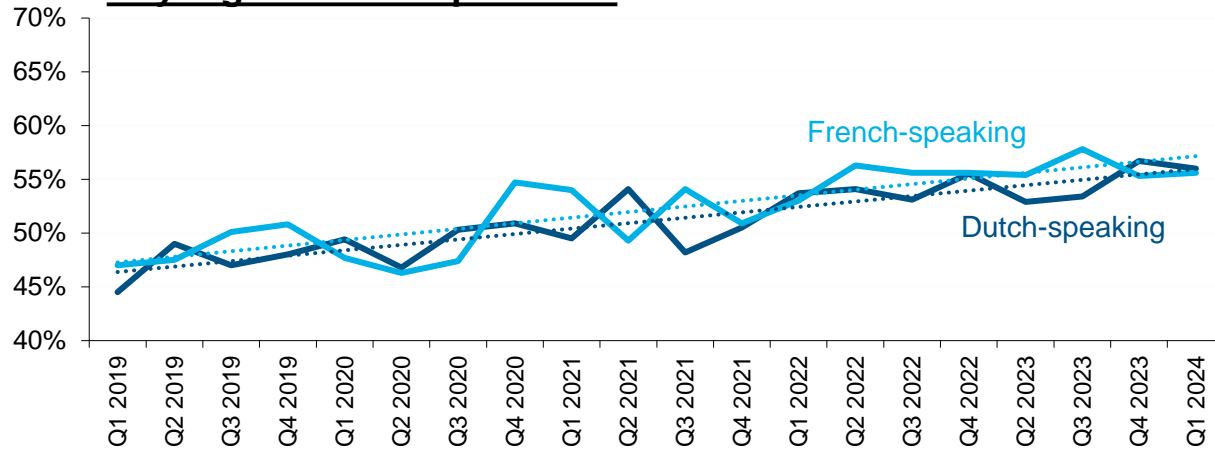


# Paid digital content is slightly growing

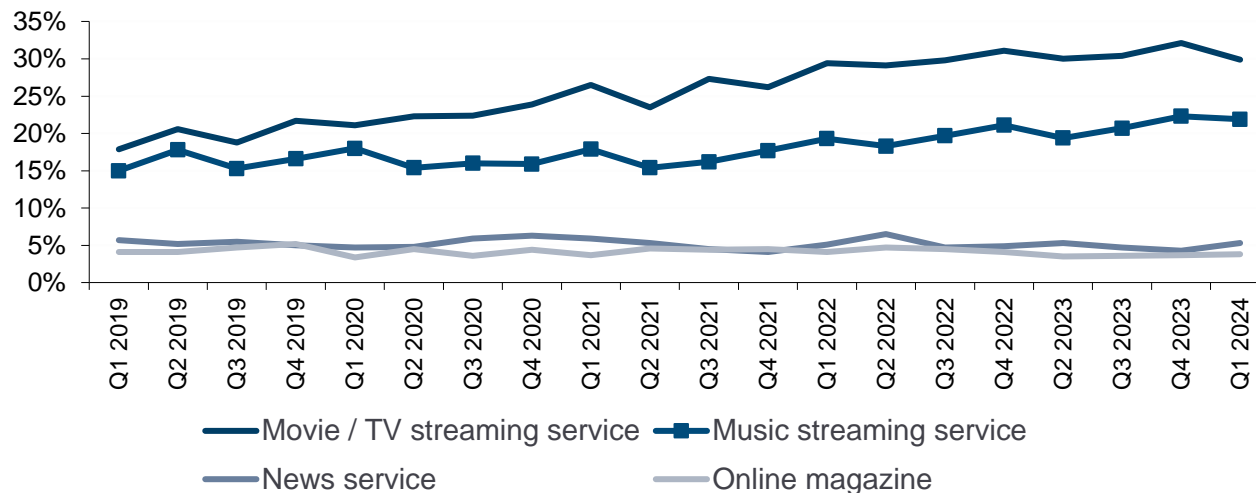
## But not all types of content

Q- In the last month, which of these have you paid for? [% of total]

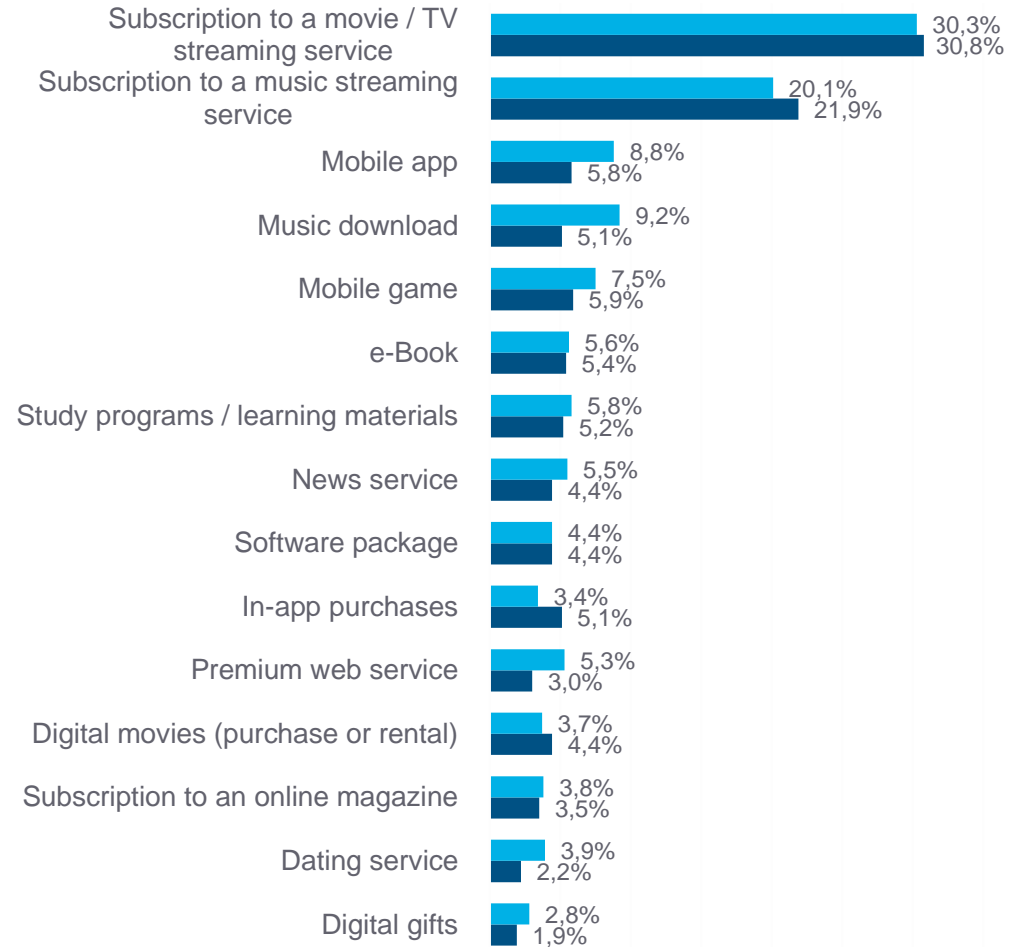
### Any digital content purchase



### Selected media services (base= Belgium)



### Detail of services (Q2 2023 → Q1 2024)



■ French-speaking ■ Dutch-speaking

Source : Global Web Index. Target audience 16-64 connected