

The Belgian Media (R)evolution

2022

Table of contents

2022

THE NEW MEDIA CONTEXT

BELGIANS AND THEIR TRUST IN THE (TRADITIONAL) MEDIA

What media do Belgians consult and which form of media do they trust the most?

Online habits of Belgians

Social media habits of Belgians

THE BELGIAN MEDIA LANDSCAPE

Private media groups

The main Belgian (public) media

NEWS AGENCIES

TRENDS ON BELGIAN RADIO AND TELEVISION

A new context

2022

A new context

New competitors

- GAFA (Google, Amazon, Facebook, Apple)
- Capture of digital advertising revenues by GAFAs
- New Media competition : audiovisual websites in competition with newspapers websites

Digitalisation

- Digitalisation is **an existential necessity**: digital version, new applications for smartphones, tablets...
- Objective: to reach the "digital natives" - who are used to paying for quality digital content such as Netflix or Spotify- , as opposed to the older generations
- Audiences on written press websites are growing steadily . However, the written press wants to remain a privileged link with a community of loyal readers

A new context

New standards & new formats

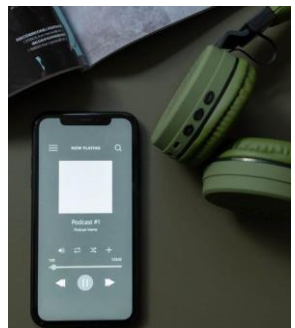
- Infographics, digital materials (videos), and online presentations are the new standards for the communicators
- Press adapt new formats : podcasts, videos on online press outlets, newsletters, ...
- Consequently, today the traditional written press is modernizing (studios,...)
- Obligation for “traditional media” to be present on “social media”: Facebook, Instagram, Twitter...
- Appearance of "native content" for classic media with content directly and solely hosted by social networks

Focus a new format : the podcasts



According to an IPSOS study (online survey of 1500 Belgians aged 18 to 70):

- **29% of Belgians already listen to a podcast today**
- **81% of people who listen to podcasts say that they are useful to better understand certain subjects**
- Podcasts are perceived as a medium that generates **more credibility, attention and relevance** than other media.



A new context

Fake news

- Information is spreading faster and faster
- “Traditional press” must fight against fake news (clickbait on Facebook and other techniques...) where the information is often free
- New role of the media today: decrypt, investigate, reveal
- Maintaining an editorial line remains fundamental

A new context

Change of the habits of the journalists

- With the COVID crisis, journalists have changed their habits: more homeworking, more synergy between redactions, economy of scale...
- Journalists are working on multiple media (Ukraine) and are multiple tasks
- Traditional media are open to share articles on social media of companies to increase their audience

Do the Belgians still trust the traditional media?

2022

ACCUEIL • MÉDIAS

Le Belge lit moins de journaux, sauf «Le Soir»

Le CIM a dévoilé les scores d'audience des titres de presse belges, les premiers après l'effet covid et la ruée vers l'info. L'audience globale est en baisse. Les journaux francophones dits « de qualité » tirent leur épingle du jeu. Singulièrement « Le Soir », seul média belge à progresser.



Seul «Le Soir» tire son épingle du jeu avec désormais une moyenne de 826.000 personnes en contact chaque jour avec la marque. - Pierre-Yves Thienpont.

DENTONS GLOBAL ADVISORS

Les Belges font davantage confiance aux médias traditionnels pour s'informer

Une majorité de Belges fait davantage confiance aux médias traditionnels - la télévision et la presse écrite - pour s'informer, ressort-il mercredi d'une enquête réalisée auprès de 55.347 citoyens européens âgés de 15 ans ou plus.

Belga

Publié le 12-07-2022 à 14h16 - Mis à jour le 12-07-2022 à 15h00

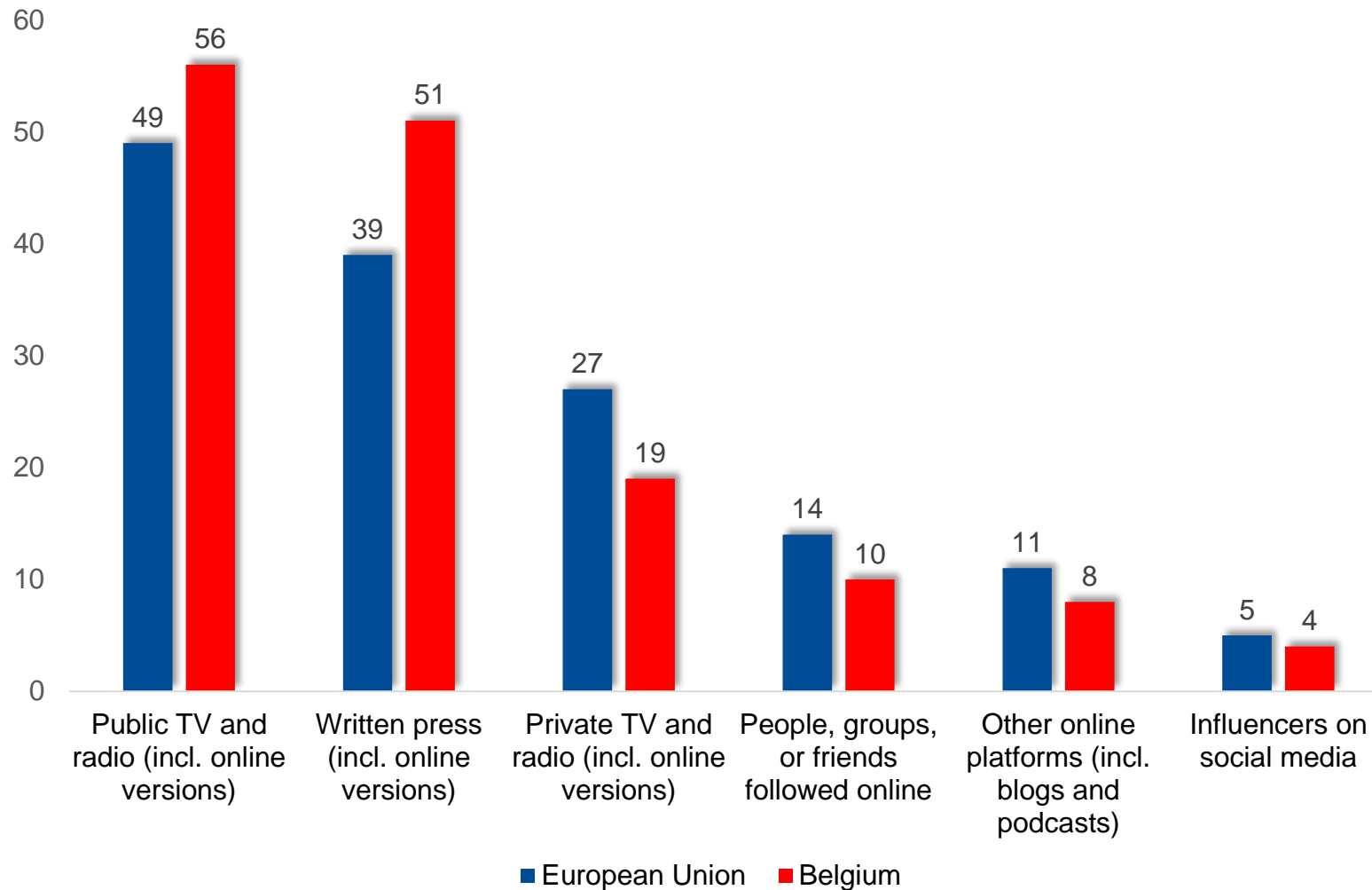


@stephanie Lecocq

The Media & News Eurobarometer 2022

- A dedicated Eurobarometer survey (July 2022) takes an in-depth look at **media habits, trust in different media sources as well as attitudes towards the threat of disinformation**
- Survey of a representative sample of European citizens, aged 15 and over, in each of the 27 Member States of the European Union
- **Online survey between April 26 and May 11, 2022**
- Survey conducted by Ipsos European Public Affairs

Trust in the media

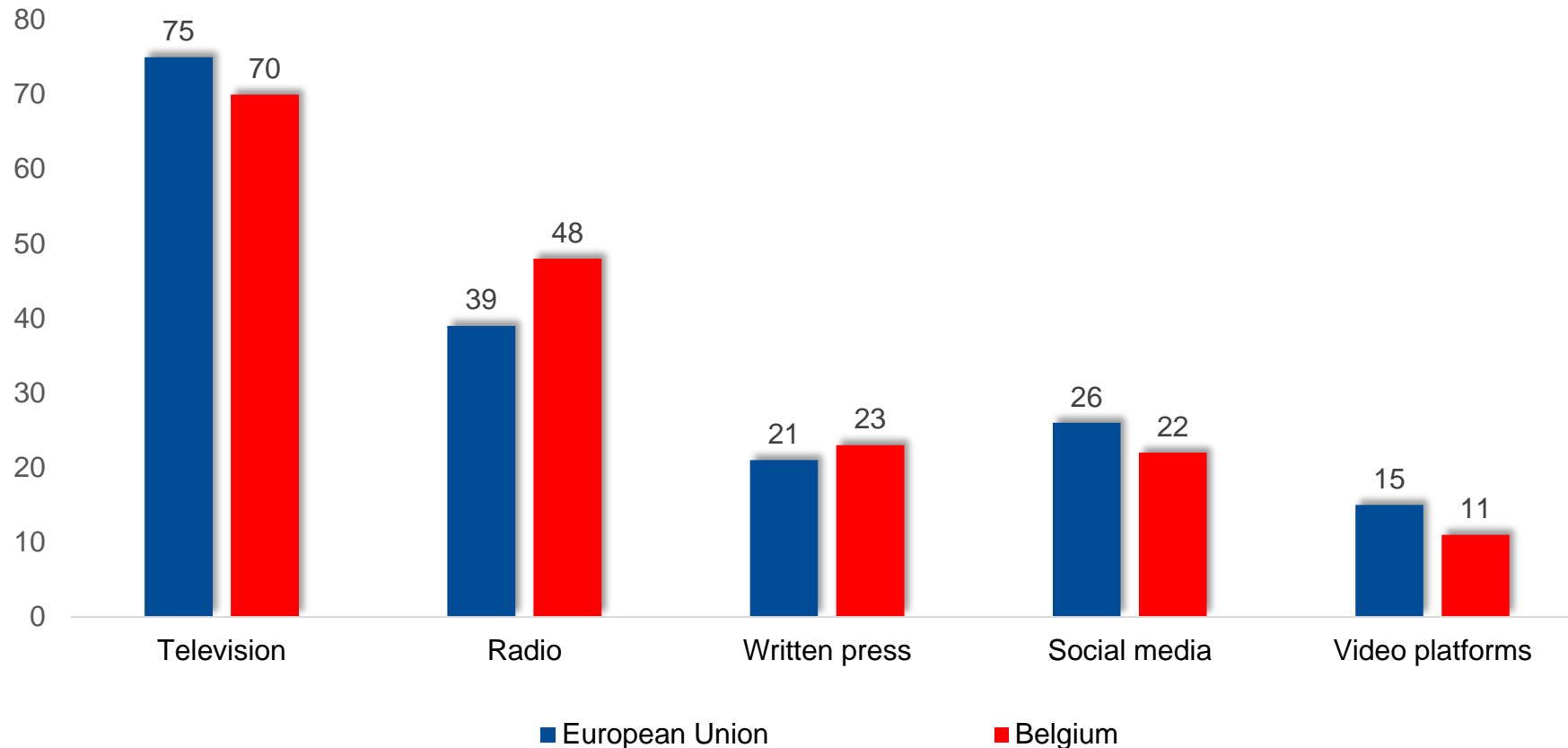


- Belgians have a higher-than-average trust in public TV and radio as well as the written press
- Online platforms such as blogs and podcasts and influencers on social media do not enjoy a lot of trust
- However, younger generations (15-24 years old) tend to trust online platforms and influencers on social media more

Exposure to disinformation and fake news

- **Almost one in five Belgians (19%) believe that they have been frequently or very frequently confronted with disinformation and fake news**
- This proportion rises to 28% at European level
- **A majority of Belgian respondents feel they are able to** recognise disinformation and fake news : 9% are "very confident" (vs. 12% for the EU) and 48% "rather confident" (52% for the EU)
- The level of confidence in distinguishing between real news and fake news decreases with age and increases with level of education

Most popular media platforms

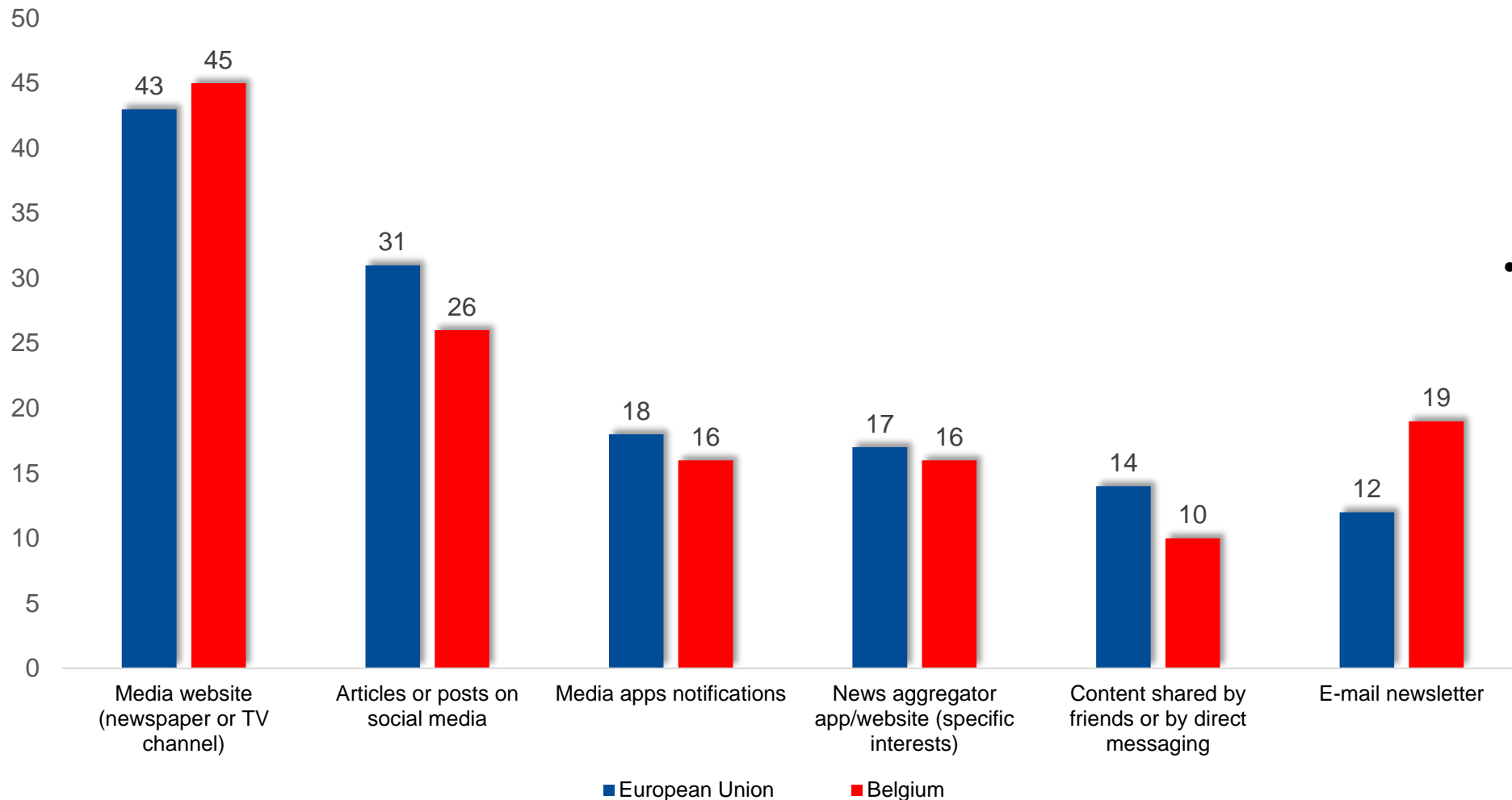


- *Information platforms used in the past 7 days (multiple choice)*
- Television and radio remain by far the most popular information platforms
- The younger generations (15-24 year olds) are more likely to use social media, blogs, and Youtube or other video platforms

A satellite view of Earth at night, showing the curvature of the planet and a dense network of city lights across the continents. The lights are concentrated in coastal areas and major urban centers, creating a glowing pattern against the dark background of the night sky. The image has a purple tint.

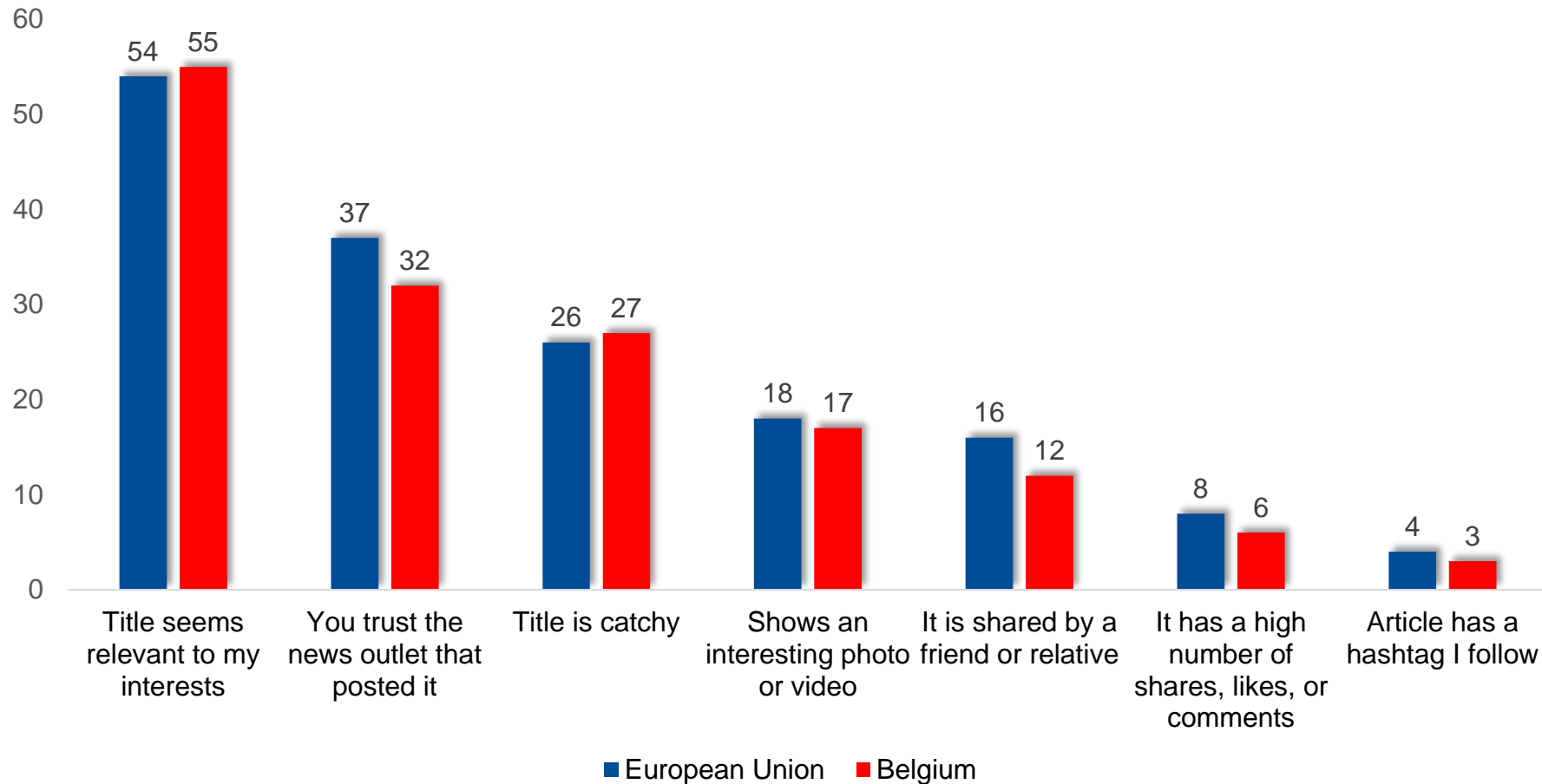
**Looking for news
online**

Online media access



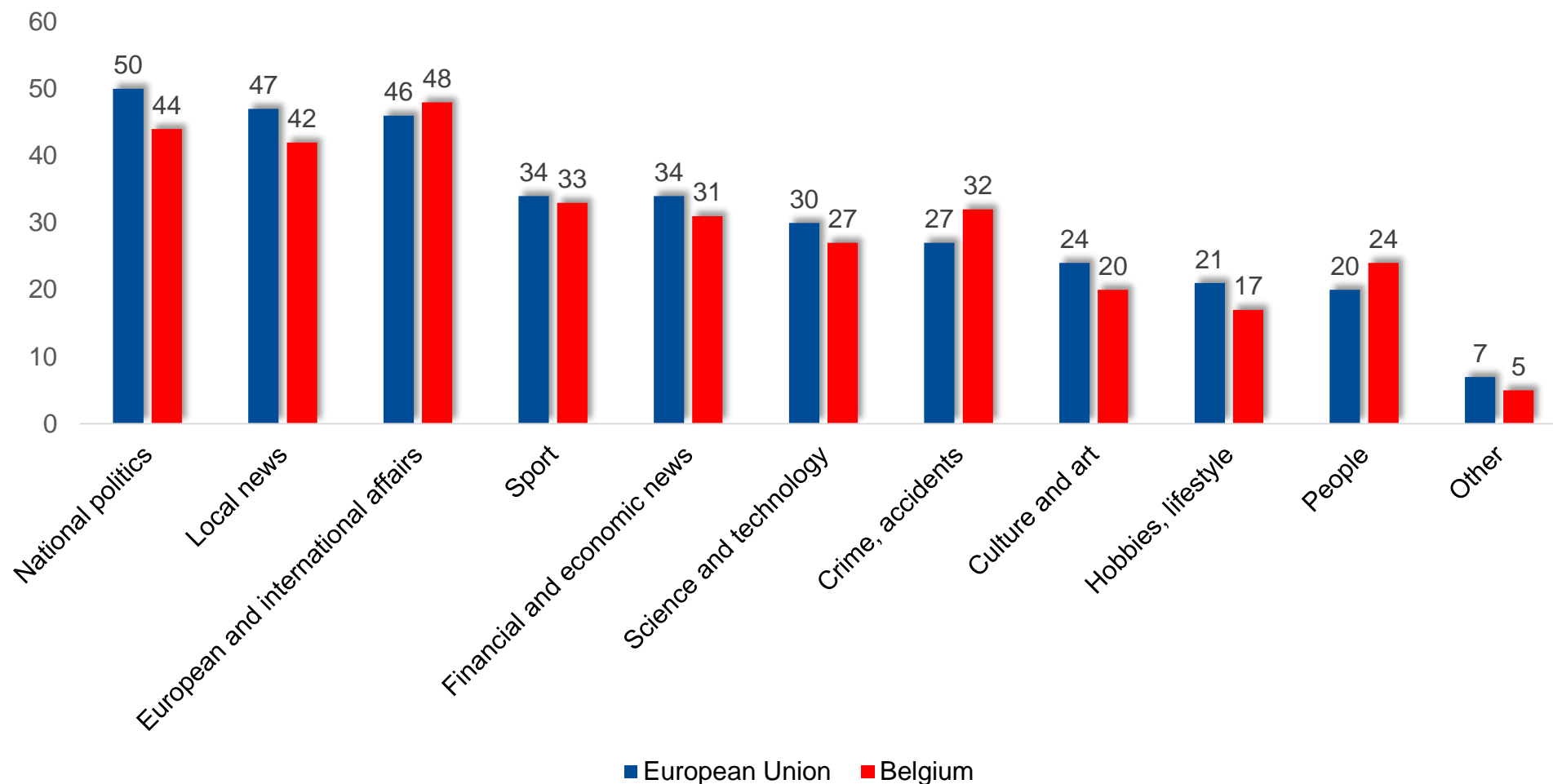
- When looking for news online, Belgians usually go either to the website of the newspaper or TV channel itself
- Generational gap: older people usually go to the website of the newspaper or TV channel itself, while younger generations are more likely to read articles or posts that appear in their online social networks

What generates clicks?



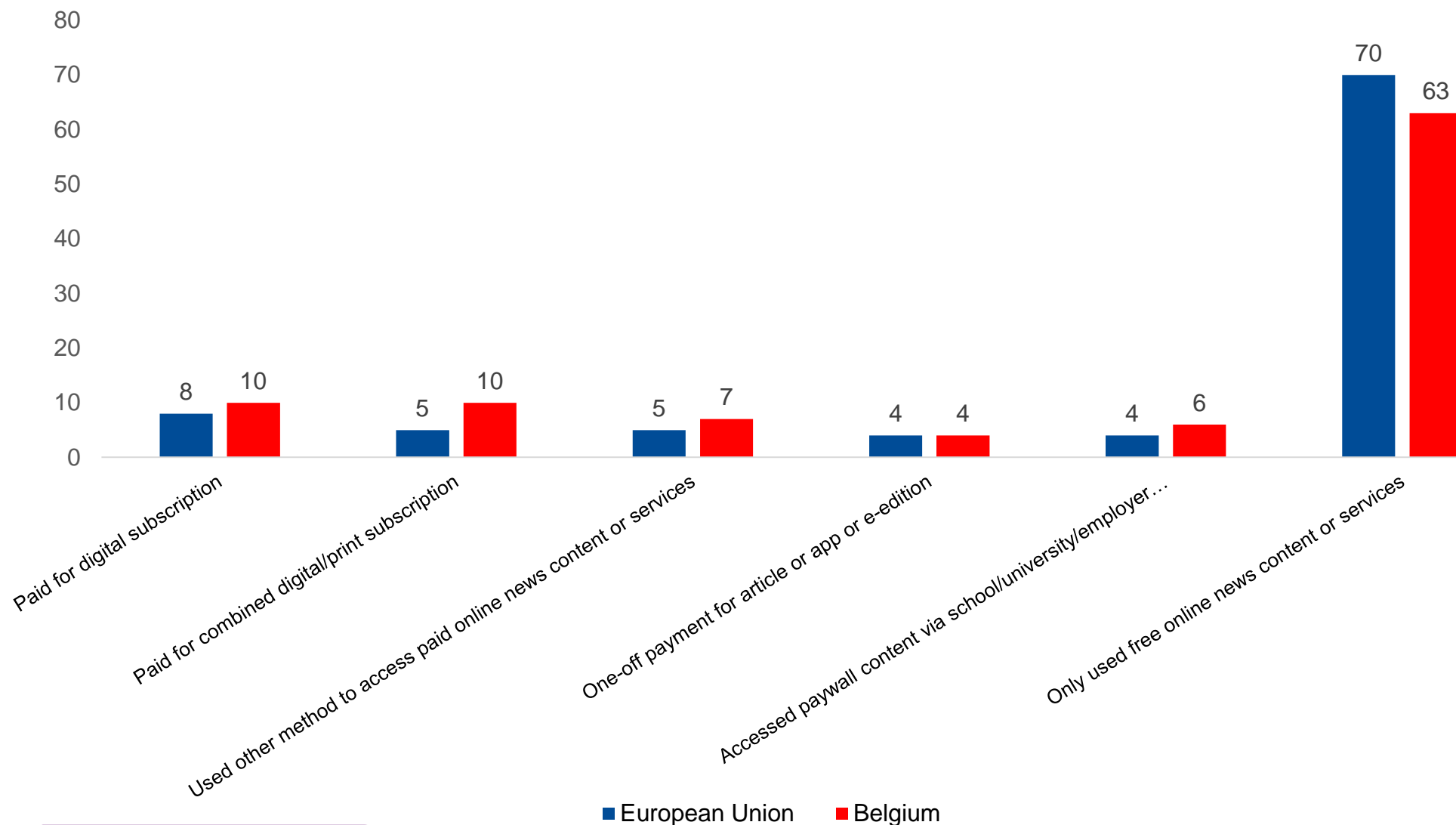
- People were most likely to click on an online article if **the title seemed relevant** to their interests
- Younger generations (15-24 year olds) more often responded that a catchy title is important, as well as an interesting photo or video, and they more frequently look at news articles shared by a friend or relative

The favorite topics



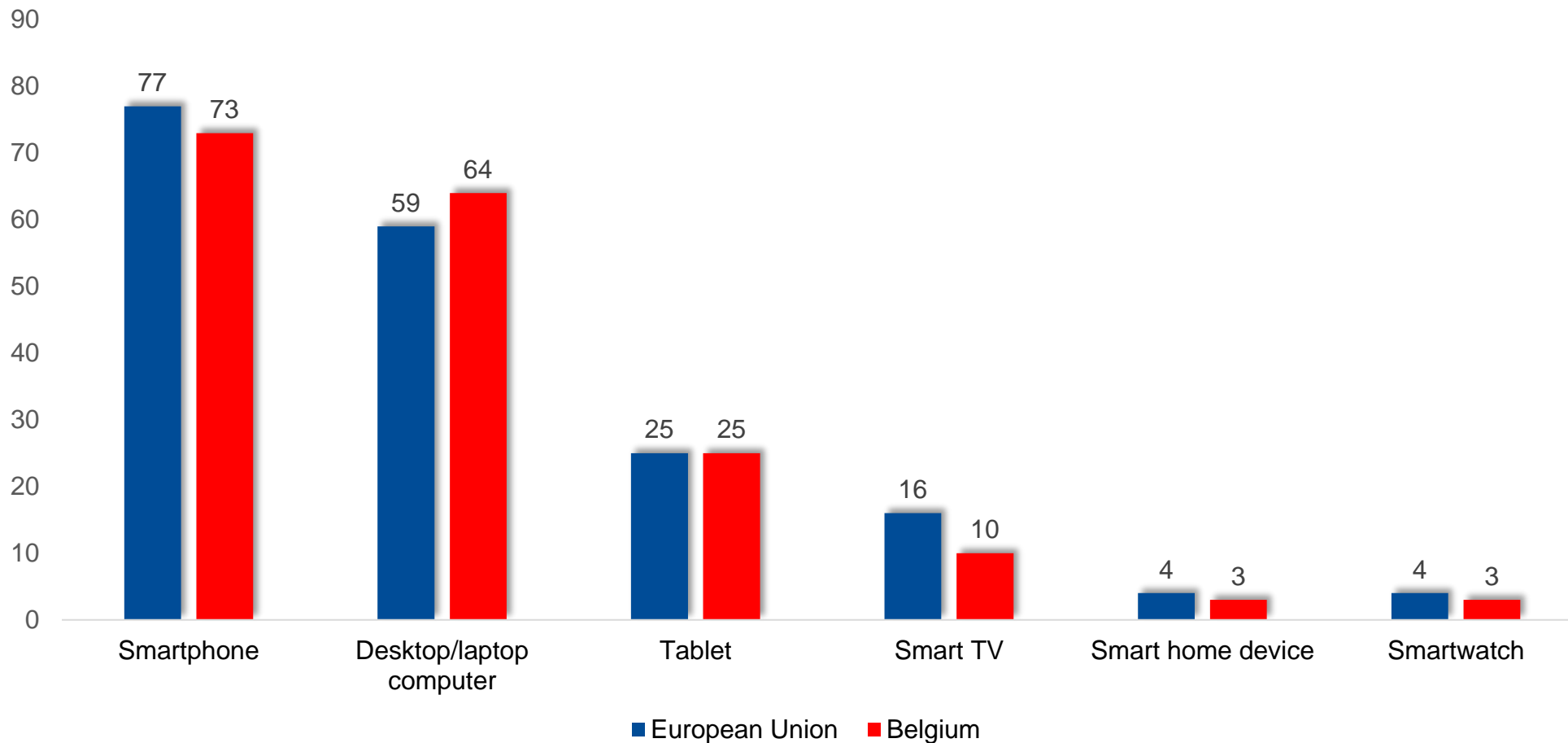
- In line with the EU average, Belgians mostly focus on European and international affairs, followed by national politics and local news.

How do Belgians access the news?



- Topics accessed in the past 7 days (multiple choice)
- Across all EU Member States, respondents most often used free news content and free online news services
- Belgium is one of the EU Member States where paid digital or combined (digital & print) subscriptions are most common

What devices do Belgians use to access news online ?

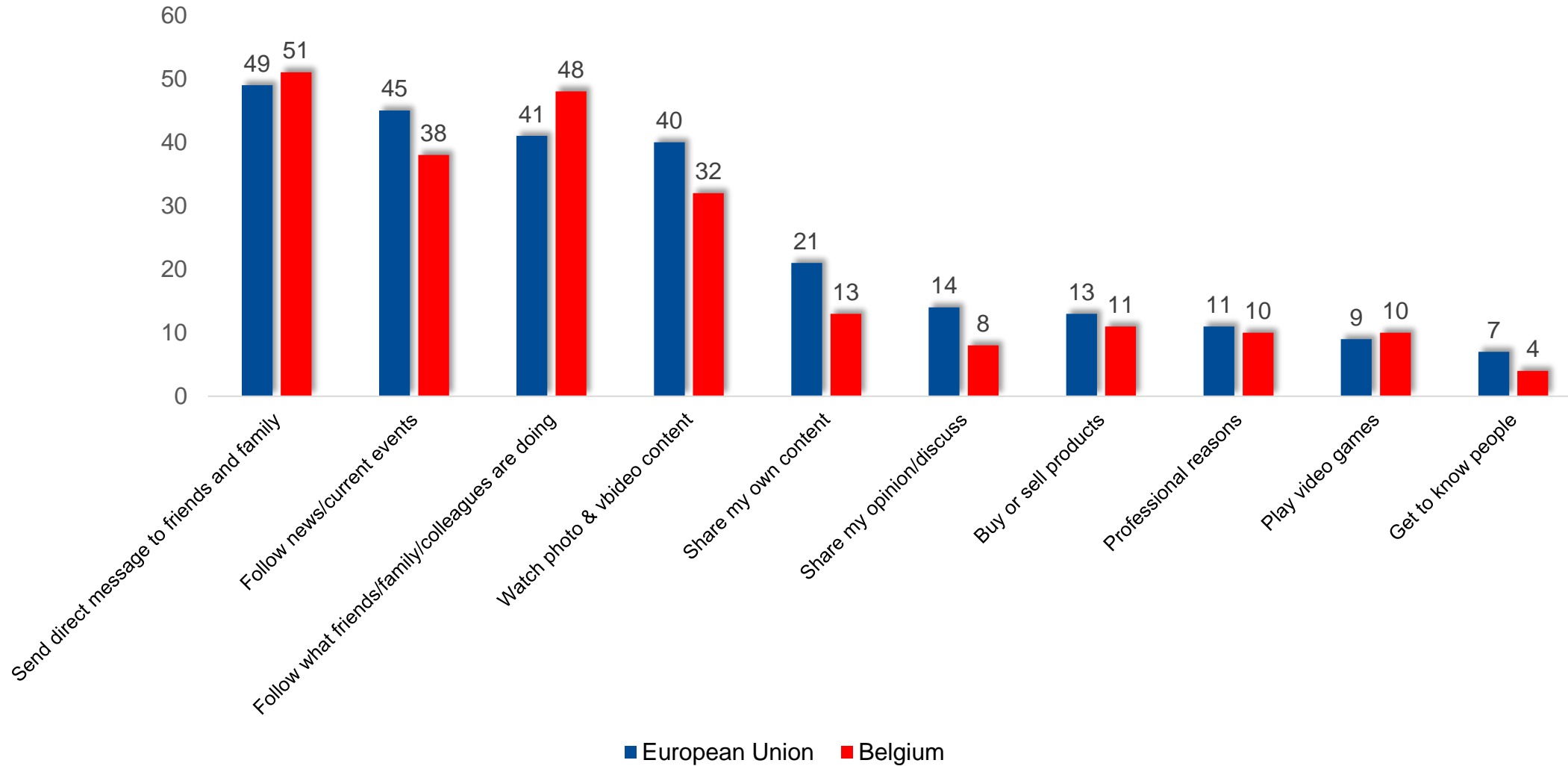


- Smartphones and laptop/desktop computers are by far the most frequently used tools to access news online
- Tablets come in third place, but are nowhere near as popular as smartphones and desktop/laptop computers

A satellite view of Earth at night, showing the curvature of the planet and numerous glowing city lights across the continents. The image is overlaid with a semi-transparent dark purple rectangle on the right side, which contains the title text.

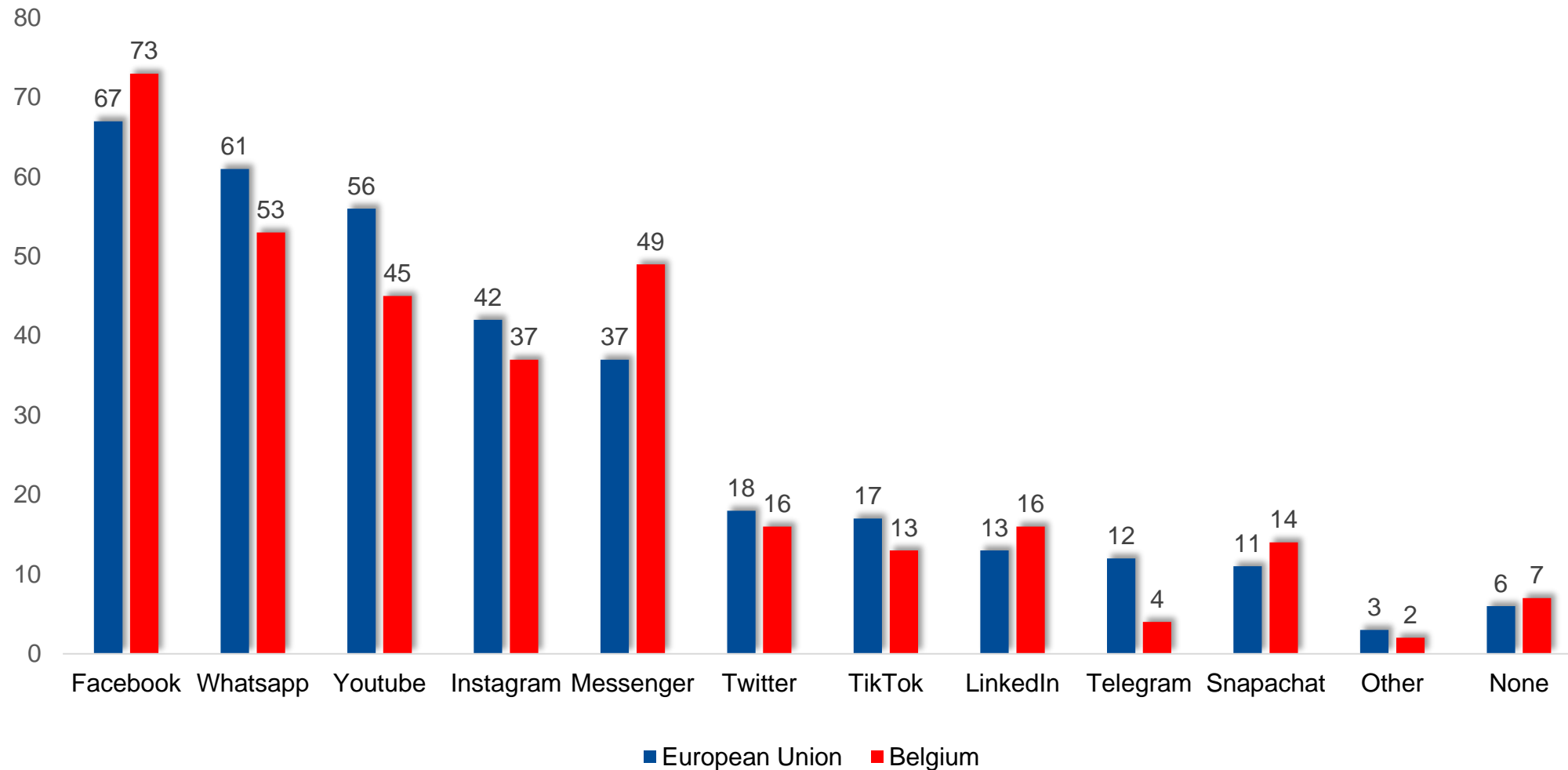
Looking for news on social media

What do Belgians use social media for?



- Belgians use social media mostly to send direct messages and/or look at what friends, family, and colleagues are doing
- Belgians do not seem to use social media to follow the news

Most frequently used social media platforms



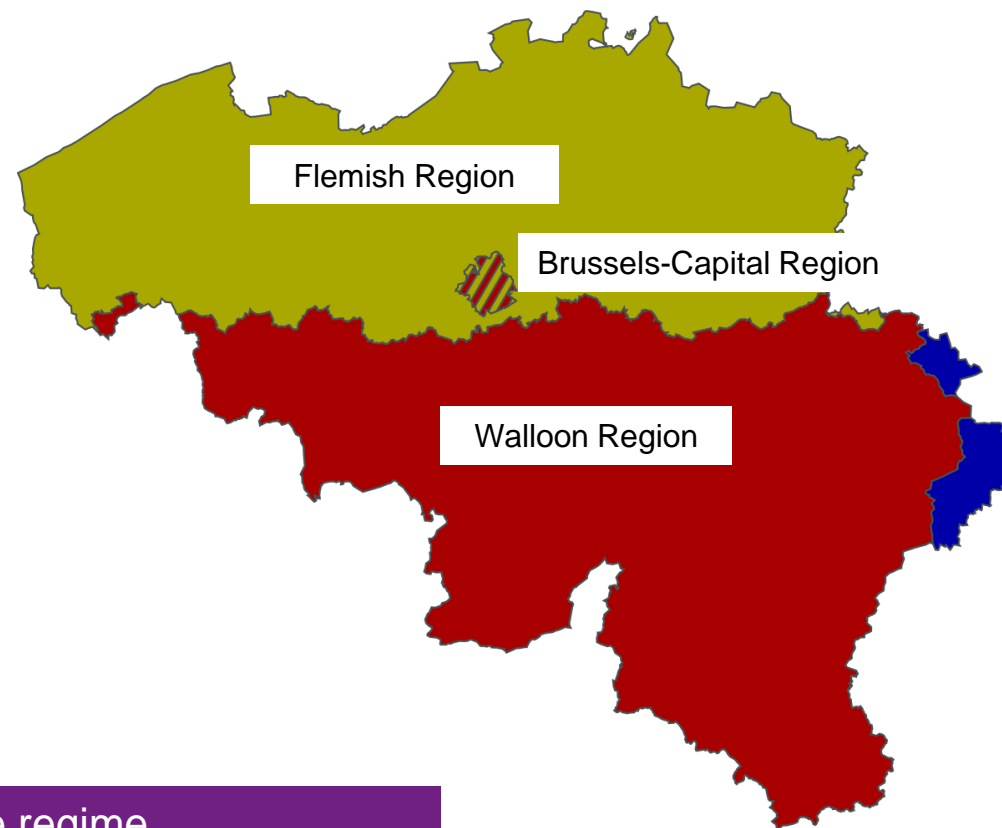
- Younger generations (15-24 year olds) prefer platforms such as Instagram, TikTok, and Snapchat

Belgian media landscape

2022

One country, no national press

Capital: Brussels
Surface area: 30,528 km²
Population: 11.240.000
Literacy rate: 99%
Internet users: 9,45 M



Dutch language regime

French language regime

German language regime

One country, no national press

The Belgian press is regionalized and presents important disparities.

- Flemish and French-speaking media coexist, with little interaction (with some exceptions, e.g. De Tijd – L’Echo, Trends – Trends-Tendances).
- Public opinion on both sides is largely different, as reflected in the political trends.
- Celebrities and opinion leaders are often language group specific.

A satellite view of Earth at night, showing the curvature of the planet and numerous city lights glowing across the dark surface. The lights are concentrated in certain areas, particularly along the eastern coast of North America and in Europe. The background is a deep black, representing the night sky.

Private media groups

Main features

Media ownership is highly concentrated, with **a small number of media groups** owning the country's leading newspapers. Ownership and distribution are distinct in Belgium's two major language regions, Flanders and Wallonia.

- **Three large companies dominate newspaper distribution in Flanders and two in Wallonia.**

The **Belgian audiovisual sector** is also developed, even if it **remains dominated by the public groups RTBF, BRF, VRT and the private groups RTL and DPG.**

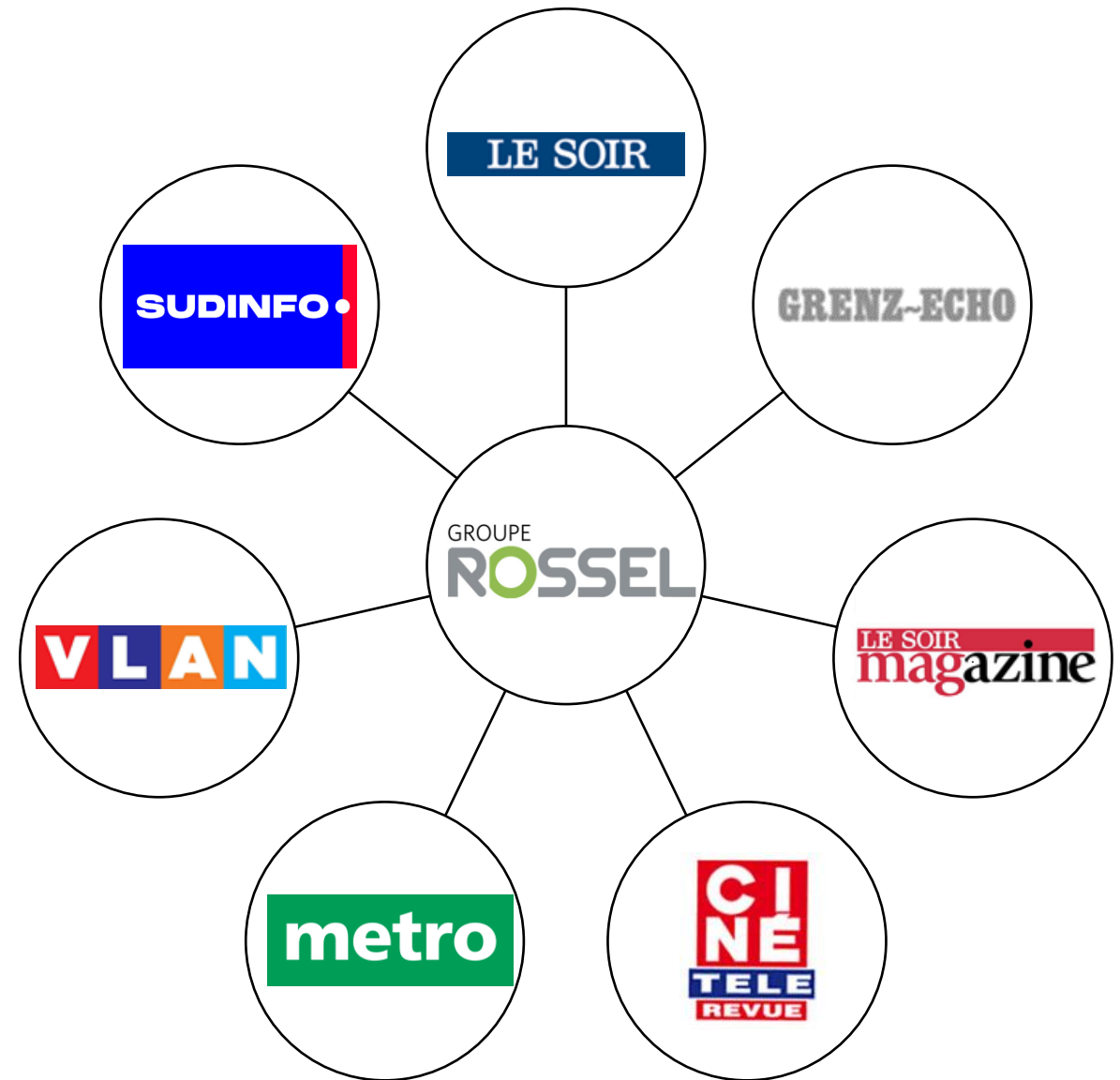
- In Wallonia, the RTL group dominates the market, ahead of the public RTBF group. In Flanders, the public group VRT manages to maintain its leading position in the face of commercial competition.
- Traditionally, people watch more television in Wallonia.
- With Belga, the country also has a news agency that processes information in the three national languages.
- The internet is widely accessible by a large majority of the population.
- The advertising market is open to several players.

Groupe Rossel

The Rossel Group is 100% owned by the Hurbain family, a cousin of the Rossel family, founder of the group. The group owns totally or partially different types of media. It is present in the written press (daily, periodical, free), in the audiovisual and on the web in Belgium but also abroad. It also owns several advertising agencies.

It holds part of the capital of Mediafin, with De Persgroep, and of Mass Transit Media, with Concentra.

The Rossel group exceeds half of the circulation of French-speaking dailies in Belgium.



DPG Media

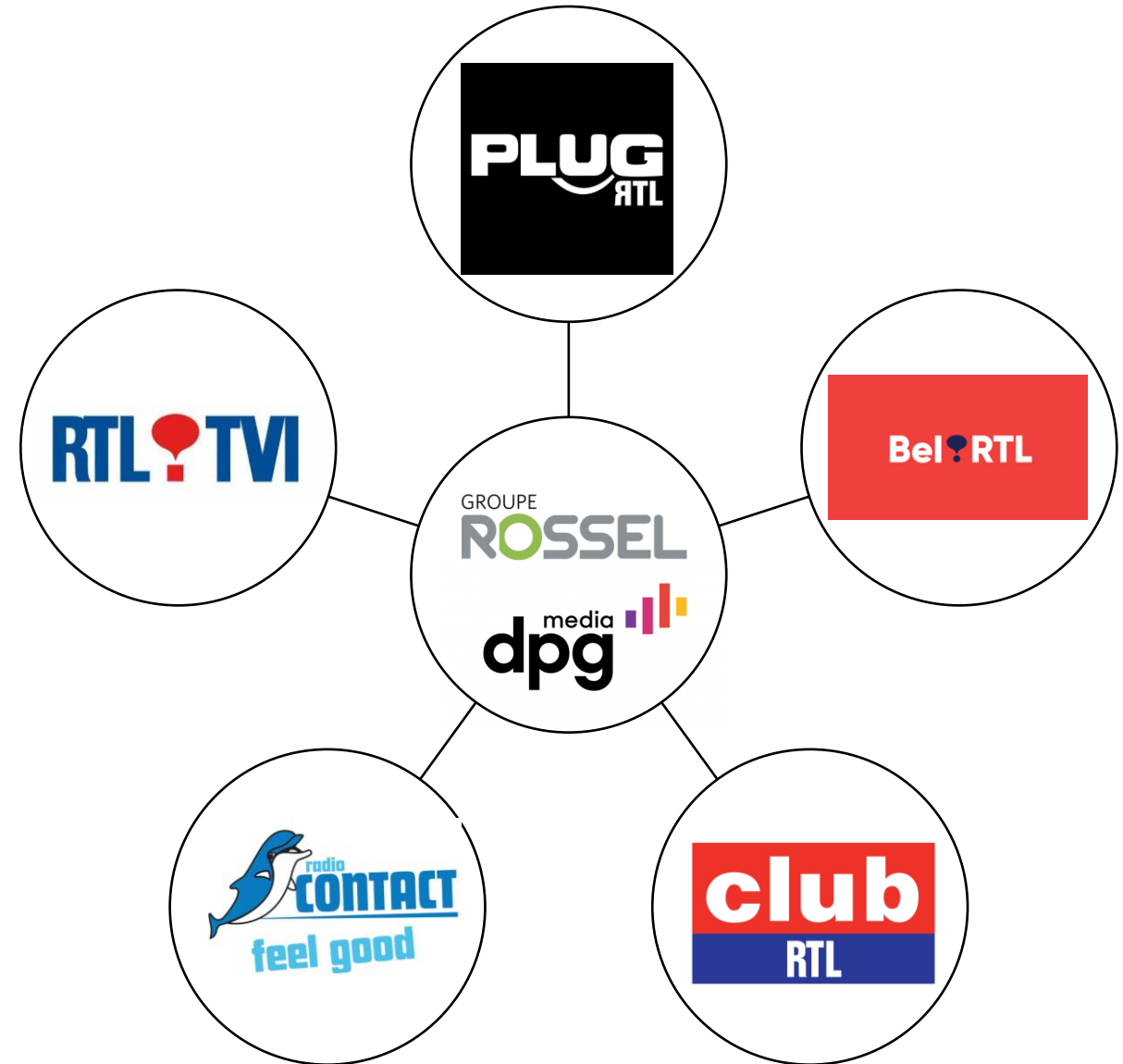
DPG Media Belgium was founded on January 1, 2019, when Mediaaan and de Persgroep Publishing merged into one organization.

The company is active in television, radio, newspapers, magazines and online services.



Groupe Rossel + DPG Media

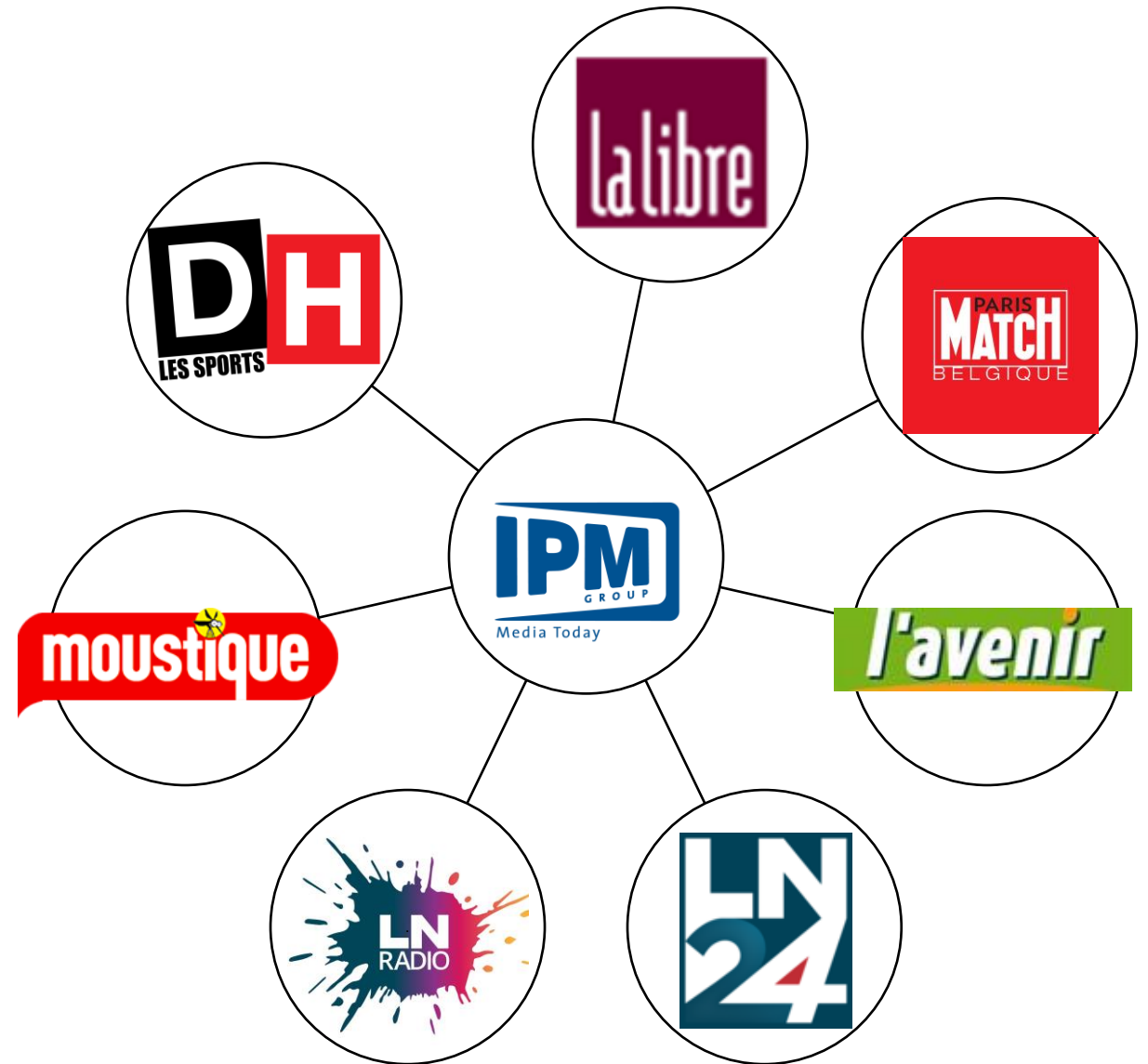
In June 2021, DPG Media and Groupe Rossel announced their takeover plans, which have now been finalised: DPG Media and Groupe Rossel are each holding 50% of the shares in RTL Belgium, the company which operates the TV channels RTL TVI, Club RTL & Plug RTL, the radio channels Bel RTL & Radio Contact and their digital derivatives, the streaming service RTLplay, the news platform RTL Info and the advertising company IP Belgium.



IPM

IPM is a limited company, owned by the Le Hodey family. The multimedia group is present in the daily press, the periodical press, in radio and on the Internet.

The company also manages the advertising agency RGP and the online and offline gambling and sports betting firm Betfirst.



Mediahuis

Corelio is a Flemish press group that grew out of VUM (Vlaamse Uitgeversmaatschappij), a publishing company founded in 1976 by André Leysen. Today the group is owned by the Leysen family and other wealthy Flemish families.

The group owns various Belgian daily newspapers and has holdings in various audiovisual media. In 1999, VUM bought Mediabel, publisher of the newspapers of the group Vers l'Avenir until then.



Mediafin

Mediafin is a Belgian media group. The company was established in 2005 by De Persgroep and Rossel. Its name was switched from Publisher Tijd to Mediafin. De Persgroep and Rossel each hold a fifty percent stake in Mediafin.

In 2018, De Persgroep sold its 50 percent stake in Mediafin to Flemish media group Roularta, who in return sold its 50 percent stake in Mediafin to De Persgroep for 217.5 million euros in cash.

The company is based in Brussels. It publishes two daily newspapers: De Tijd, in Dutch, and L'Echo, in French and two weekly magazines for investors: De Belegger, in Dutch, and L'Investisseur, in French.



Roularta Media Group

Roularta Media Group is the multimedia group, currently market leader in magazines (N/F), local media in Flanders, free business press, newspapers and business TV. Through Trends Business Information, Roularta provides all financial and commercial information of all Belgian companies.

In Belgium, the Netherlands and Germany, RMG is the market leader in the 50+ segment. Roularta has a 50% stake in Mediafin (financial newspapers De Tijd and L'Echo) and a 50% stake in the classified websites immovlan.be and autovlan.be/gocar.be.

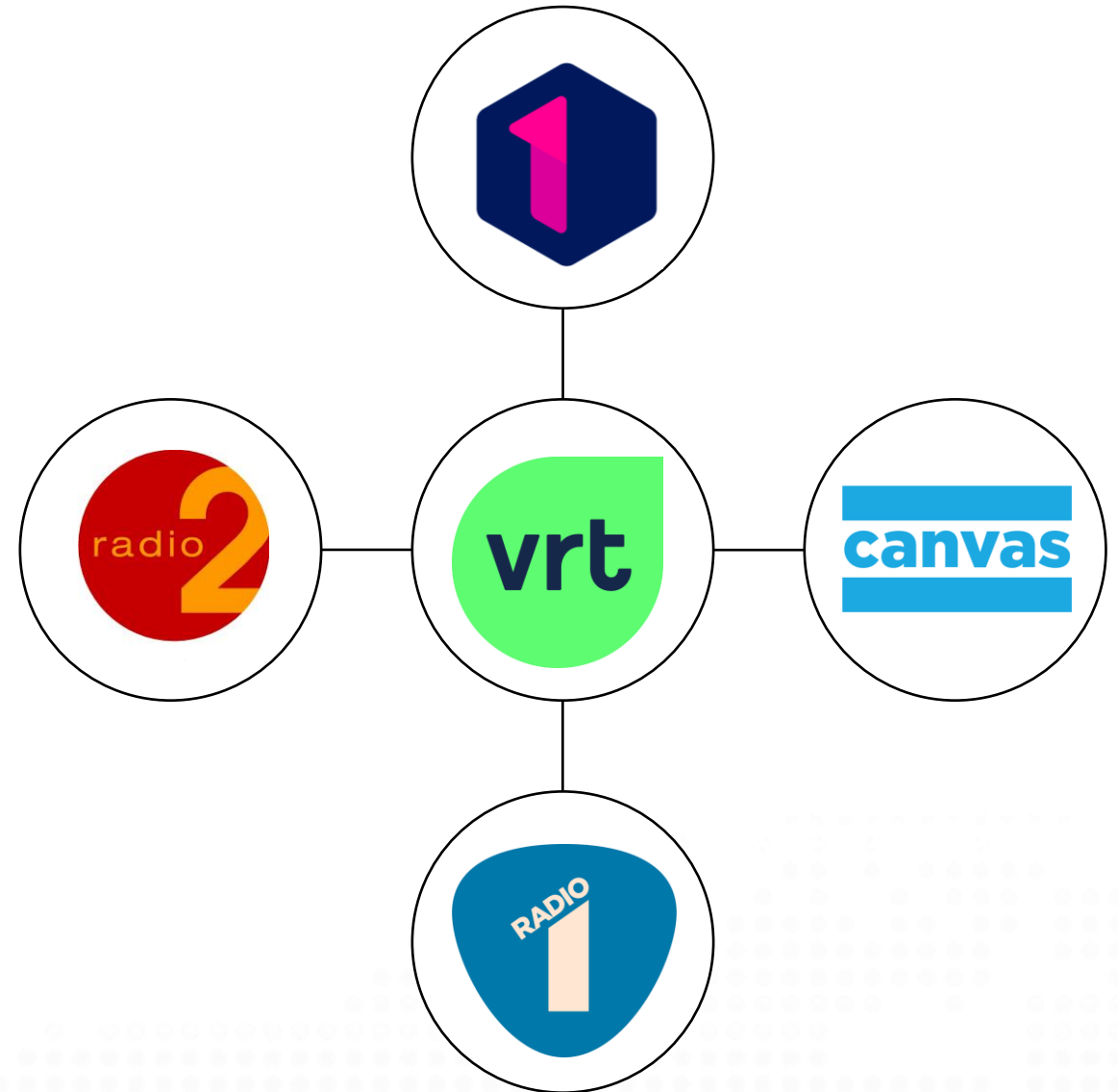


VRT

The VRT is the national public-service broadcaster for the Flemish Community of Belgium.

As successors to the NIR/INR, VRT and its counterpart in the French Community of Belgium, RTBF, share the Belgian membership in the European Broadcasting Union (EBU), an association of public broadcasters in the countries of Europe and the Mediterranean rim that, amongst other activities, organises the annual Eurovision Song Contest.

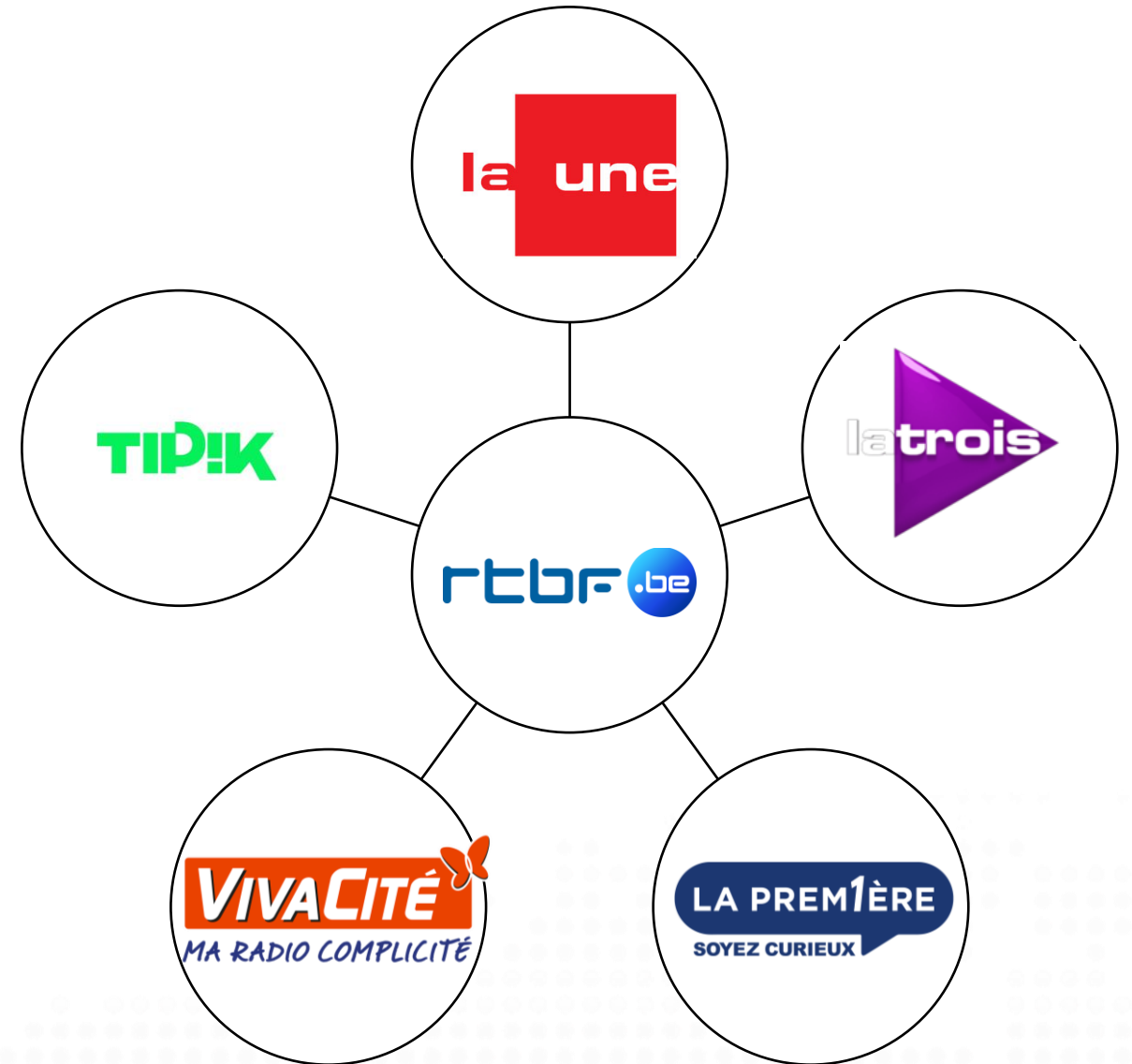
The final renaming to VRT, on 1 January 1998, followed a change in the organization's legal status: from being part of a semi-governmental entity it had, on 16 April 1997, became a publicly owned corporation (NV van publiek recht) in its own right.



RTBF

The Radio-télévision belge de la Communauté française (RTBF, Belgian Radio-television of the French Community, branded as [rtbf.be](https://www.rtbfbel.be)) is a public service broadcaster delivering radio and television services to the French-speaking Community of Belgium, in Wallonia and Brussels.

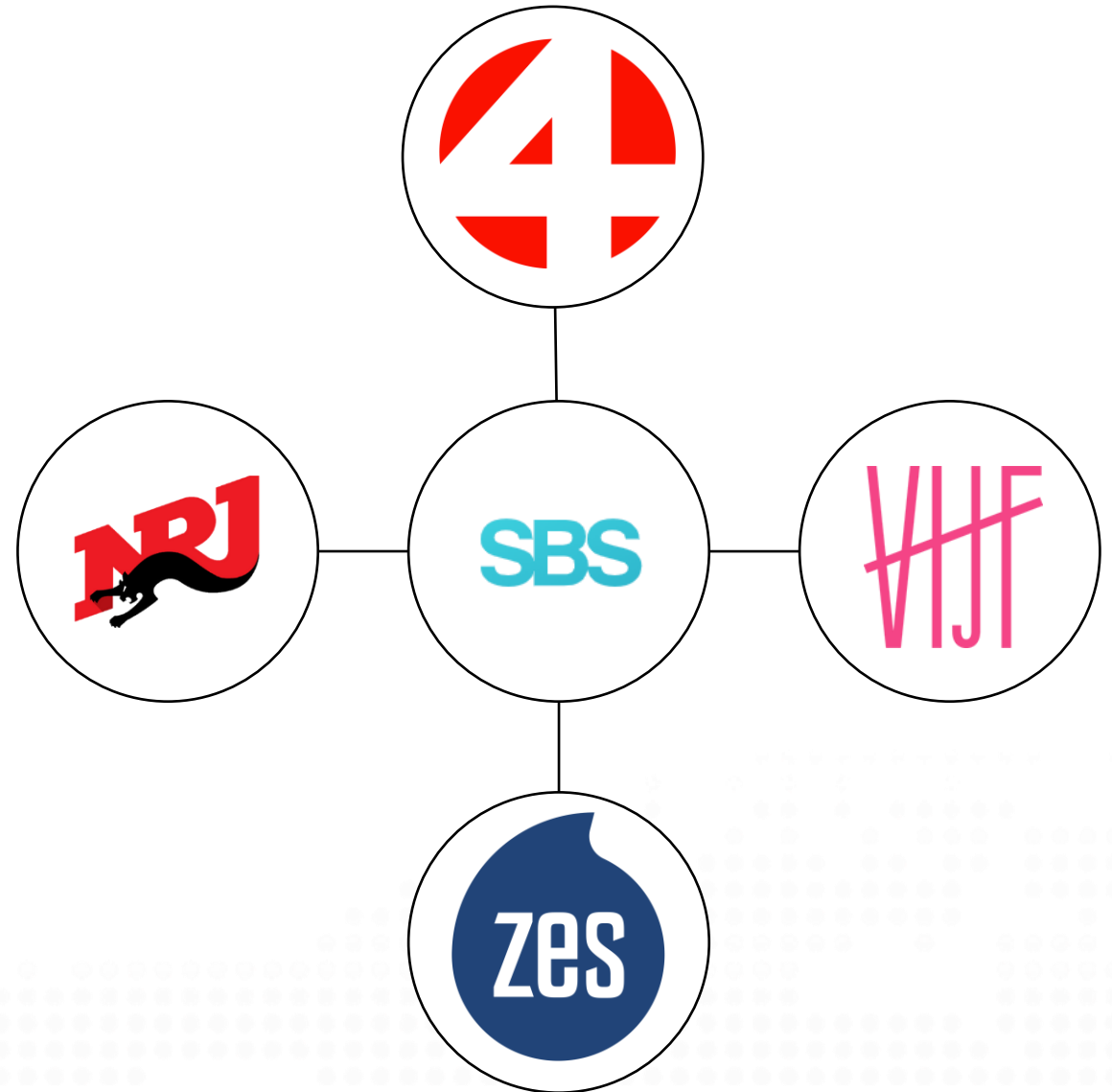
Its counterpart in the Flemish Community is the Dutch-language VRT (Vlaamse Radio- en Televisieomroeporganisatie), and in the German-speaking Community it is BRF (Belgischer Rundfunk).



SBS

In parallel to its activities as a Belgian internet and telecom provider since 1996, the company has developed into an "entertainment provider" with TV and radio channels.

As a traditionally Flemish group, the company's media portfolio is mainly aimed at the Dutch-speaking Belgian public.

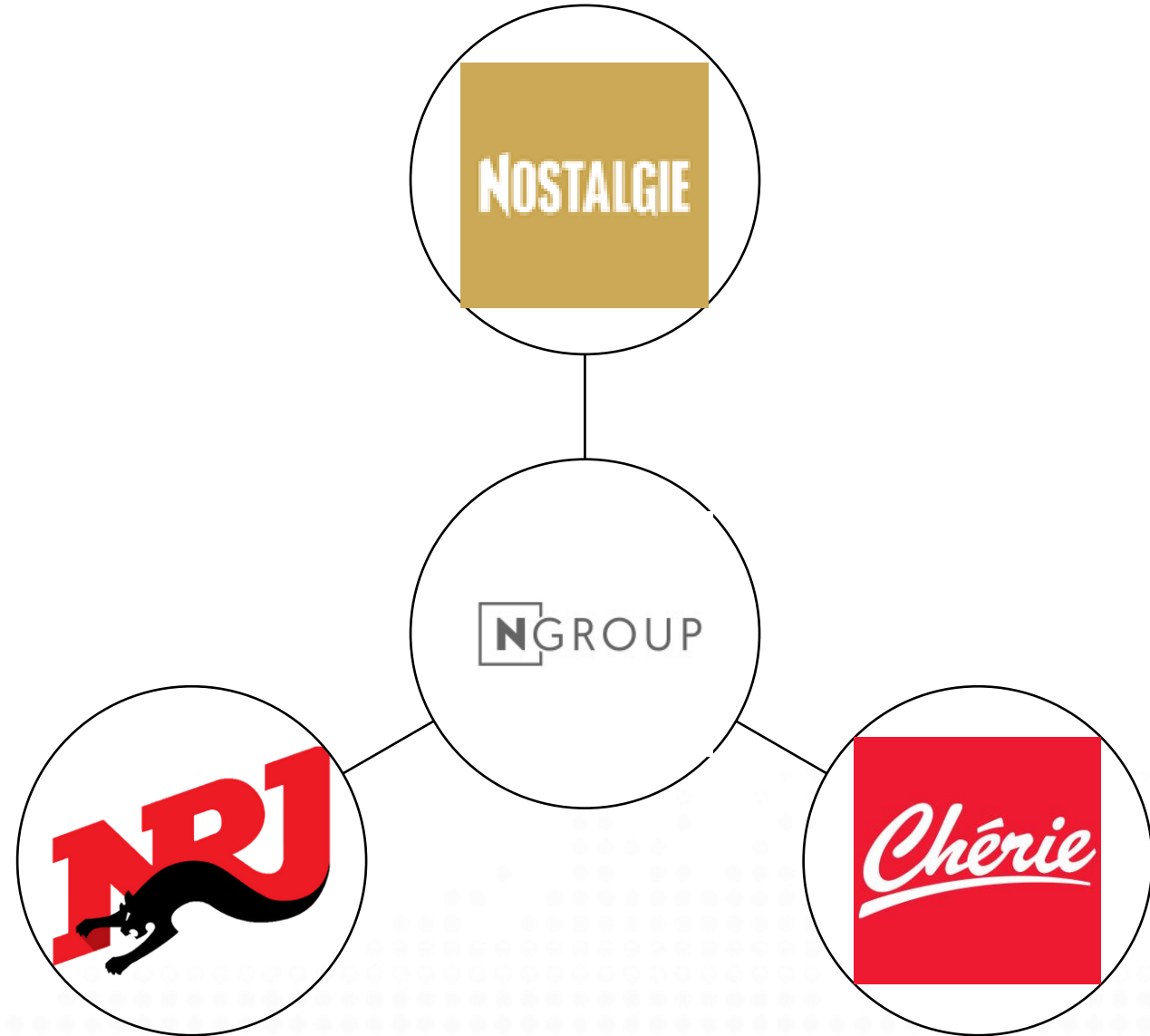


NGroup

NRJ and Nostalgie have joined forces to create the Ngroup since 2009 and decided to create Cherie in 2015. Ngroup has also about 50 web radios.

The company's mission is to entertain listeners and web users with music and an optimistic vision.

Ngroup has some 1.526.000 auditors every week.



Mediawan

Mediawan, founded in 2015, is one of the leading European independent audiovisual content studios.

Mediawan acquired the AB group in 2017 for 270 million €.

Since its creation, Mediawan has acquired more than twenty companies in several European countries and in Africa and is present in three businesses: the production of original content in fiction, documentaries and animation (Mediawan Originals and Mediawan Animation), the distribution of audiovisual content (Mediawan Rights) and the publishing of digital channels and services (Mediawan Thematics).



A satellite view of Earth at night, showing the curvature of the planet and the glowing patterns of city lights across the continents. The lights are concentrated in coastal areas and major urban centers, creating a complex web of yellow and white dots and lines against the dark blue and black background of the night sky and oceans.

Main Belgian media

CIM study 2022: daily press coverage

Name of newspaper	Evolution 2020-2022
Le Soir	5,4%
Sudinfo	- 11%
L'Avenir	- 5,2%
La Libre Belgique	- 2,2%
La Dernière Heure	- 16,1%
L'Echo	- 2,0%
Metro FR	9,1%
TOTAL: FRENCH-SPEAKING PRESS	- 3,5%
De Standaard	- 22,9%
Het Nieuwsblad	- 15,8%
Het Laatste Nieuws	- 18,2%
De Morgen	- 16,9%
Gazet van Antwerpen	- 15,9%
Het Belang van Limburg	- 16,9%
De Tijd	- 6,8%
Metro NL	- 1,0%
TOTAL: DUTCH-SPEAKING PRESS	- 7,2%
TOTAL: BELGIAN PRESS	- 5,9%

On the French side

- Daily newspaper, center-left leaning
- Focus: **general information**
- Characteristics:
 - Le Soir is known for its political pages and its political barometers.
 - It is one of the preferred media for students, who have access to it at a reduced price, or even free depending on the case.
 - Le Soir is the first news site in French-speaking Belgium, where sensationalism is combined with economic and political analysis.
 - Many of Le Soir's articles are available free of charge online.
- Surfers: 306.834 / Print run: 39.399
- Audience: > 15 years old
- Social groups: 1, 2 and 3
- <https://plus.lesoir.be/>



- Daily newspaper
- Focus: **general information**
- Characteristics:
 - Sudinfo is a group of newspaper containing La Meuse, La Nouvelle Gazette, La Province, Nord Eclair, and La Capitale. It belongs to the Rossel Group.
 - In 2018, it was said to be the number one among French-speaking press.
- Reach: 750.000
- Audience: > 15 years old
- Social groups: all
- <https://www.sudinfo.be/>

- Daily newspaper, liberal (formerly rather Catholic)
- Focus: **general, cultural and economic information**
- Characteristics:
 - La Libre reinvented itself in 2020 by offering a renewed edition of La Libre, called "La Libre Eco", every Saturday. The daily publication now also focuses on the country's business and entrepreneurial news, although the culture pages are not left out.
 - The media is recognized for its editorial line and the quality of its content, both in content and form.
 - La Libre is playing more and more the digital card, proposing - among other things - videos on its website.
- Surfers: 248.525 / Print run : 30.648
- Audience: > 25 years and especially > 65 years
- Social groups: 1 and 2
- <https://www.lalibre.be/>



- Daily newspaper
- Focus: **regional, national and international news**
- Characteristics: It is a group of nine daily newspaper: L'Avenir Namur/Dinant, L'Avenir Basse-Sambre, L'Avenir Entre-Sambre-et-Meuse, L'Avenir Brabant Wallon, L'Avenir Luxembourg, L'Avenir Verviers, L'Avenir Huy-Waremme, L'Avenir de l'Escaut, L'Avenir Mouscron.
- Readers: 495.600 (print and online)
- Social groups: all
- <https://www.lavenir.net/>



- Daily
- Focus: **social, popular and sports information**
- Characteristics:
 - The DH is the popular counterpart of La Libre Belgique. Originally the sports section of La Libre, the DH has become with time a full-fledged media, still attached to the editorial staff of La Libre Belgique, within the IPM media group.
 - Many journalists of La DH also work for La Libre Belgique. It is therefore common that the same article appears in both media, or in a popularized form in the DH.
- Surfers: 405.851 / Print run: 36.534
- Audience: > 15 years old
- Social groups: all
- <https://www.dhnet.be/>



- Daily (no publication on Monday), economic and liberal
- Focus: **economic and financial information**
- Characteristics:
 - L'Echo occupies the same premises as De Tijd, its Flemish counterpart to which it is directly associated. The journalists easily share information and interviews.
 - In recent years, there has been a particular focus on online information and the digitalization of the media, with a recent emphasis on the creation of quality podcasts.
 - L'Echo's journalists are renowned for being specialists in their field (energy, finance, politics, entrepreneurship, etc.).
- Surfers: 49.079 / Print run: 11.301
- Audience: > 45 years old
- Social groups: 1 and 2
- <https://www.lecho.be/>



- Weekly (every Thursday) center-left newspaper
- Focus: **general information, analysis files and surveys**
- Characteristics:
 - Knack's French-language counterpart, Le Vif-L'Express offers in-depth analyses of political, societal, cultural and business events that are making news in Belgium.
 - As a member of the Roularta media group, it is common for the media to publish the same article as another media of the same group.
- Surfers: 56.016 / Print run: 62.695
- Audience: > 25 years old
- Social groups: 1, 2 and 3
- <https://www.levif.be/actualite/>



-
- Center-left information site
- Focus: **investigative reports, general and social information**
- Characteristics:
 - L-Post was launched in 2021, in Liege, under the leadership of the former editor-in-chief of the popular regional media L'Avenir, Philippe Lawson.
 - The media focuses on investigative, quality articles, concentrating on Liège and Belgian news.
- Contacts: unknown
- Audience: > 25 years old
- Social groups: 1,2,3
- <https://lpost.be/>



- TV news channel, online media
- Focus: **economic, financial, political, and societal information**
- Characteristics:
 - LN24 was launched in September 2019 by journalists from RTBF and L'Echo.
 - Since its inception, the medium has experienced impressive growth with over 239% market share growth in 2021 in certain segments. On average, this growth is 122%.
 - Despite its youth, the media manages to attract the most important personalities of the political and entrepreneurial/financial world of the country.
- Monthly reach: 227.400
- Audience: > 25 years old
- Social groups: 1,2,3
- <https://www.ln24.be/>



- Focus: **information and leisure media**
- Characteristics:
 - BX1, former Télé Bruxelles, was created in 1985. It is the french regional television for the regio of Brussels. It is also a website and a radio.
- Viewers: 200.000
- Audience: > 75 years old
- Social groups: all
- [BX1, La chaîne d'info de Bruxelles](#)

On the Dutch side

- Liberal Conservative Daily
- Focus: **general and societal information, recognized culture pages**
- Characteristics:
 - Excellent editorial line, the newspaper is characterized by the quality of information and the independence of its journalists.
 - In 2020, the newspaper started a daily podcast "*De Standaard vandaag*" which deals with one news item each day, in depth for 20-30 minutes. This podcast continues to grow in popularity.
- Reach: 1.173.600 (print + digital)
- Audience: > 25 years old
- Social groups: 1, 2, 3
- <https://www.standaard.be/>



- Populist, right wing
- Focus: **politics, culture, economics, lifestyle, society, and sports**
- Characteristics:
 - Het Nieuwsblad was launched by De Standaard in 1929.
 - With its large audience, Het Nieuwsblad is a favored target for media action.
- Reach: 1.089.150 (print + digital)
- Audience: > 25 years old
- Social groups: all
- <https://www.nieuwsblad.be/>

- Daily
- Focus: **general, social and popular information**
- Characteristics:
 - Although often relegated to the "popular press" box, the readership of Het Laatste Nieuws makes it an important media in the Dutch-speaking part of the country
 - It is read by both blue collar and corporate executives.
 - Het Laatste Nieuws has a tendency to look for sensationalism to please its readership, even if it means focusing on a non-main element of a communication.
- Surfers: 1.130.228 / Print run: 219.871
- Audience: > 25 years old
- Social groups: all
- <https://www.hln.be/>

GAZET VAN ANTWERPEN

- Daily newspaper
- Focus: **local news**
- Characteristics:
 - Gazet van Antwerpen informs its readers with local, regional, national and international news. With its three regional editions, it is a reference for the entire province of Antwerp and the Waasland region.
- Reach: 9.000 copies/ day
- Social groups: all
- <https://www.gva.be/>



- Liberal daily newspaper, not published on Monday
- Focus: **economic and financial information**
- Characteristic: De editorial office of De Tijd is located in the same building as L'Echo, its French-speaking counterpart to which it is directly associated. The journalists easily share information and interviews.
- The editorial line is rather neutral and oriented towards corporate information.
- Surfers: 97.968 / Print run: 30.528
- Audience: > 35 years old, mainly highly educated, working in finance, politics, or/and in managerial positions.
- Social groups: 1, 2
- <https://www.tijd.be/>

DeMorgen.

- Left-wing daily newspaper.
- Focus: **general and societal information**
- Characteristics: The journalists of De Morgen are hard to reach. They hold their journalistic integrity in high regard and favor investigative journalism. In this context, private companies have little proactive contact with the media.
- Surfers: 197.254 / Print run: 32.548
- Audience: > 25 years old
- Social groups: 1,2,3
- <https://www.demorgen.be/>

Knack

- Left-handed weekly
- Focus: **general, political, business information**
- Characteristics : Knack is a magazine offering in-depth reports on many areas. As a member of the Roularta media group, it is in constant contact with the editorial offices of the same group, including Knack's equivalent, Le Vif.
- Surfers: 79.548 / Print run: 92.171
- Audience: > 35 years old
- Social groups: 1, 2 and 3
- <https://www.knack.be/nieuws/>

- Focus: **information and leisure media**
- Characteristics:
 - Bruzz, Vlaams-Brusselse media, was launched in 2014. It is now a television channel, a radio, a newspaper, and a magazine.
 - Regional channel of the 19 municipalities of Brussels with regional news every day at 6 pm and continuous repeats until 6 pm the next day. With subtitles in Dutch, English and French, BRUZZ is there for every inhabitant of Brussels.
 - Free magazine for Brussels with on the one hand everything about what is happening in the city (in Dutch) and on the other hand a trilingual entertainment and culture magazine.
- Print: 51.345
- Social groups: all
- <https://www.bruzz.be/>

On the two sides

Trends

tendances Trends

- NL + FR
- Liberal, business and financial weekly
- Focus: **economic and financial information on the country's companies and CEO's**
- Characteristics:
 - The editorial staff of Trends is highly specialized and frequently calls upon external and freelancers. Like Knack and Le Vif, the media is part of the Roularta group. It is common that the different editorial offices of the group share topics
 - Trends publishes a Flemish and a French magazine. When the two editions deal with the same subject, it is usually with a week's delay.
- Surfers: 31.265 / Print run: 52.259
- Audience: > 25 years old
- Social groups: 1
- <https://trends.knack.be/economie/>



- FR/ NL
- Focus: **economic and financial television channel**
- Characteristics:
 - Kanaal Z was launched in 1999 by the Roularta Group, and his French counterpart, Canal Z, was founded in 2000.
 - It is a television channel.
 - It provides the latest news items and accurate information around business, economy and money.
- Social groups: all
- <https://canalz.levif.be/>

A satellite view of Earth at night, showing the curvature of the planet and numerous glowing city lights across the continents. The image is overlaid with a semi-transparent dark purple rectangle on the right side, which contains the text.

News Agency

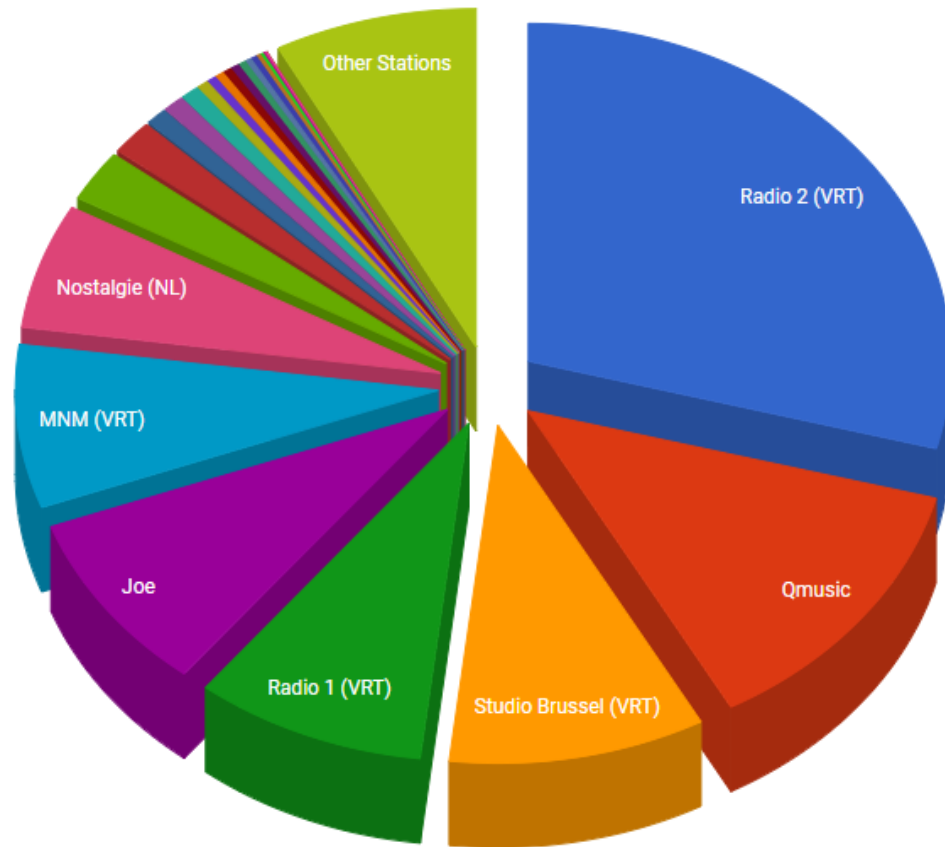
- FR/NL
- Belga is the Belgian News Agency. It distributes news from Belgium and abroad over politics, economics, social affairs, finance, sport, culture, ... All Belgian newspapers and broadcasters can receive their news, but also public institutions and private companies.
- Belga's annual production stands at 218,000 dispatches (in French and Dutch) and every day, it produces over 90 online articles, 19 audio bulletins and 30 video articles.
- Platforms: BelgaBox for daily production of photos and news items, audio and video bulletins ; BelgaNews for companies ; BelgaGov for government clients and PRpro is their paid news distribution platform.
- Characteristic: the company is owned by its users, the Belgian newspapers and broadcasters.
- Clients: print (38%), broadcast (23%), government (16%), corporate (16.5%), agencies (5%), new media (1.5%)
- Main service: BelgaBox for daily production of photos and news items, online news items, audio and video bulletins in both national languages.
- Link: <https://www.belga.be/fr/>

A satellite view of Earth at night, showing the curvature of the planet and numerous city lights glowing against the dark background of the night sky. The lights are concentrated in certain areas, particularly along the coastlines and in large urban centers.

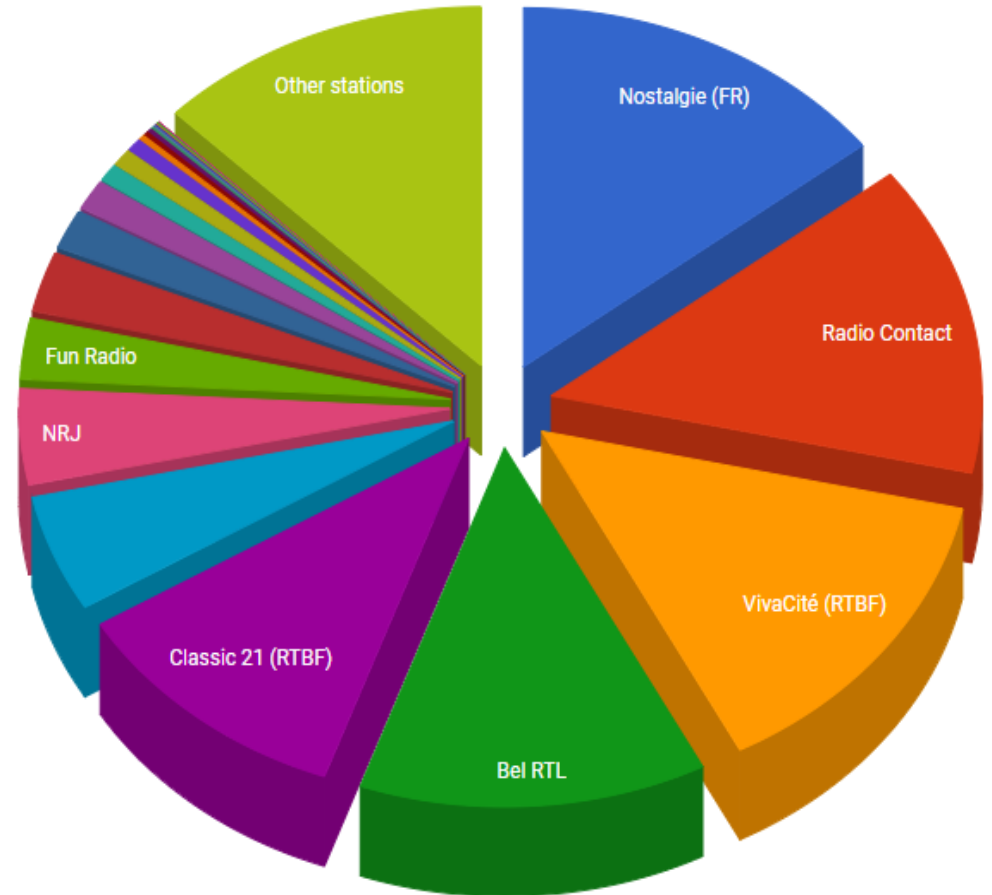
Trends on the Belgian Radio and Television

Belgian radio

Radio's - Noord - Share RAM September 2021 - December 2021



Radio's - Zuid - Share RAM Mei 2021 - Augustus 2021



Belgian Television

NL

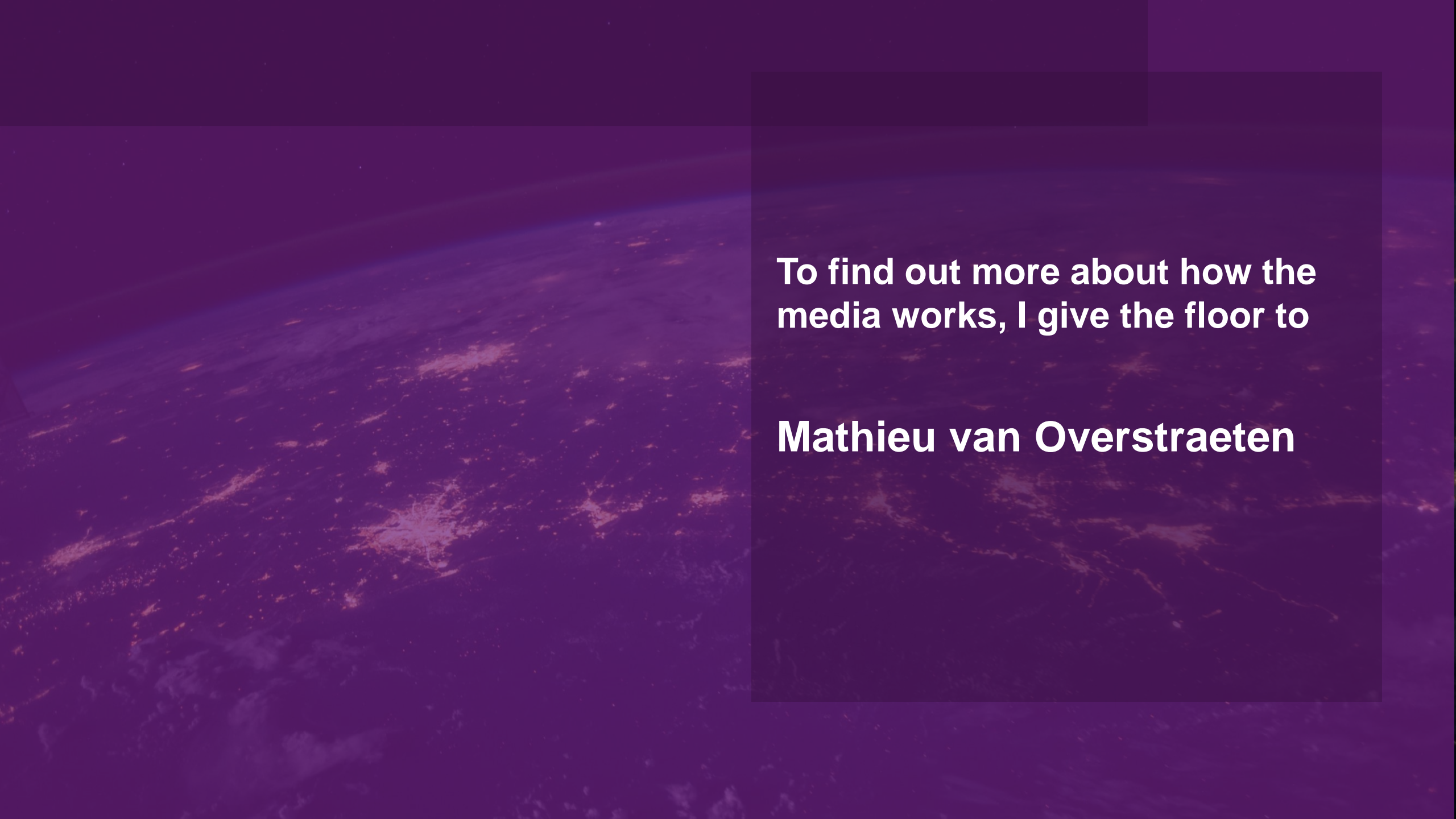
Programme*	Channel	Average number of viewers**
Het 7-uur journaal	Een	1.089.367
Thuis	Een	1.019.831
Iedereen beroemd	Een	954.964
Blokken	Een	747.578
VTM Nieuws 19u	VTM	687.703

* Top programmes of the previous day (last seen on 28/02/2022).

** Average audience across all screens = the number of individuals who saw the programme on TV or online, weighted by their viewing time.

FR

Programme*	Channel	Average number of viewers**
RTL Info 19H	RTL-TVI	608.027
Le 19.30	La Une	528.558
Septante et un	RTL-TVI	336.357
Le 13 heures	La Une	288.011
Coute que coute	RTL-TVI	280.992
RTL Info 13 heures	RTL-TVI	253.955
#investigation	La Une	244.398
On n'est pas des pigeons!	La Une	213.384



**To find out more about how the
media works, I give the floor to**

Mathieu van Overstraeten