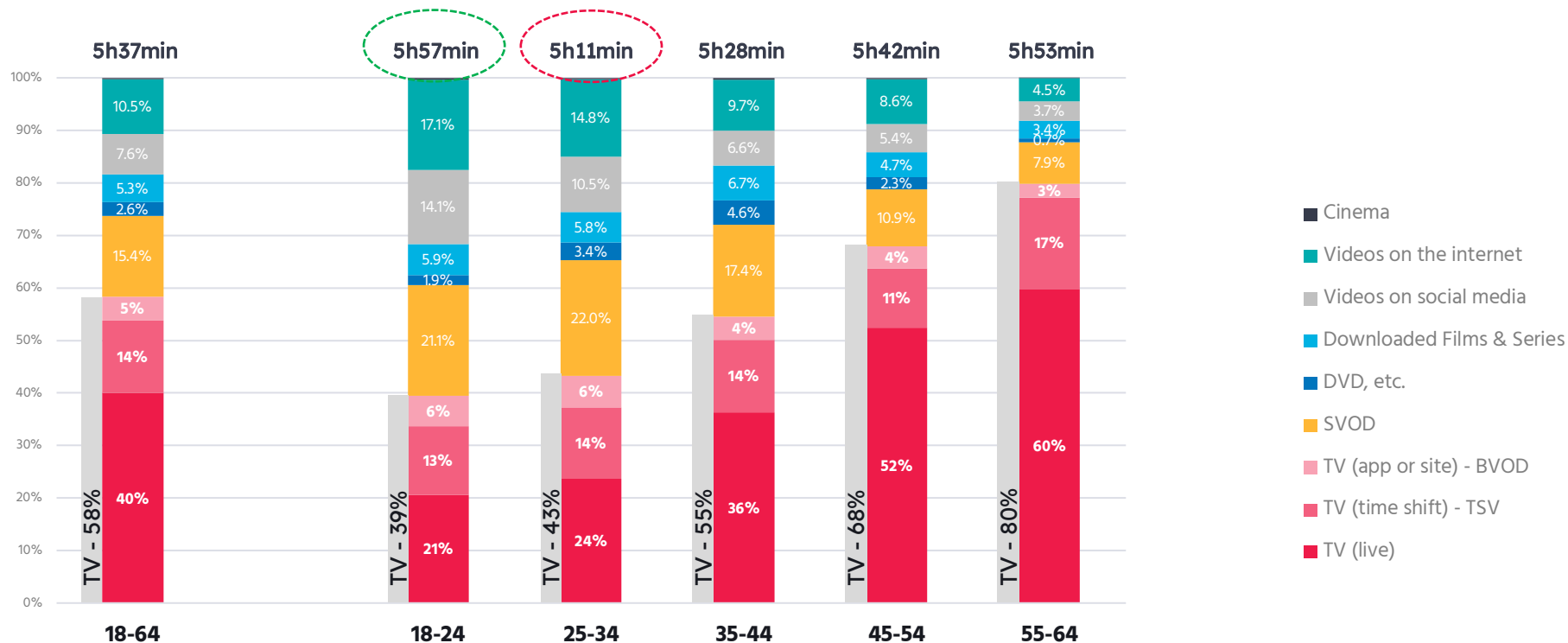
Monday-Sunday - 18-64 - Dutch speaking - 2023





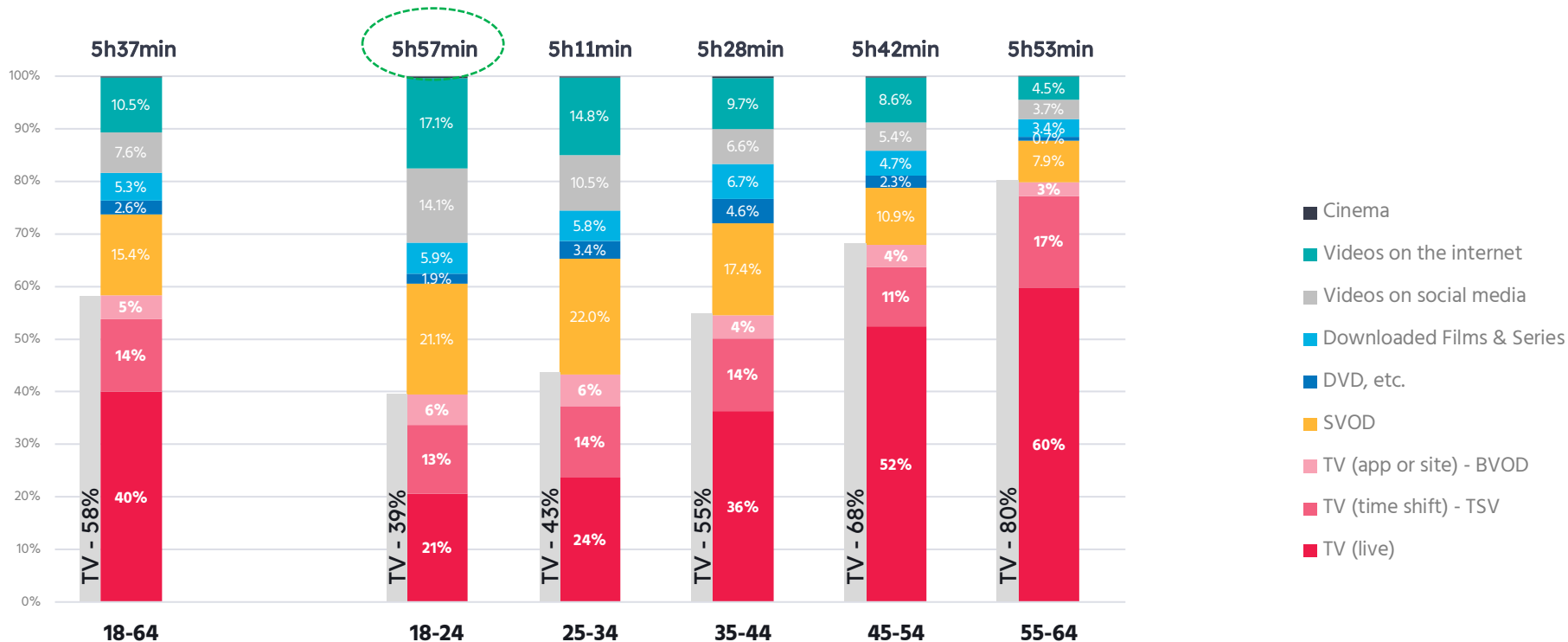
Socio-demo differences

Breakdown by ages

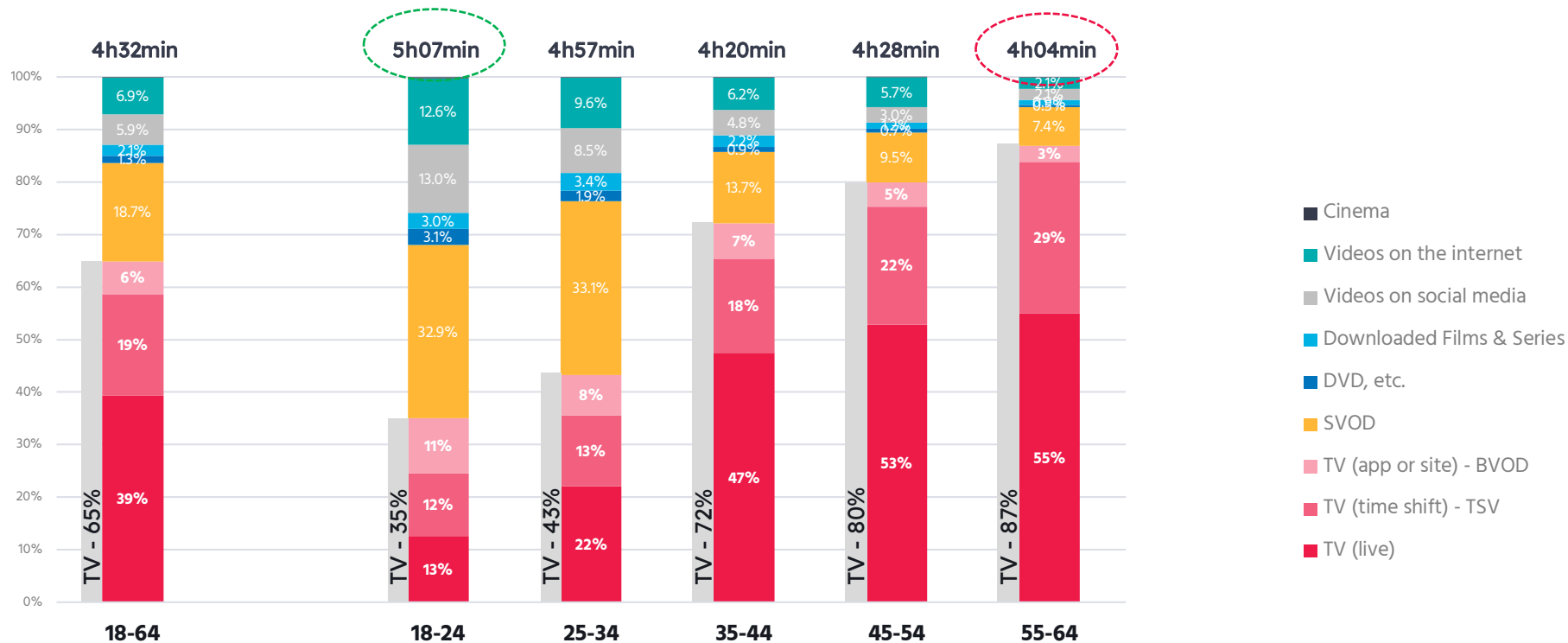


Breakdown by ages

TV has the highest share in all age groups

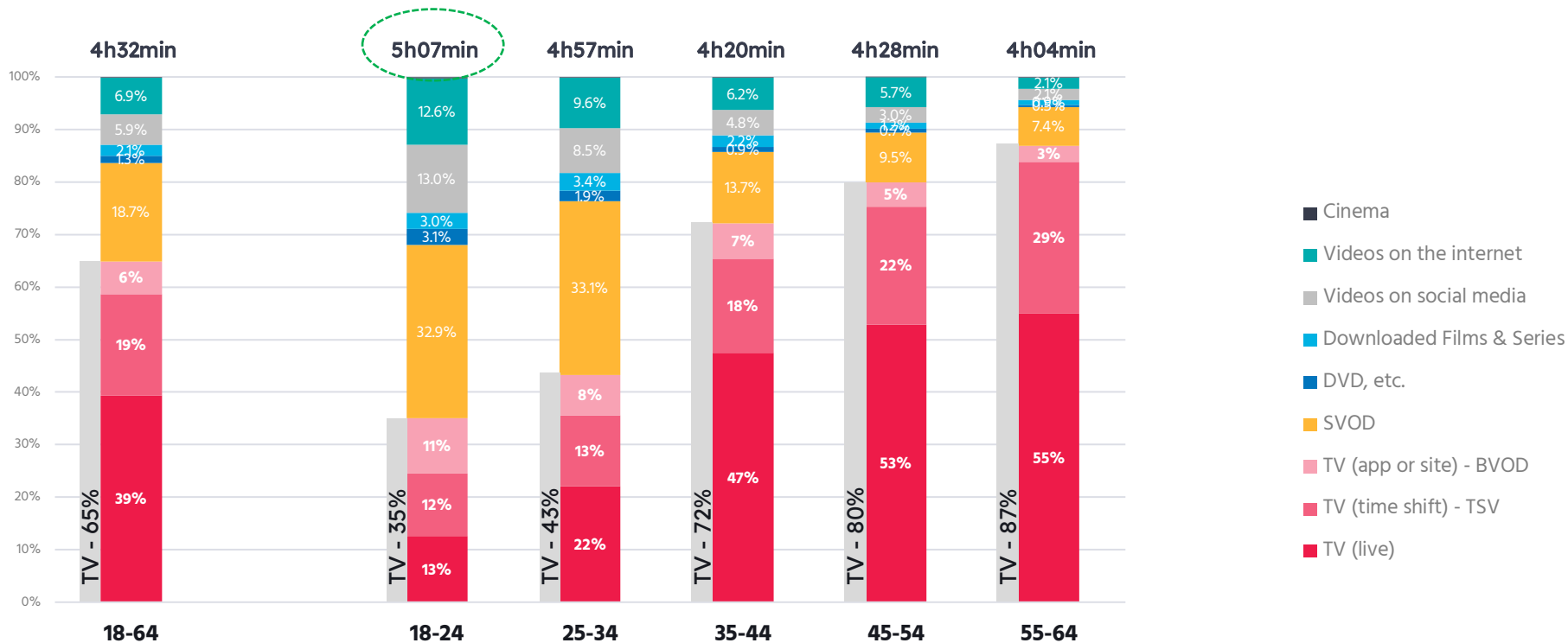


Breakdown by ages



Breakdown by ages

TV has the highest share in all age groups

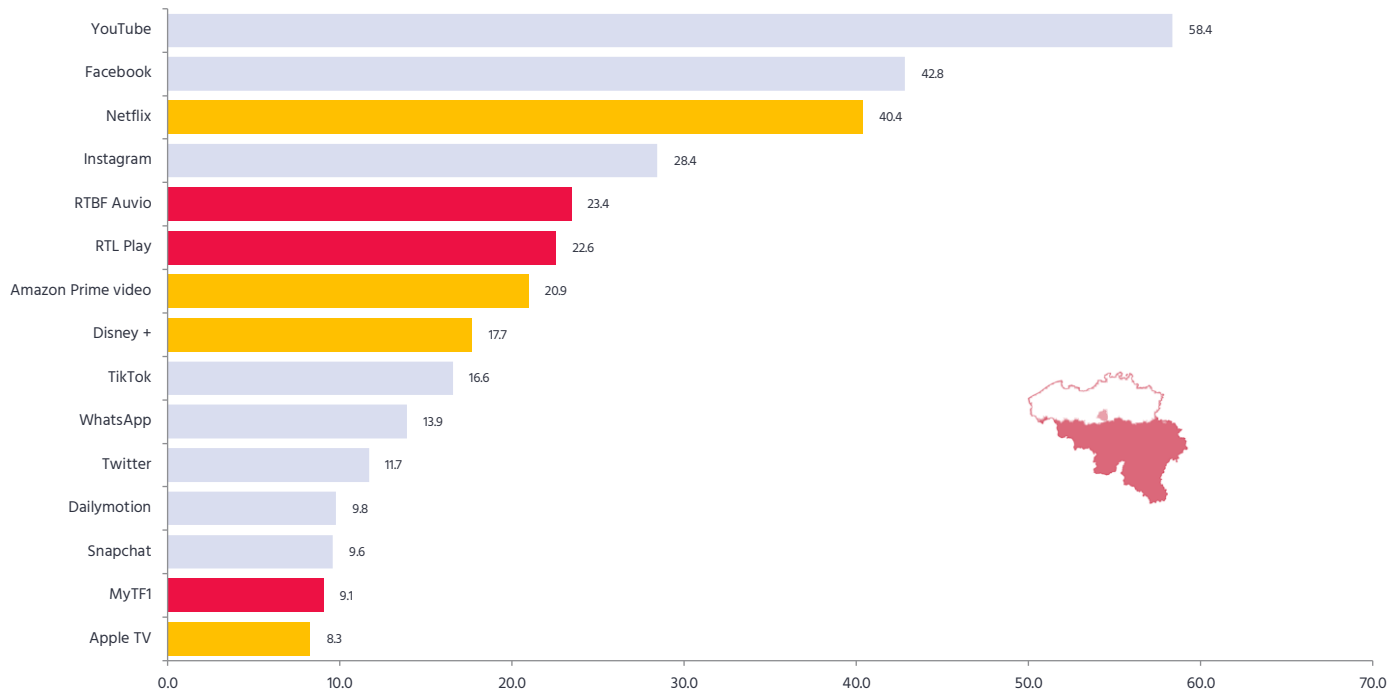




Online video Which media brands?

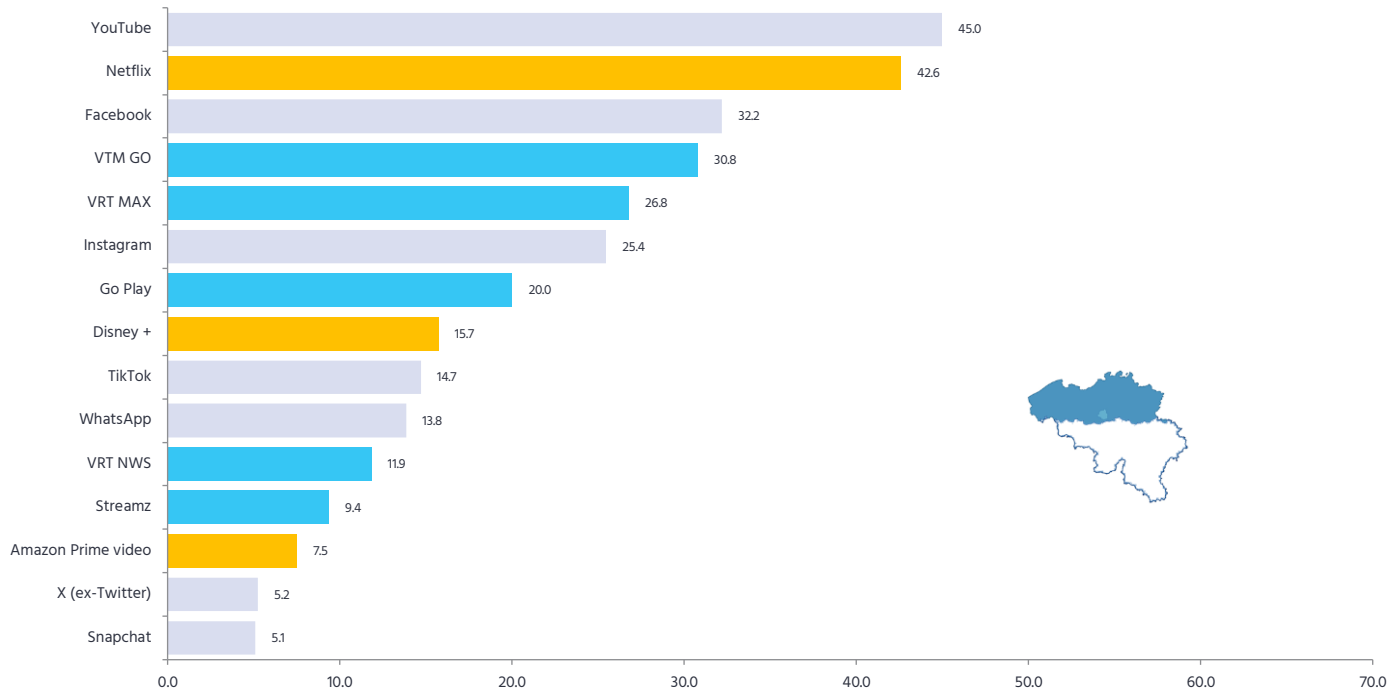
Total Reach of Video platforms (in the 3 last months)

Top 15 - 18-64 ans – French speaking - 2023



Total Reach of Video platforms (in the 3 last months)

Top 15 - 18-64 ans – Dutch speaking - 2023



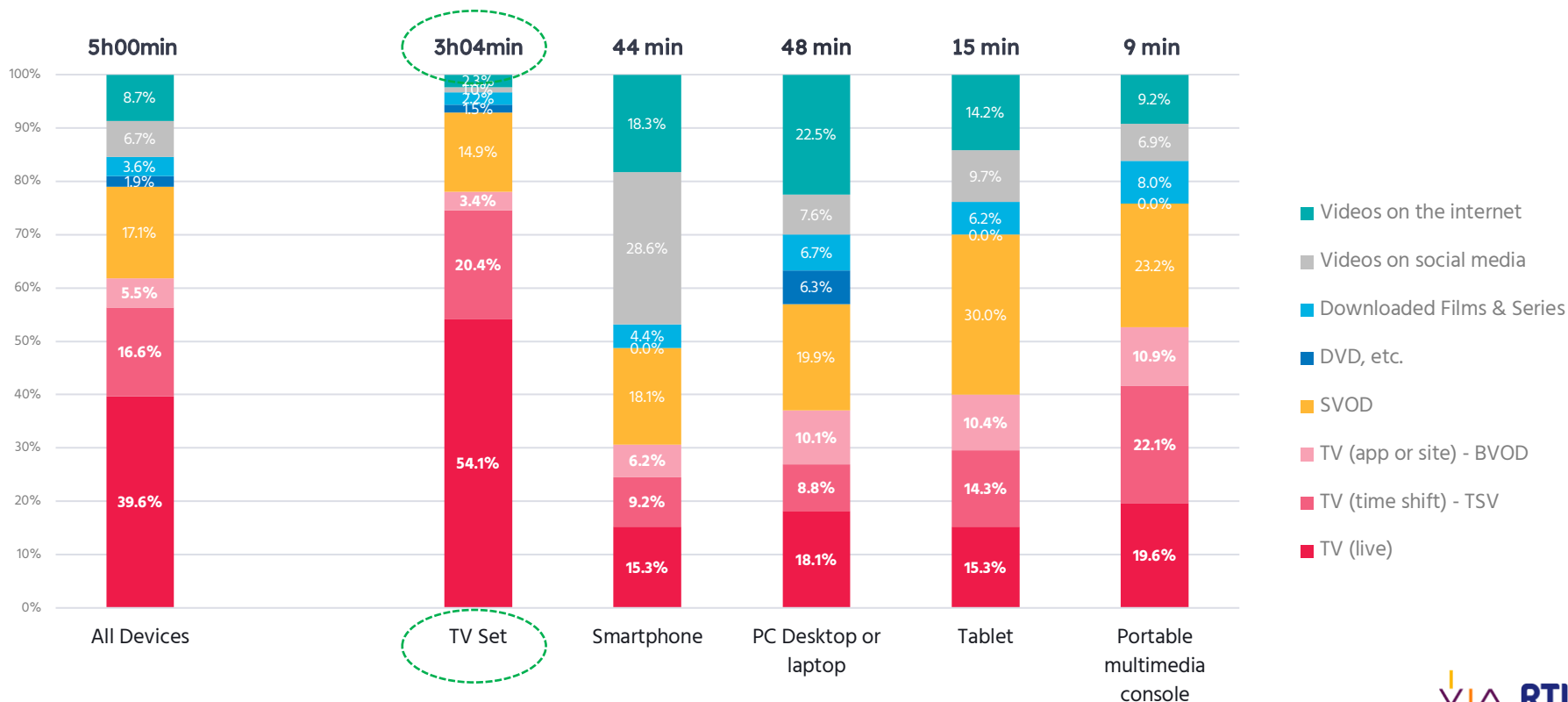


Devices, places (national)



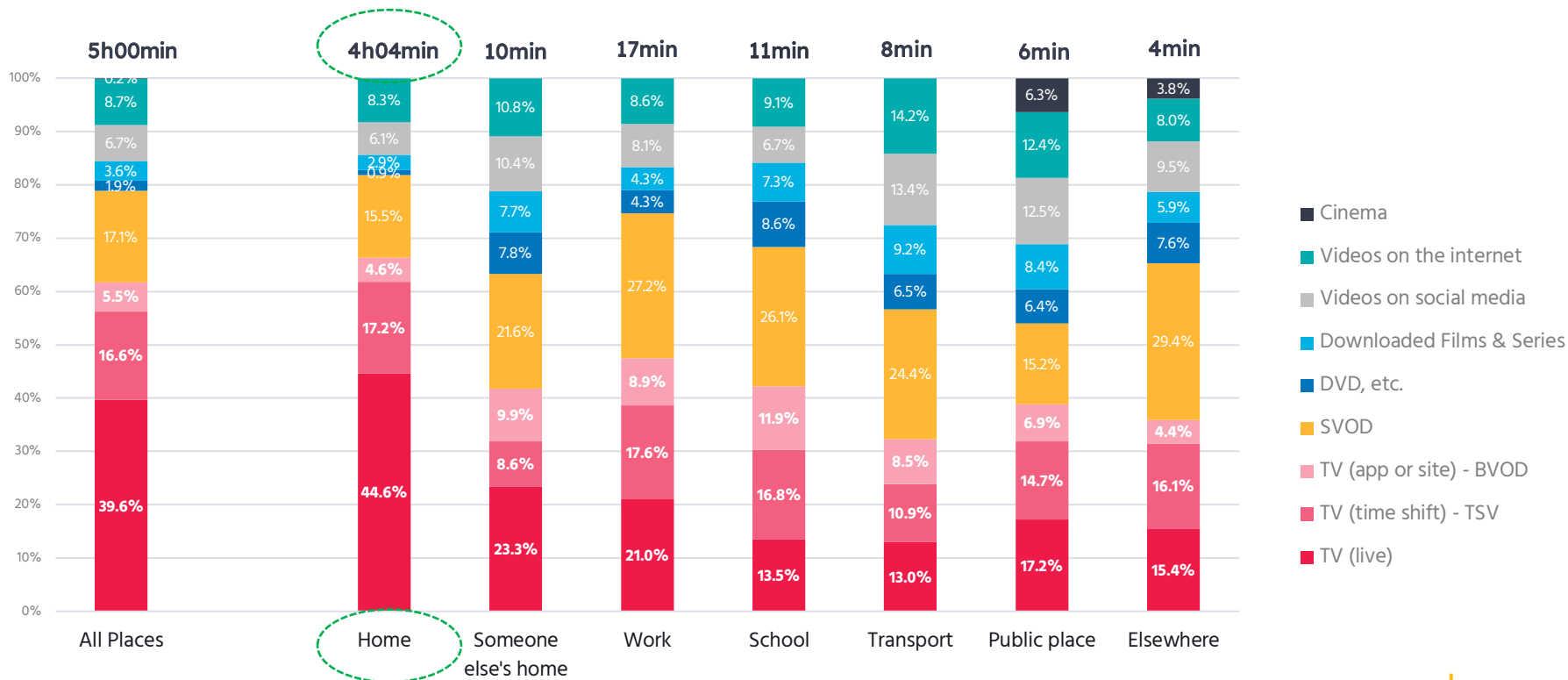
Share of Video DEVICES

Total Belgium – Monday-Sunday – 2023



Share of Video PLACES

Total Belgium – Monday-Sunday – 2023



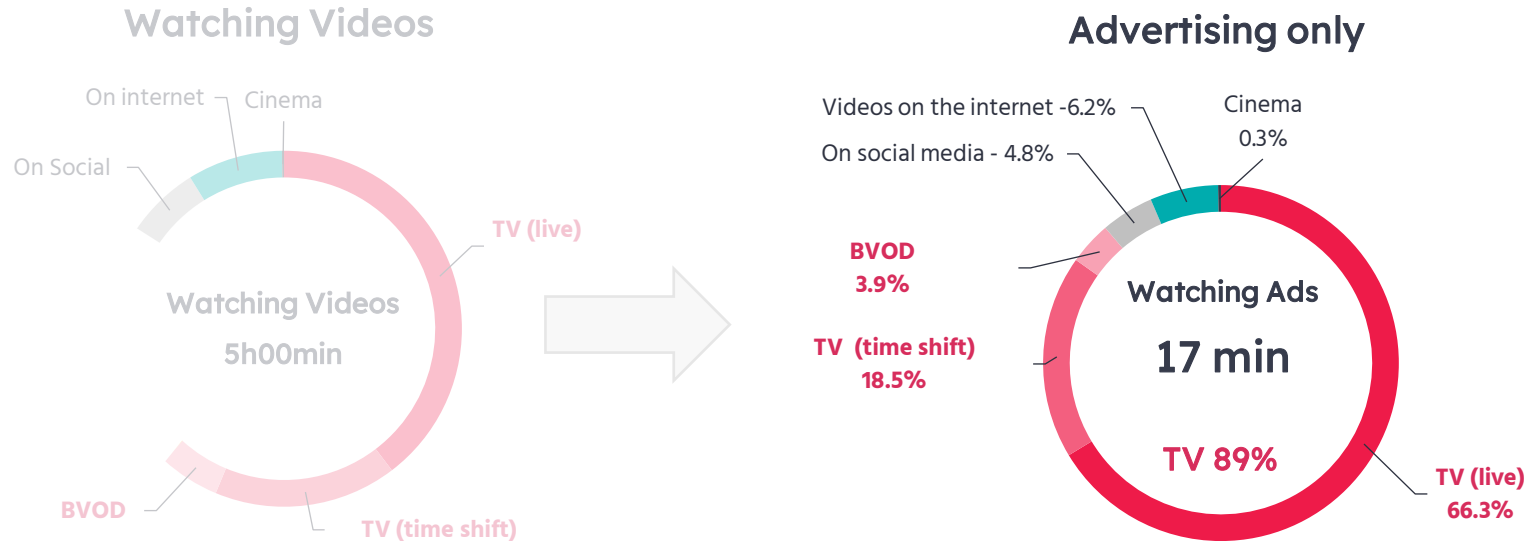


Share of Video Advertising

Share of Video Advertising 18-64

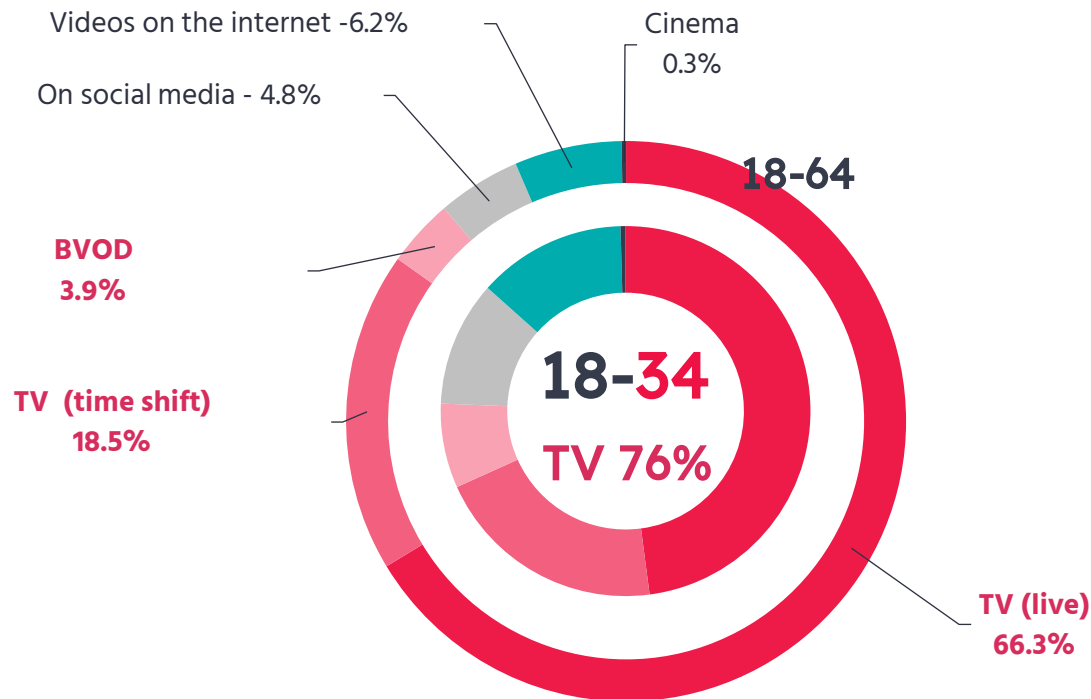
Monday-Sunday - Total Belgium - 2023

89 % of all video advertising is from the broadcasters



Share of Video Advertising

Monday-Sunday - Total Belgium - 2023



Source Video Observer : VIA & RTL Research . Estimation of time spent watching ads : CIM TAM Jan-Jun 23 (for Live TV and TSV) - BVOD, Social Media and internet modeled like YouTube and other online videos in the UK at 4,0% - Cinema like in the UK at 8,0%.

VIDEO OBSERVER 2023

Recording of the webinar
is available on
www.thinkvia.be



RTL