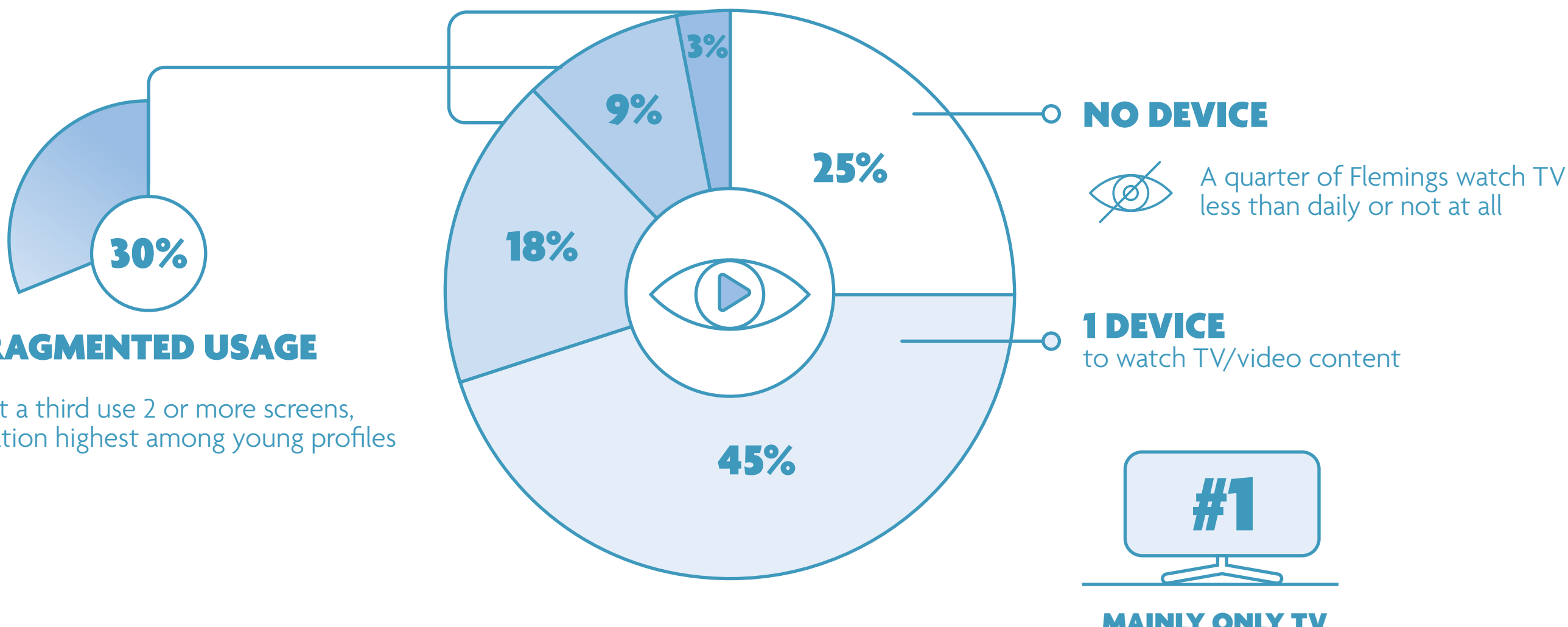
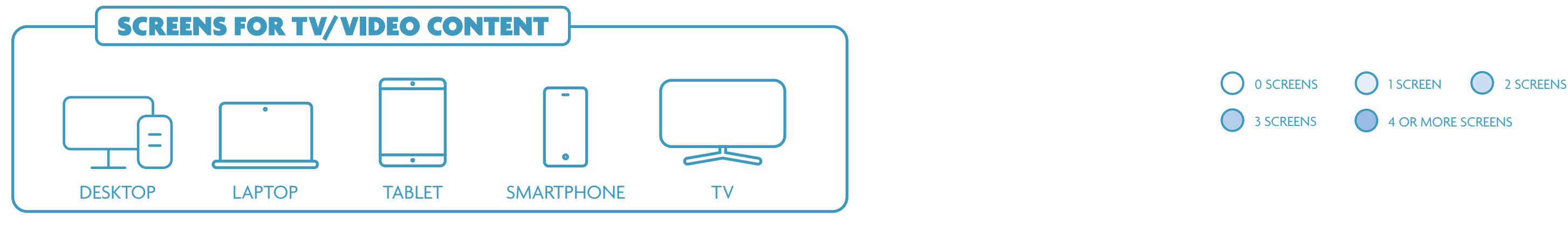


# TV & VIDEO

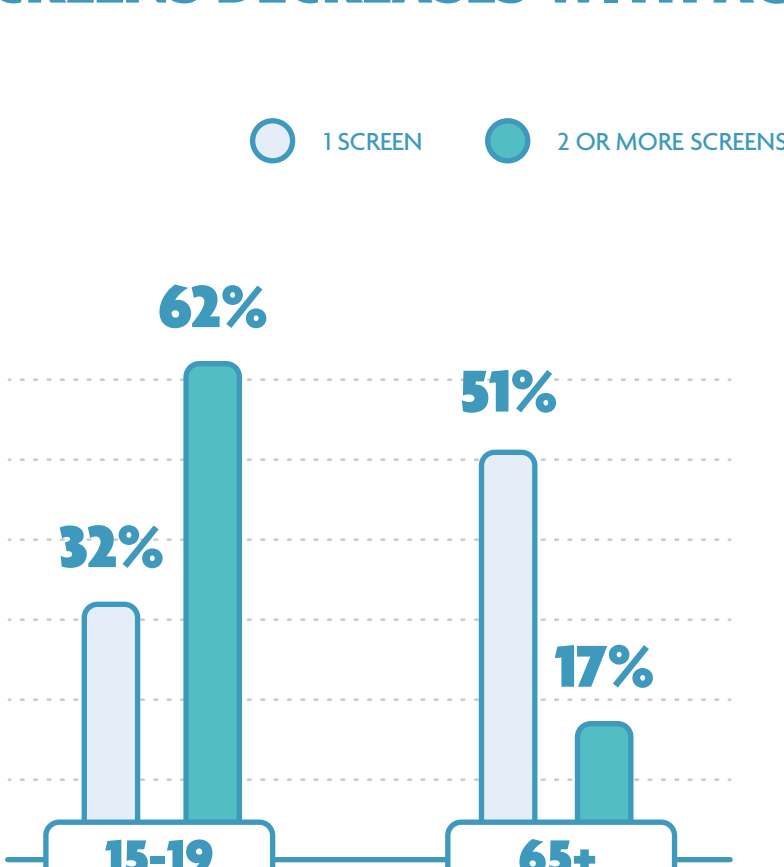
Younger segments: exit TV, enter online video

## SCREENS USED TO WATCH DAILY TV/VIDEO CONTENT

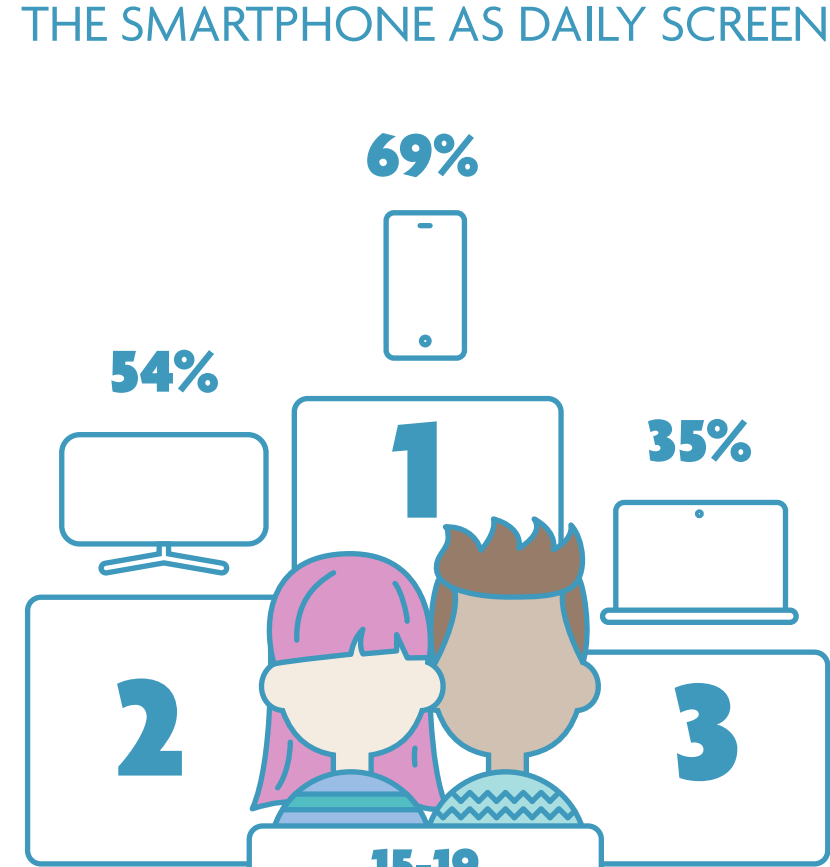
The younger the Fleming, the more screens used



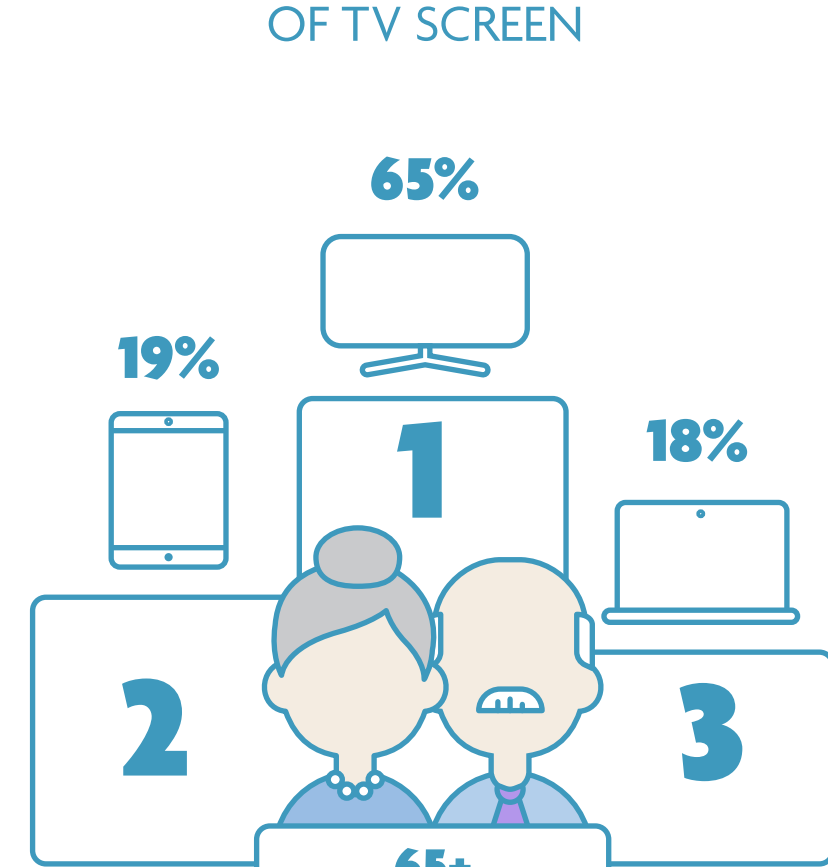
### DAILY USAGE OF 2 OR MORE SCREENS DECREASES WITH AGE



### TEENAGERS PREFER THE SMARTPHONE AS DAILY SCREEN

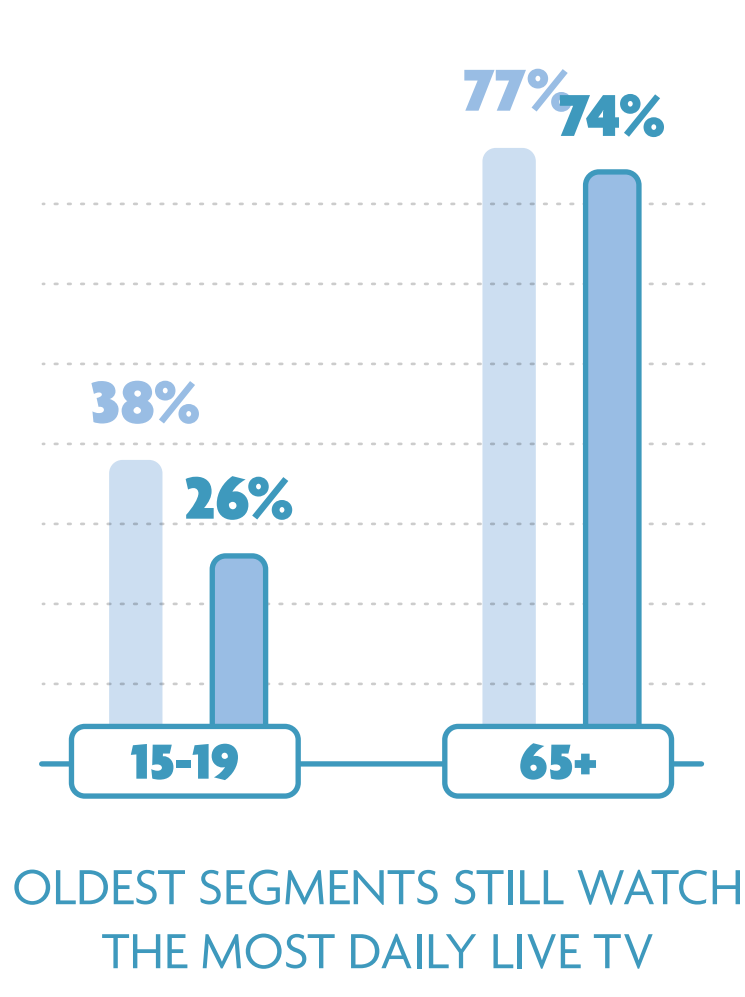
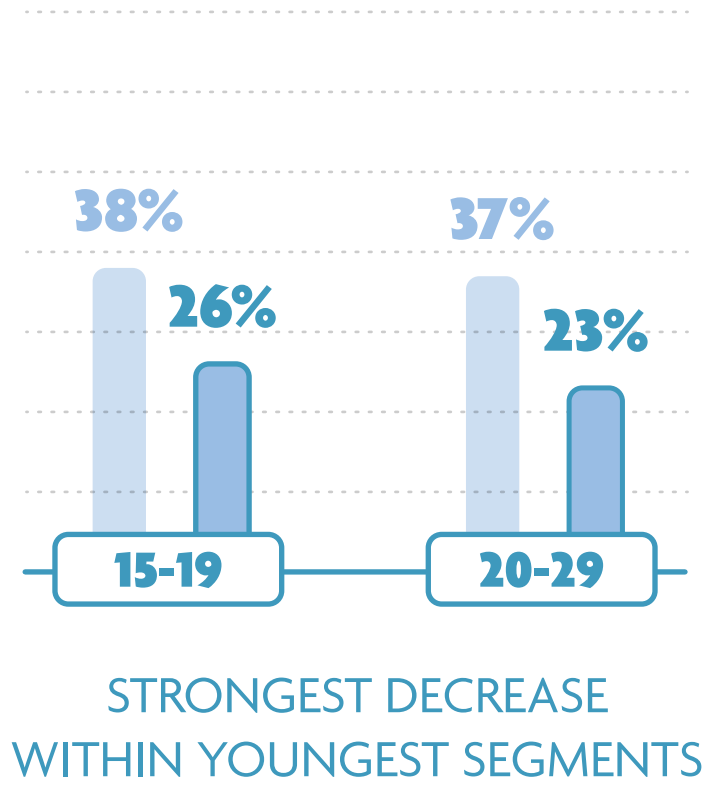
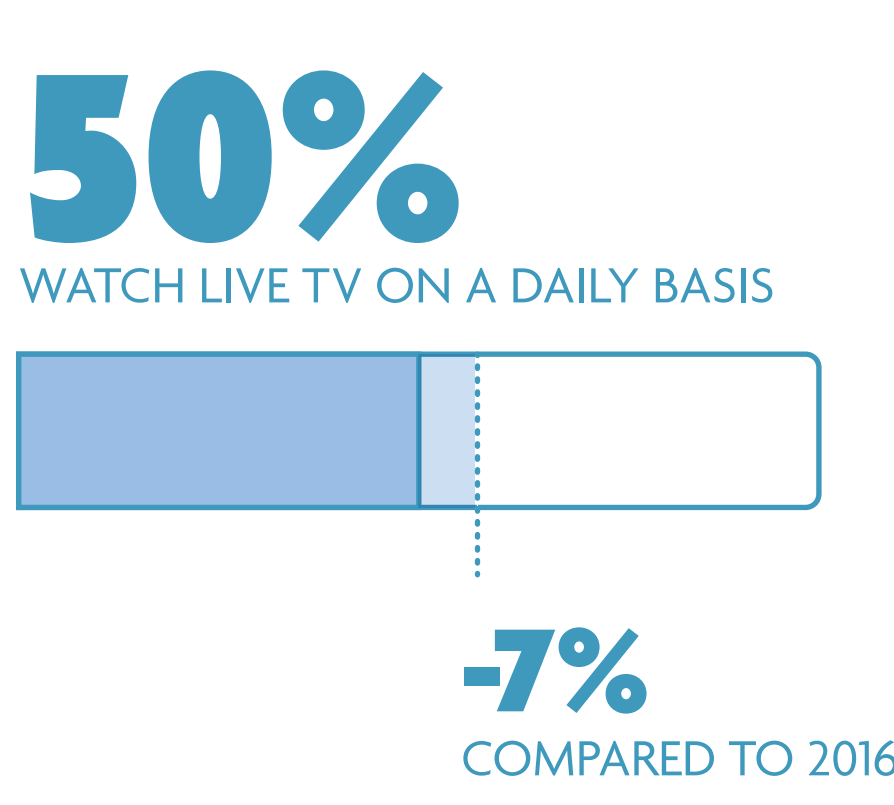


### FLEMINGS 65+ MOST DISTINCT FANS OF TV SCREEN

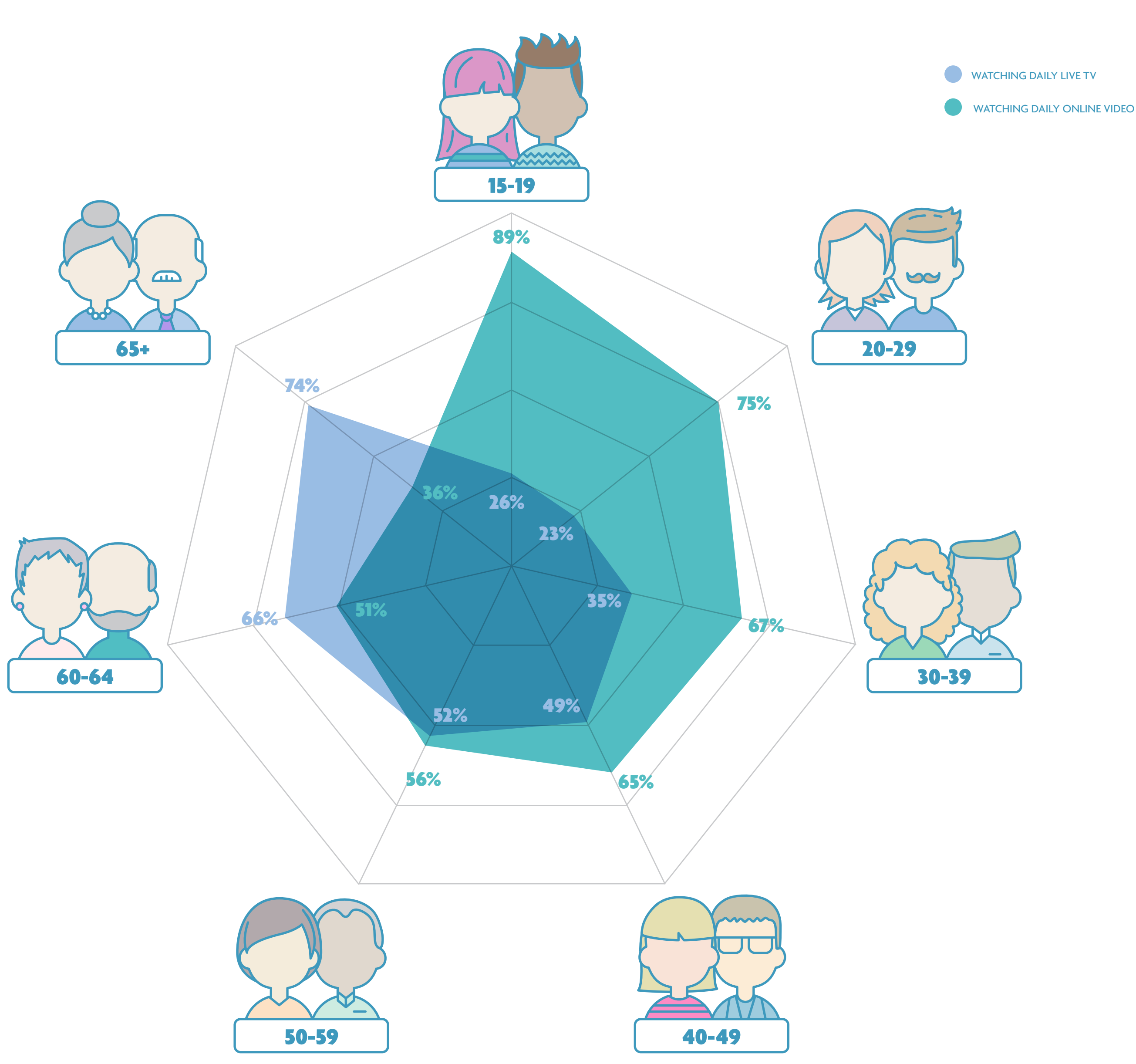


## TRADITIONAL LIVE TV LESS POPULAR

All age groups watch less live TV on a daily basis

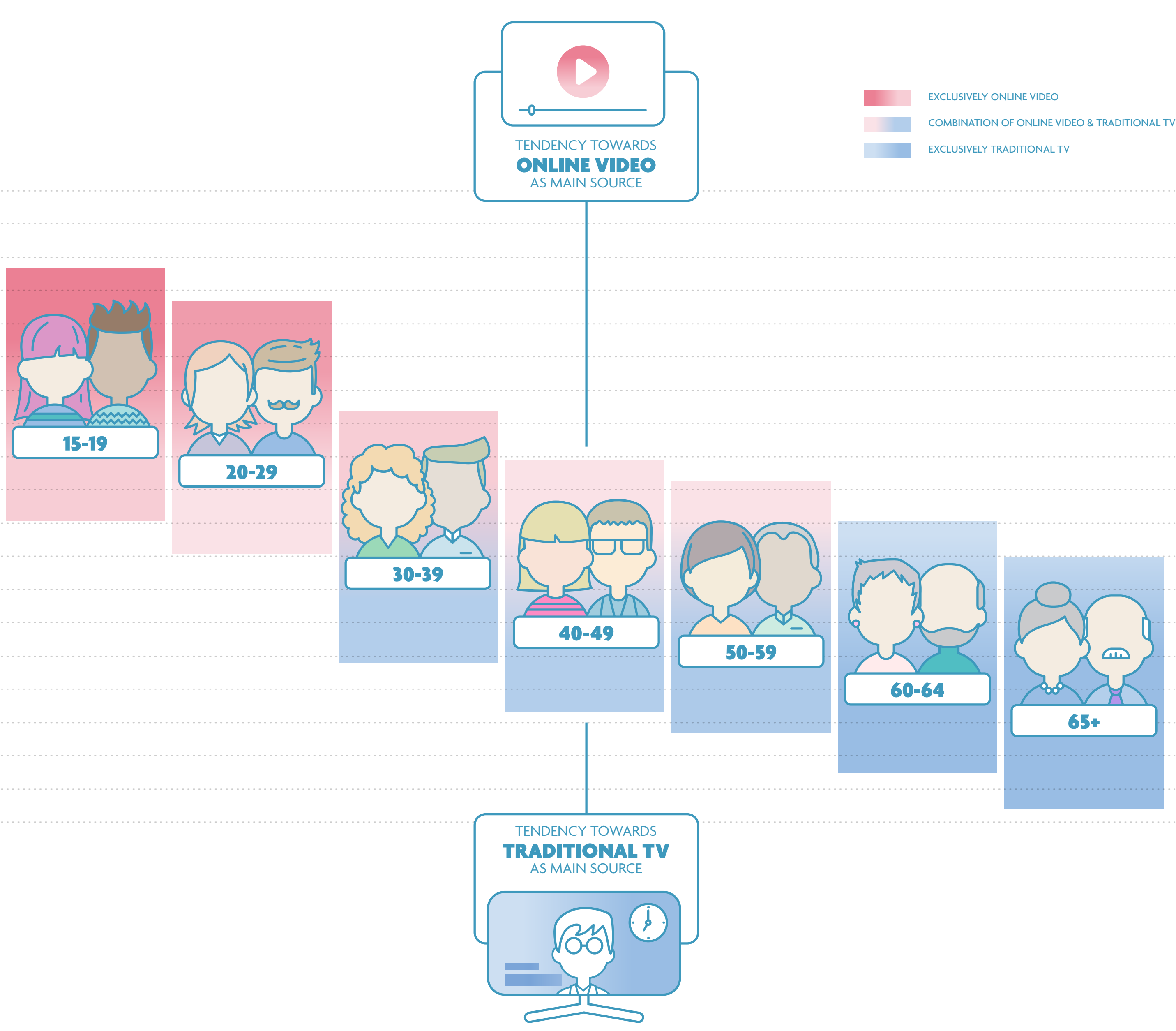


## WATCHING TRADITIONAL LIVE TV VS. WATCHING ONLINE VIDEO



## ONLINE VIDEO VS. TRADITIONAL TV

Younger age segments more likely to watch online video exclusively



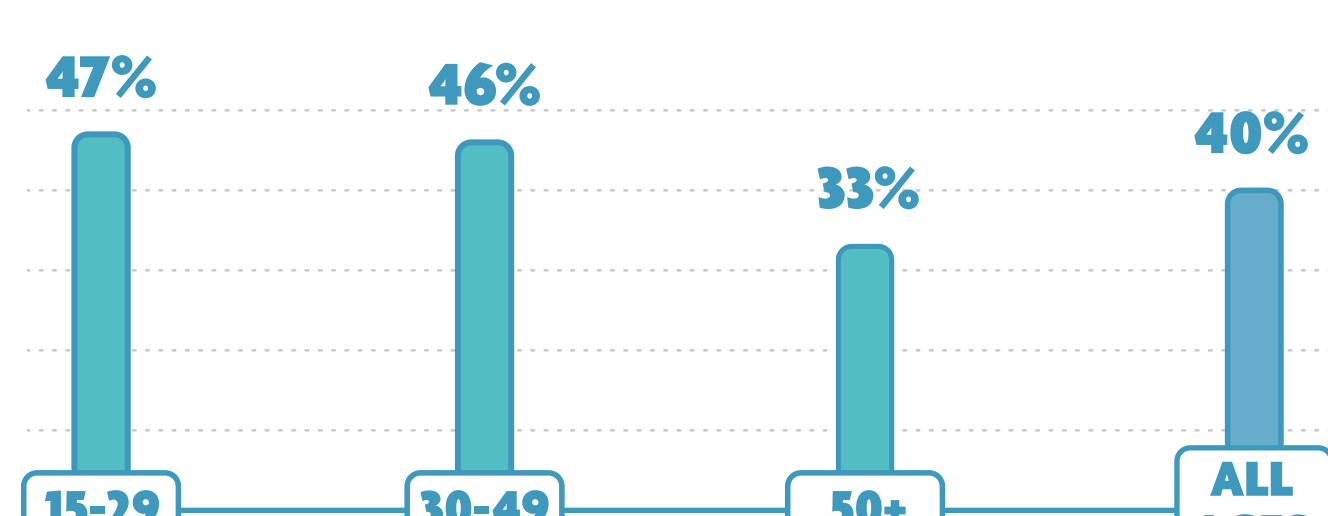
## STATEMENTS

Virtual reality, satisfaction & video-on-demand



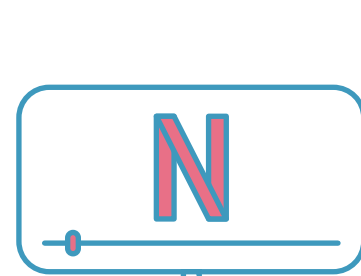
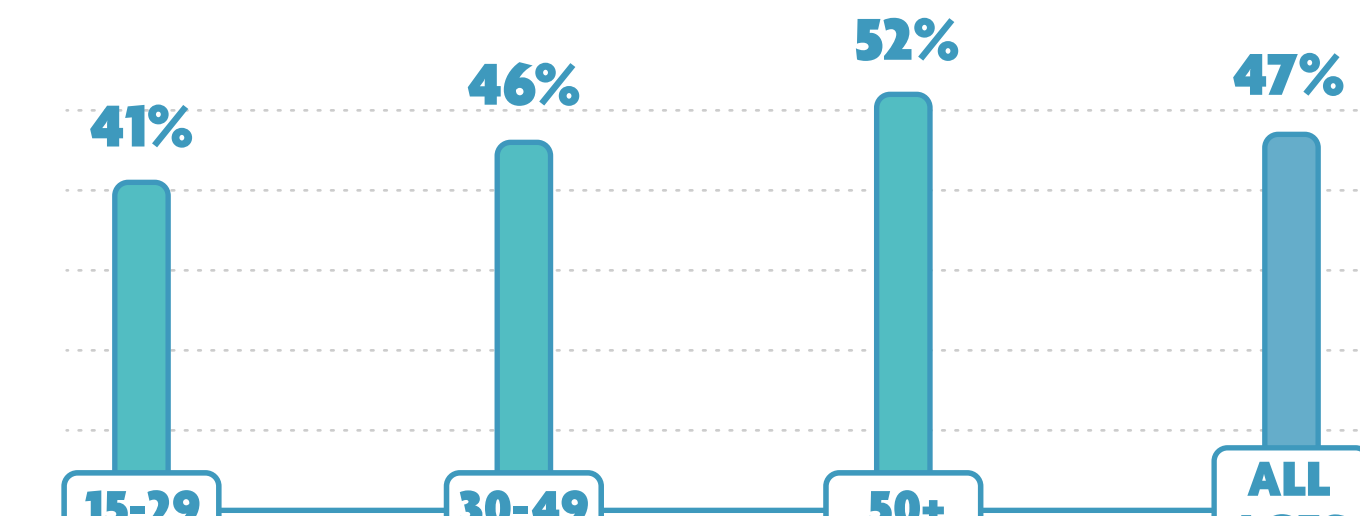
### VIRTUAL REALITY

"Within 5 years, VR will be an important type of entertainment"



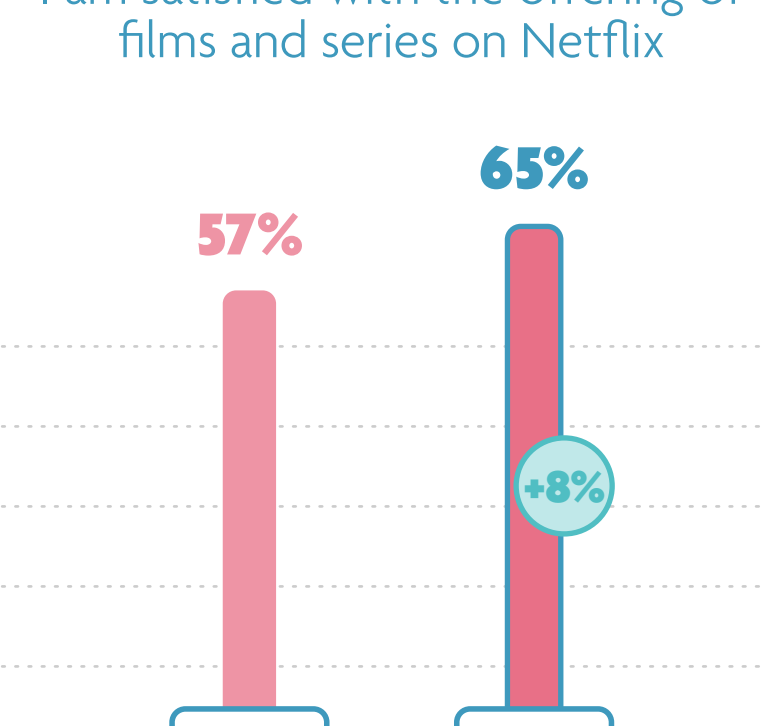
### SATISFACTION

"I am satisfied with the programming on Flemish TV stations"



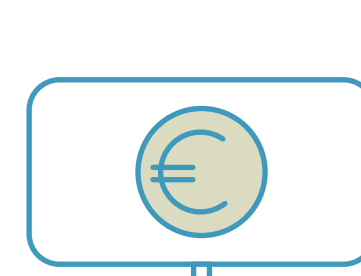
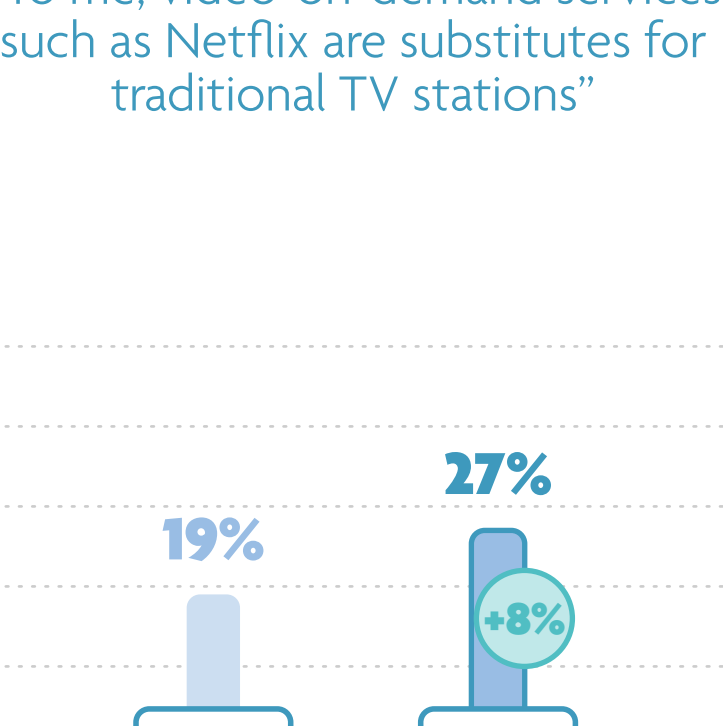
### NETFLIX SATISFACTION

I am satisfied with the offering of films and series on Netflix



### VIDEO-ON-DEMAND

"To me, video-on-demand services such as Netflix are substitutes for traditional TV stations"



### WILLING TO PAY

"I am willing to pay for films and series I really like"

