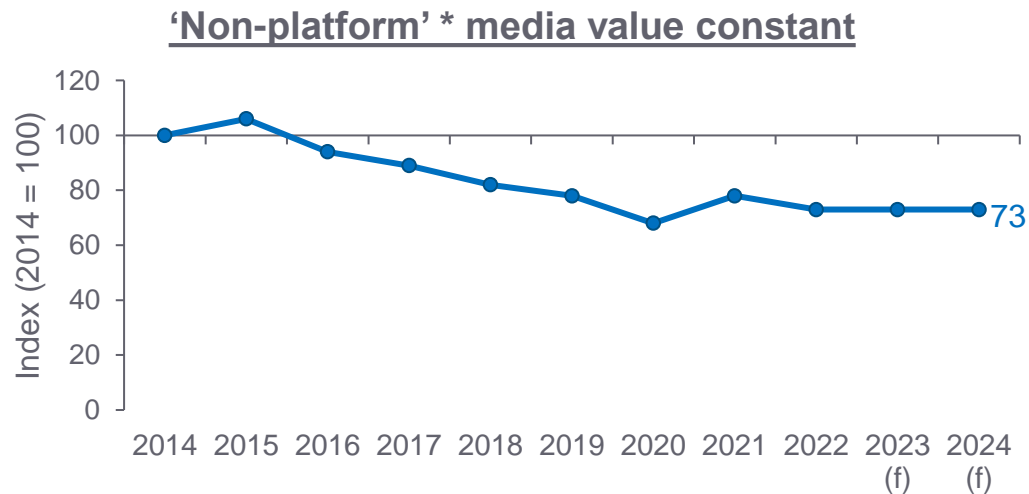
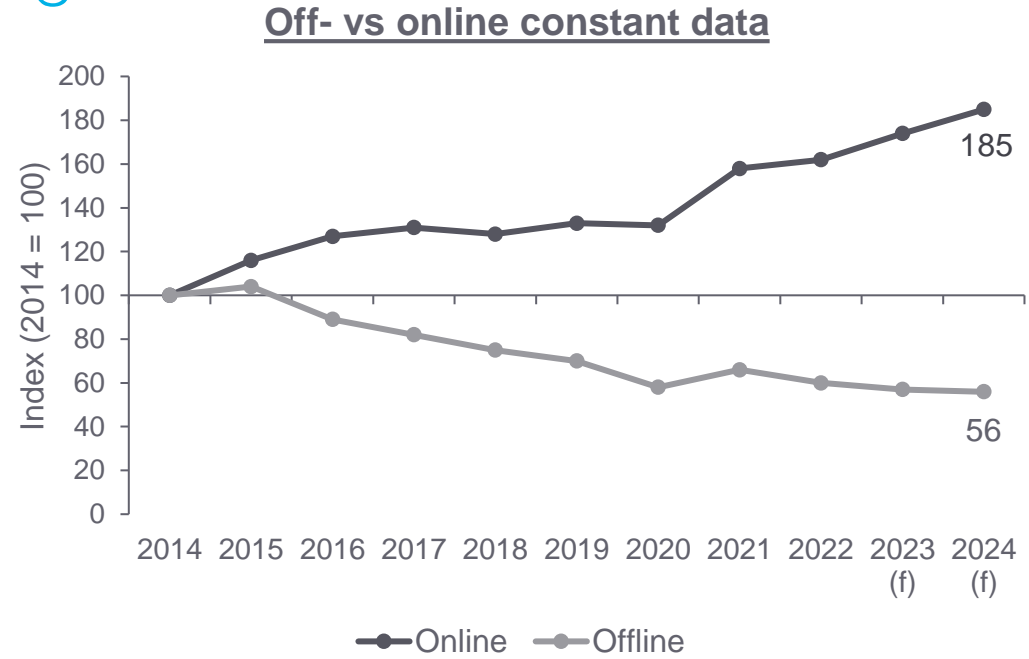
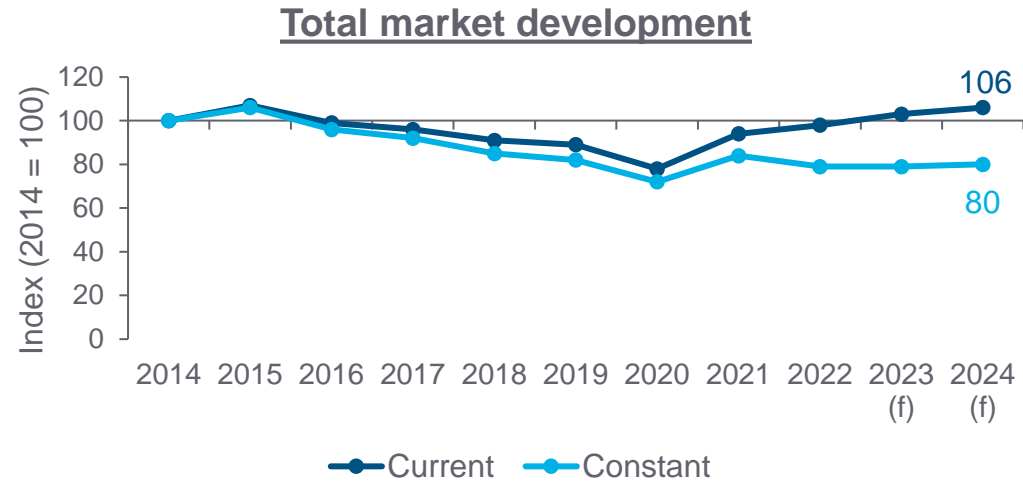


Net evolution of media investment in Belgium

Independent estimates speak about stagnation



* Offline + 65% of digital

Source: WARC.; « Platforms » share of digital estimated at 65%.