

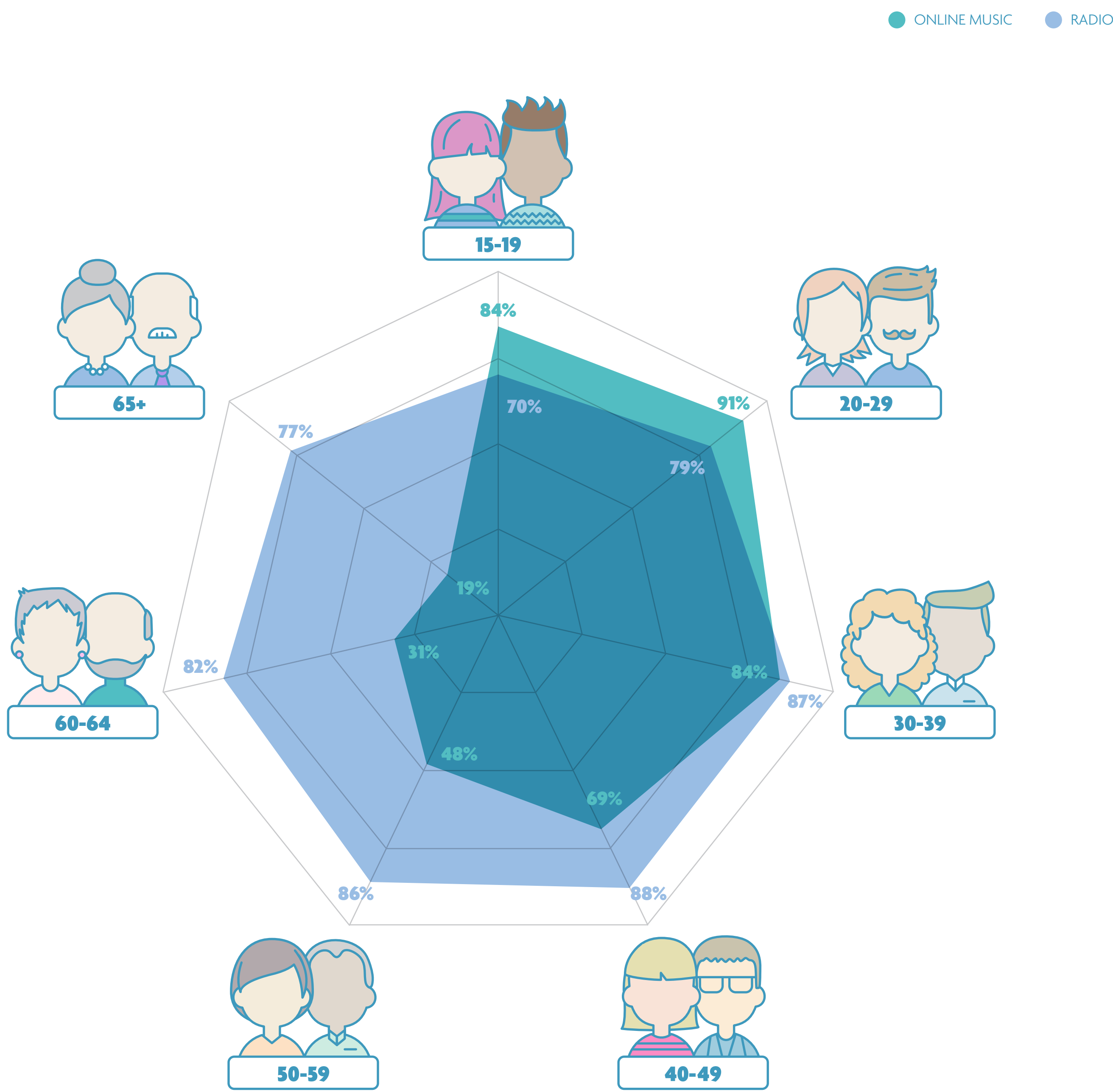


## RADIO & MUSIC

Online streaming #1 music source

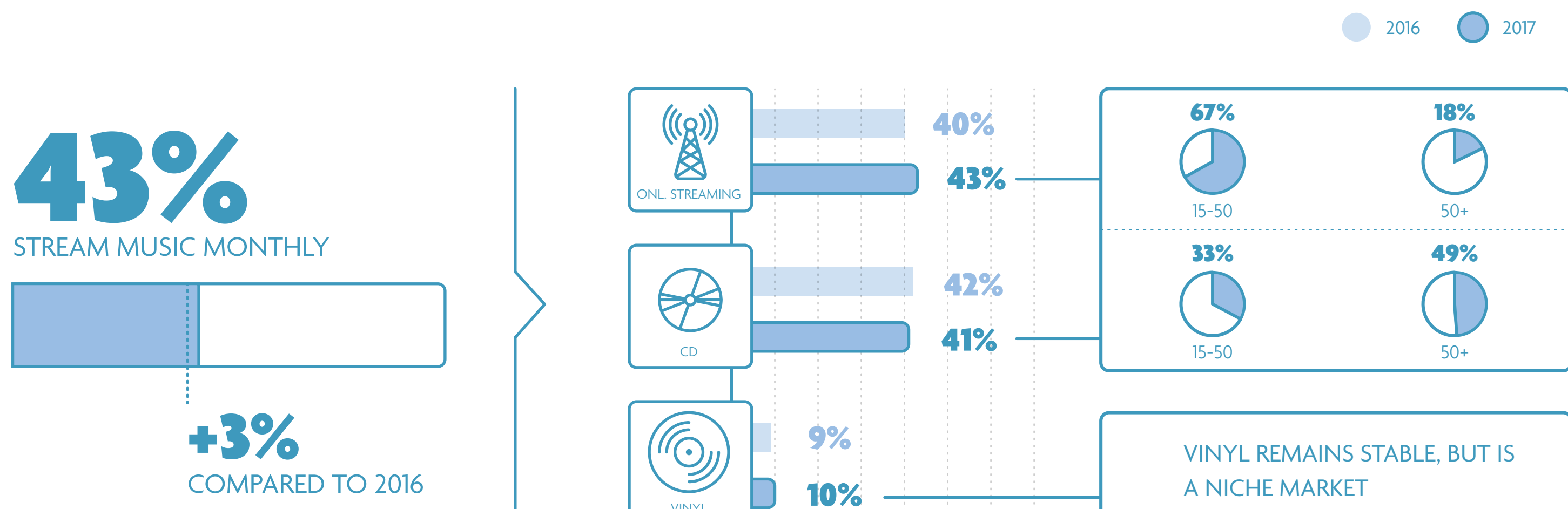
### ONLINE MUSIC VS. RADIO

Online music is the most popular within younger segments



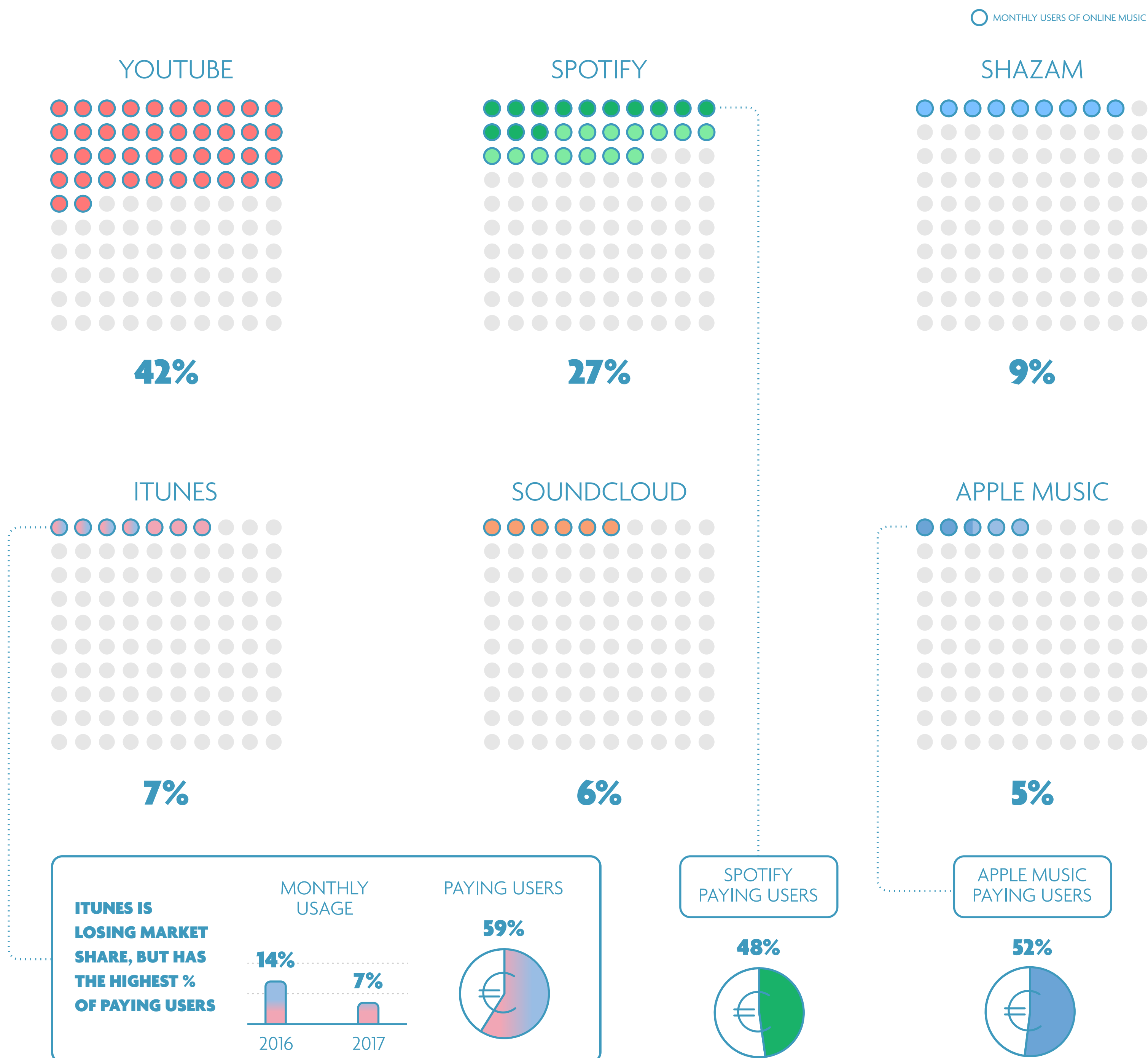
### ONLINE STREAMING

Online streaming dethrones the CD



### ONLINE MUSIC

YouTube remains the most popular online music platform



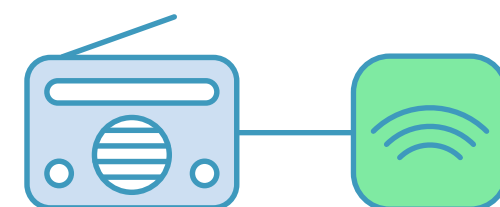
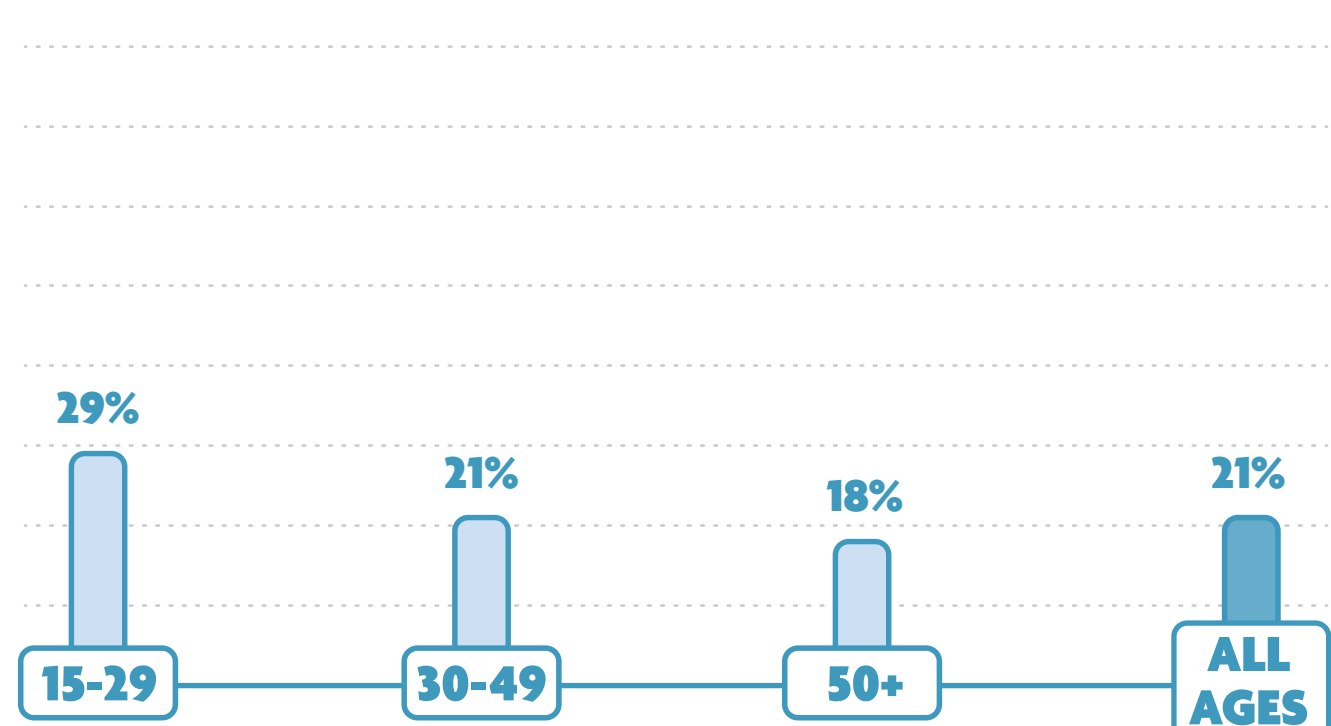
### STATEMENTS

Radio fatigue, satisfaction & willingness to pay for music



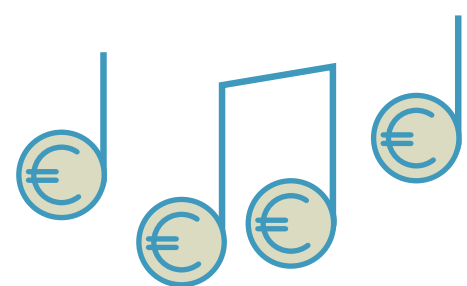
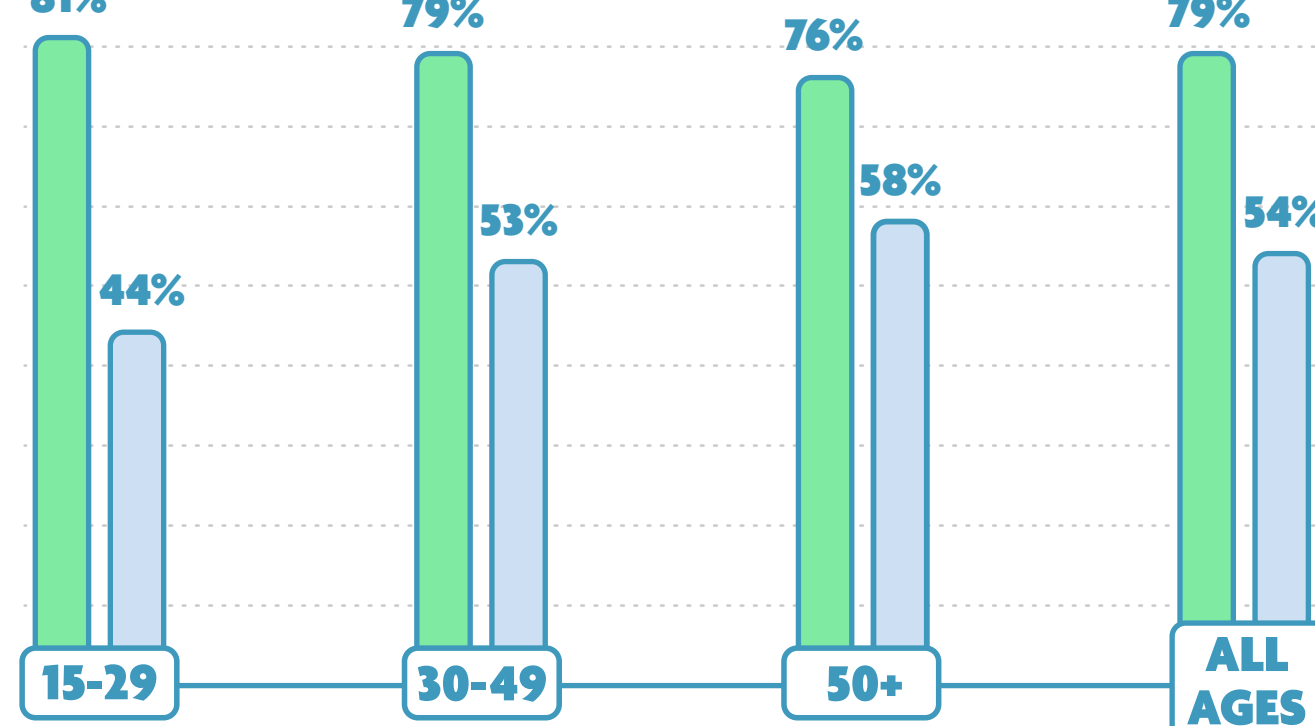
#### RADIO FATIGUE

"I listen less frequently to radio stations compared to last year"



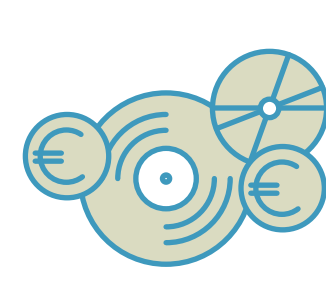
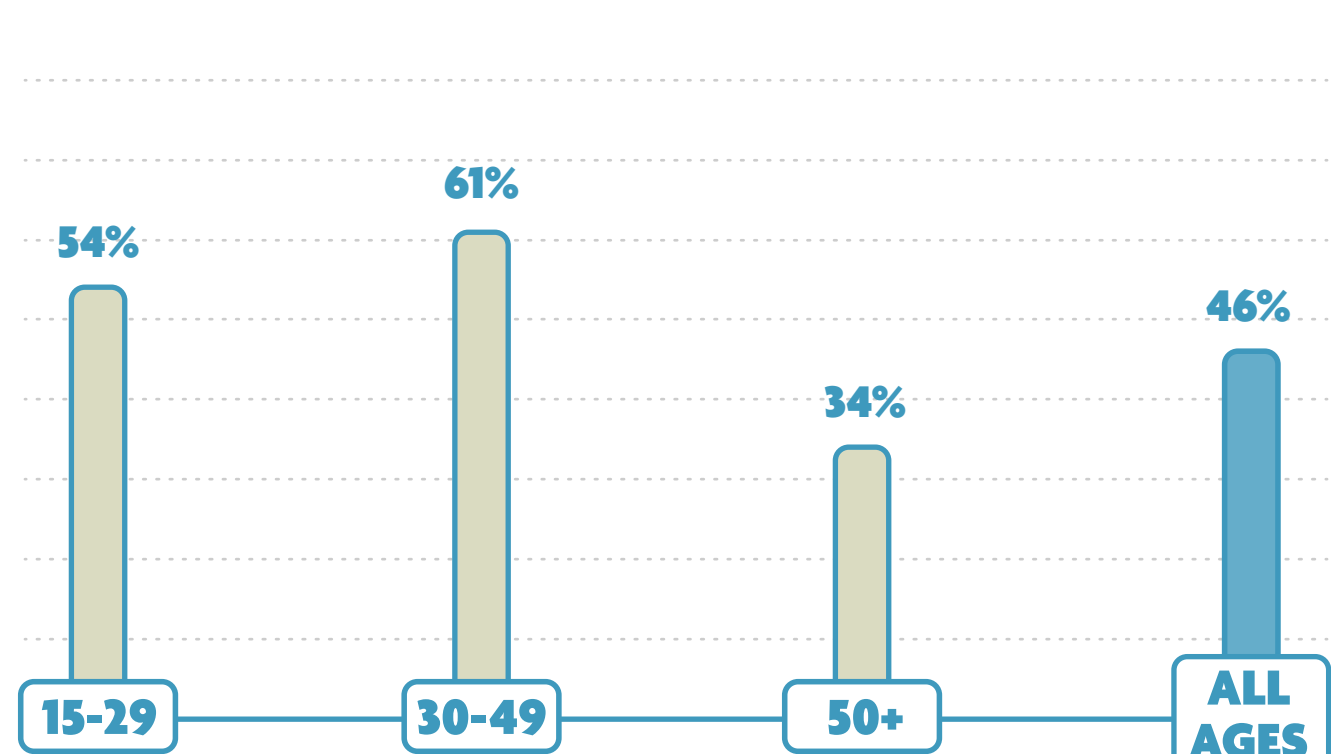
#### SATISFACTION

"I am satisfied with the programming on Flemish radio/Spotify"



#### WILLING TO PAY

"I am willing to pay for music I really like"



#### CDs & LPs

"I would rather spend money on CDs and LPs than on online music"

