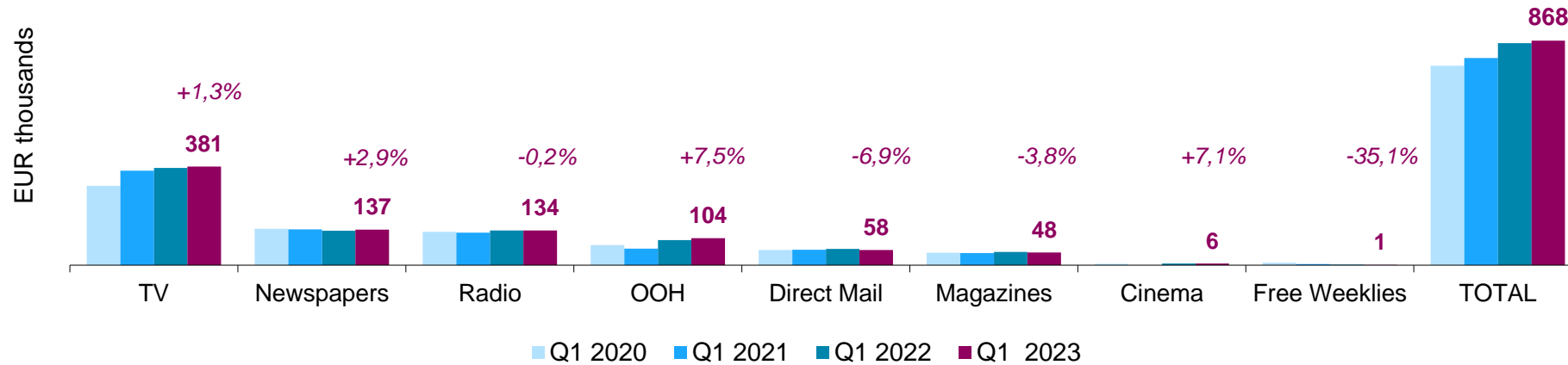


# Belgian advertising paid media value

Much is about the point of view

## Gross offline current media value



## All offline media % difference 2023/2022



## % difference in net value Q1 2023/Q1 2022 as estimated by WARC

