



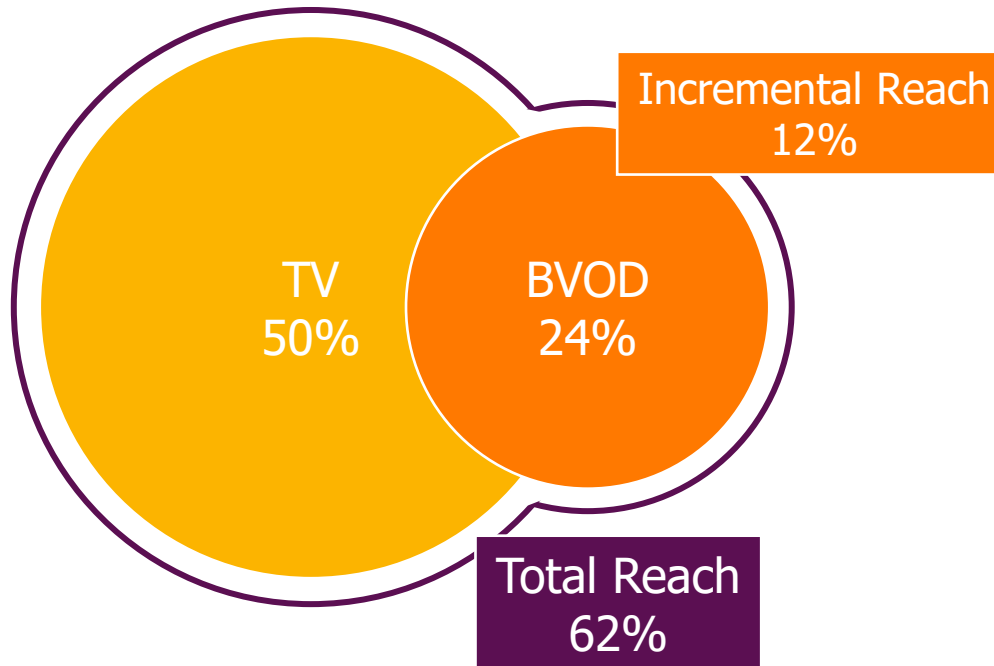
# **POWER SLIDES**

## 2025

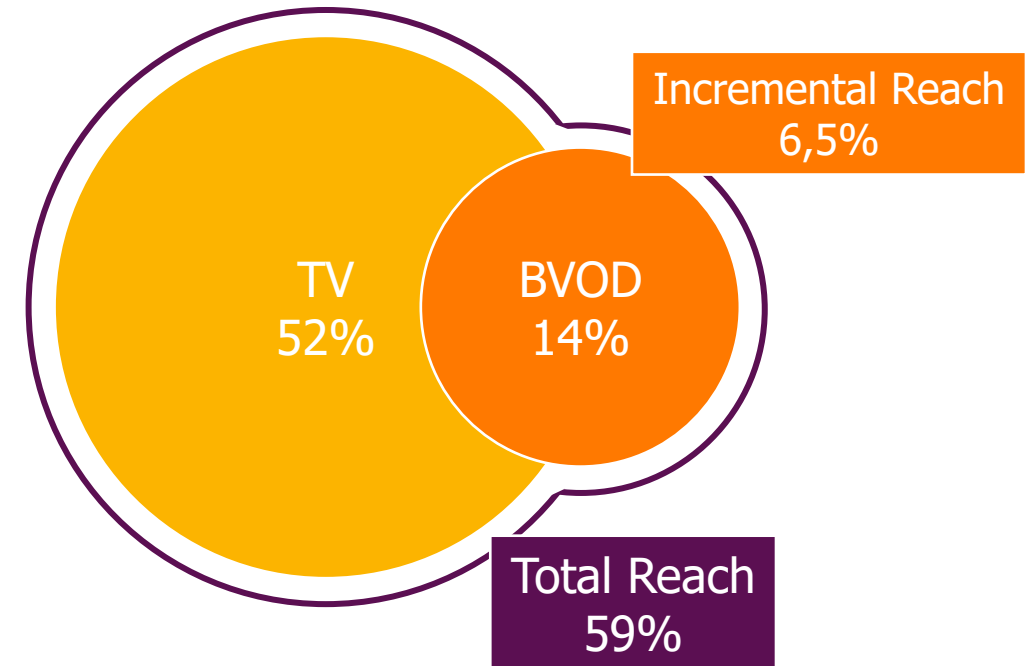


# BVOD's incremental reach keeps growing

## NORTH



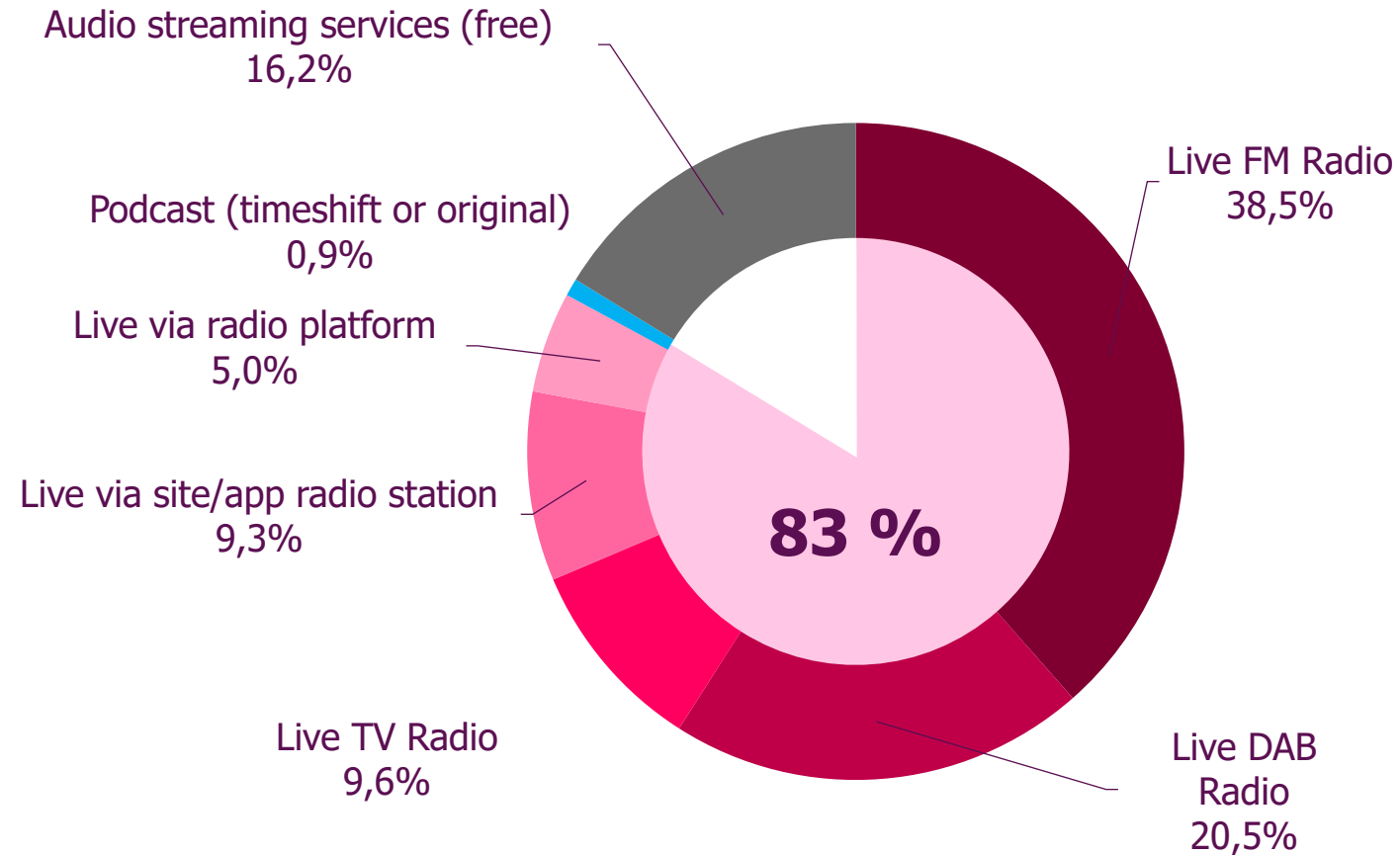
## SOUTH



Source : CIM ToVA planner, 18-54, Feb. 2025. 330 GRP. Budget split TV/BVOD 2025 : 85/15 in the South and 80/20 in the North



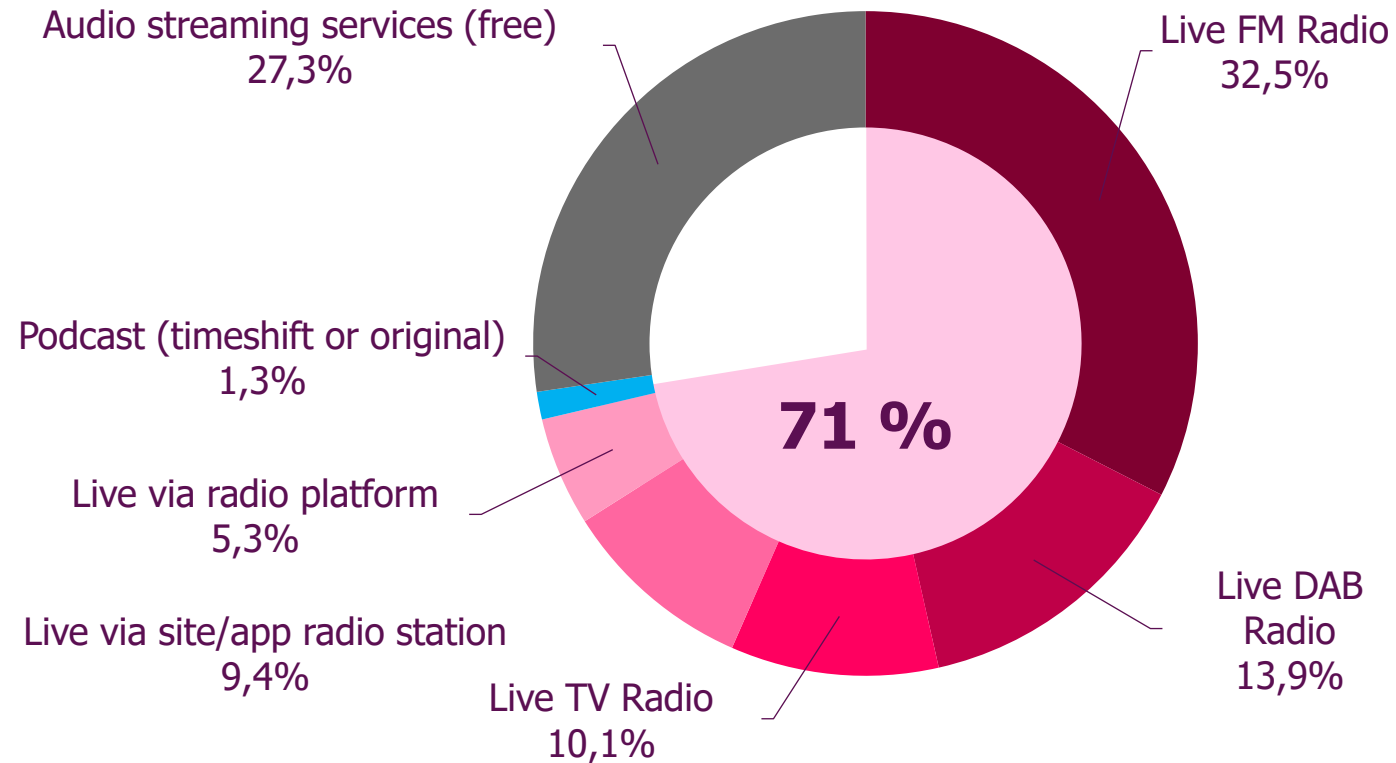
# In Belgium, 83% of all casted audio ads are delivered by Radio broadcasters



Sources : CIM Audio Time 2024 – Target 18-54 – Estimation of time spent hearing ads : CIM RAM Sept. 23 - Aug. 24 – For Audio Streaming and Podcasts : VIA estimates.



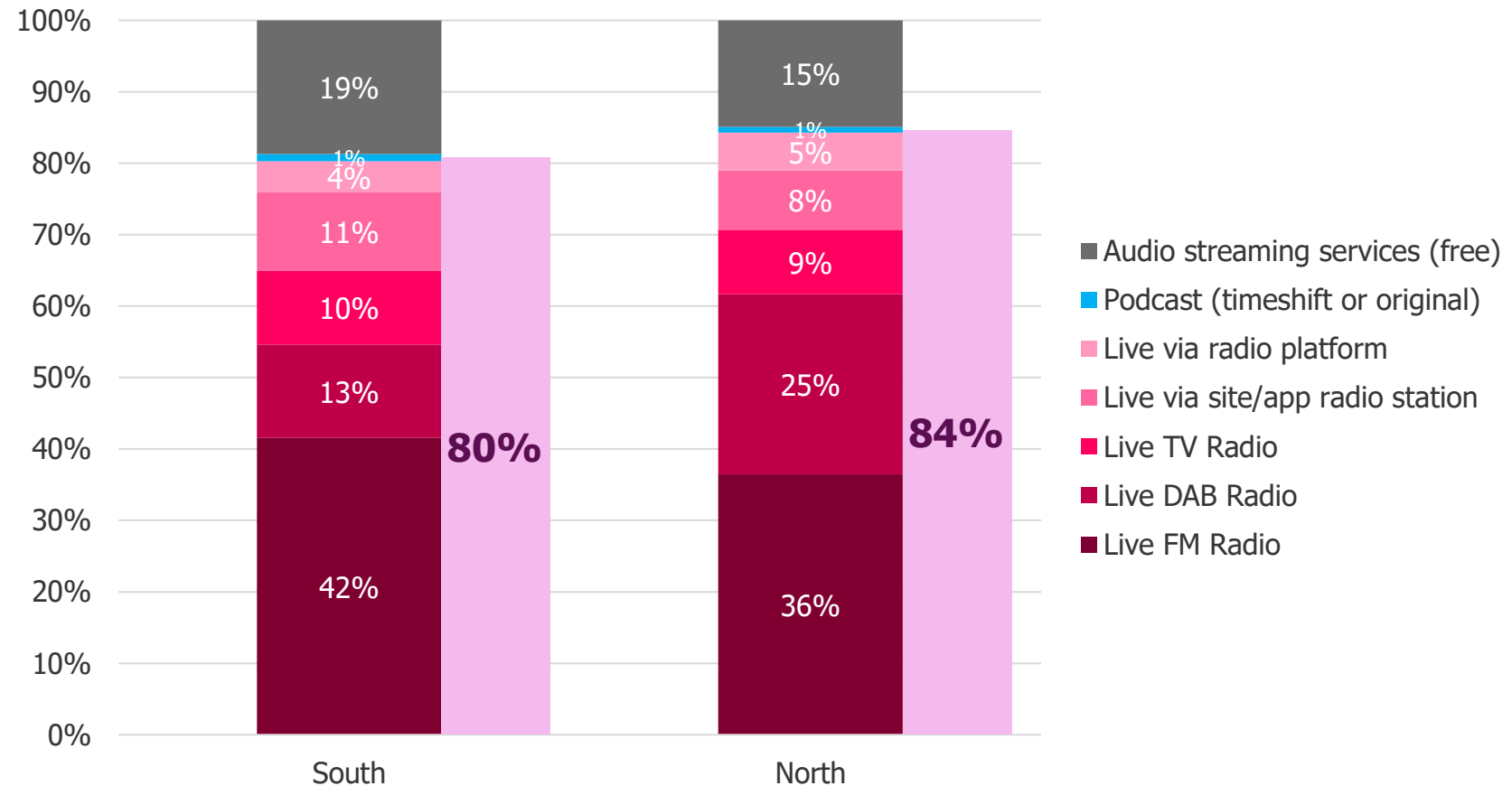
# Among the **18-34** target group 71% of audio adv. comes from radio broadcasters



Sources : CIM Audio Time 2024 – Target 18-34 – Estimation of time spent hearing ads : CIM RAM Sept. 23 - Aug. 24 – For Audio Streaming and Podcasts : VIA estimates.



# Radio Broadcasters share equivalent in North and South of the country



Sources : CIM Audio Time 2024 – Target 18-54 – Estimation of time spent hearing ads : CIM RAM Sept. 23 - Aug. 24  
– For Audio Streaming and Podcasts : VIA estimates.

# ABOUT VIA



VIA unites the salesorganisations of the Belgische Audio-Visual media (TV, Radio, Cinema) and has the following goals:

- Stimulate consultation between the members
- Connect in order to develop new initiatives in the market
- Facilitate consultation about technology
- Promote the power of our media, by setting up joint research that supports our current offer & future developments.
- Support the setup of measurement and reporting of media, help to achieve consensus and bring together our experts.
- Represent its members towards other associations



**Ads & Data**

