

Voici la transcription textuelle de l'image :

****Meltwater****

****Why do marketers use social listening?****

according to Meltwater's ****State of Social Media 2024****

- ****55%**** To better understand my target audience
- ****43%**** To manage brand reputation
- ****34%**** To raise brand awareness
- ****29%**** To gather and analyze consumer insights
- ****30%**** To benchmark against competitors
- ****23%**** To identify and manage a crisis

See how your strategy compares to responses from several thousand marketing professionals in Meltwater's report.

****Meltwater****

****State of Social Media 2024****

Download the report [QR code]

****Digital 2024 Belgium****

16 sur 131

(Avec icônes de téléchargement, de partage sur LinkedIn et de lecture en français.)

---Voici la retranscription textuelle de l'image:

****En haut à gauche:****

...

We
are
Social
Think Forward
THE SOCIAL RECKONING
...

****À gauche au centre:****

...

IN A NEW ERA OF SOCIAL,
EVERY BRAND WILL BE JUDGED
Dive into We Are Social's latest trends report.
...

****Cartes à droite : ****

1. Carte en haut à droite:
...

Attention layering
...

2. Carte en haut à droite:
...

EVERYDAY RANDOM
...

3. Carte en bas à gauche:
...

Mischief Mode
...

4. Carte en bas à droite, au centre:
...

The Offline Internet
...

5. Carte en bas à droite:
...

Post Representation
...

****En bas à gauche de l'image: ****

...

Explore the trends:
ThinkForward.WeAreSocial.com
...

****En bas de l'image:****

...

Digital 2024 Belgium

17 sur 131

...

En bas, à droite de l'image, un QR code.

JAN 2024

BELGIUM

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

TOTAL POPULATION

11.70 MILLION

YEAR-ON-YEAR CHANGE

+0.3%

+30 THOUSAND

URBANISATION

98.2%

CELLULAR MOBILE CONNECTIONS

11.38 MILLION

YEAR-ON-YEAR CHANGE

+0.8%

+89 THOUSAND

TOTAL VS. POPULATION

97.3%

INDIVIDUALS USING THE INTERNET

11.15 MILLION

YEAR-ON-YEAR CHANGE

+0.3%

+28 THOUSAND

TOTAL VS. POPULATION

95.3%

SOCIAL MEDIA USER IDENTITIES

9.17 MILLION

YEAR-ON-YEAR CHANGE

-2.9%

-270 THOUSAND

TOTAL VS. POPULATION

78.4%

SOURCES: UN; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CIA WORLD FACTBOOK; CENIT; KATAPULT ANALYSIS; PLATFORM REGULATORS; CONNECTA RESEARCH CENTRE; REFLECTS ANALYSIS; ADVISORY: SOCIAL MEDIA USER FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARABILITY: SOURCE REVISIONS: FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS. GLOBAL DISASTERS: DECREASE IN THE NUMBER OF INTERNET AND MOBILE CONNECTION USERS DOES NOT INCLUDE RECENT GLOBAL DISASTERS EVENTS. ANALYSIS: FIGURES ARE ANALYSED CONCURRENTLY WITH MARKET SCOPE AND RATINGS ACQUISITIONS. NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS. OVERALL MARKET VALUE (GDP): VALUE REPRESENTS ANNUAL COMPARISON WITH ECONOMIC INFLATION AND INDUSTRY EXPENSE. ALL POLICY REVISIONS WILL INCLUDE MACRO-ECONOMIC DATA FOR COMPARISON PURPOSES. SEE NOTES ON DATA.

[Icons and corresponding logos of We Are Social and Meltwater]

Digital 2024 Belgium
15 sur 131

[Settings, search, download, and other toolbar icons]

français

[Belgium flag and label]

[We Are Social and Meltwater logos]** JAN 2024 POPULATION OVER TIME**
Population by year, with year-on-year change

** JAN 2014:** 11.1 M (+0.7%)
** JAN 2015:** 11.2 M (+0.6%)
** JAN 2016:** 11.3 M (+0.6%)
** JAN 2017:** 11.4 M (+0.6%)
** JAN 2018:** 11.4 M (+0.5%)
** JAN 2019:** 11.5 M (+0.5%)
** JAN 2020:** 11.5 M (+0.4%)
** JAN 2021:** 11.6 M (+0.5%)
** JAN 2022:** 11.6 M (+0.3%)
** JAN 2023:** 11.7 M (+0.3%)

Sources:
Limited Nations, local government authorities; Kepios analysis.

Note:

Where letters are shown next to figures above bars: 'K' denotes thousands (e.g. 123 K = 123,000); 'M' denotes millions (e.g. 1.2 M = 1,200,000); and 'B' denotes billions (e.g. 1.23 B = 1,230,000,000). Where no letter is present, values are shown as-is.

Comparability:

Source changes and base revisions. Figures may not correlate with values published in our previous reports.

****Digital 2024 Belgium****

we are social

Meltwater ****JAN 2024****

POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

- ****TOTAL POPULATION****

- Icon: Three people
- Value: 11.70 MILLION

- ****FEMALE POPULATION****

- Icon: Female symbol
- Value: 50.6%

- ****MALE POPULATION****

- Icon: Male symbol
- Value: 49.4%

- ****YEAR-ON-YEAR CHANGE IN TOTAL POPULATION****

- Icon: Upwards arrow
- Value: +0.3% (+30 THOUSAND)

- ****MEDIAN AGE OF THE POPULATION****

- Icon: Group of people with a crown
- Value: 41.4

- ****URBAN POPULATION****

- Icon: City skyline
- Value: 98.2%

- ****POPULATION DENSITY (PEOPLE PER KM²)****

- Icon: Pin on map
- Value: 386.5

- ****OVERALL LITERACY (ADULTS AGED 15+)****

- Icon: Open book

- Value: 99.0%

- ****FEMALE LITERACY (ADULTS AGED 15+)****

- Icon: Open book

- Value: 99.0%

- ****MALE LITERACY (ADULTS AGED 15+)****

- Icon: Open book

- Value: 99.0%

****Sources:**** KEPOS Analysis, United Nations, Local Government Authorities, World Bank, UNESCO, CIA World Factbook, Our World in Data, INED/INED, KNDB/NBSA (logos included)

"We Are Social" and "Meltwater" logos at the bottom.

****Additional Notes:****

- Location: Belgium (with flag)

- "Digital 2024 Belgium" mentioned at the bottom

- Slide number: 19 sur 131

- Language options: français### Jan 2024

FINANCIAL AND DEVELOPMENTAL INDICATORS

WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO ESSENTIAL SERVICES, AND DEVICE OWNERSHIP

Belgium

****Gross Domestic Product (Current U.S. Dollars)****

\$627.5 Billion

- ****Percentage of the population earning less than \$3.65 (2017 PPP) per day****: 0.1%

****Gross Domestic Product (PPP, Current International Dollars)****

\$769.7 Billion

- ****Percentage of the population with access to basic drinking water****: 100%

****Gross Domestic Product per Capita (Current U.S. Dollars)****

\$53.7 Thousand

- ****Percentage of the population with access to basic sanitation****: 99.5%

****Gross Domestic Product per Capita (PPP, Current International Dollars)****

\$65.8 Thousand

- ****Percentage of the population with access to electricity****: 100%

****Net National Income per Capita (Current U.S. Dollars)****
\$41.7 Thousand

- ****Percentage of the population that owns a mobile phone (any type)****: 95.1%

Sources:

- IMF. World Bank. Most latest published data up to 2023.

Definitions:

- \$3.65 (2017 PPP): Reflects local purchasing power parity based on the World Bank's 2017 exchange benchmark.

- Basic drinking water: Percentage of the total population that has an improved source, provided collection time is not more than 30 minutes roundtrip.

- Basic sanitation: Percentage of the total population that uses improved sanitation facilities which are not shared.

- Mobile: Comparability issues for latest published values.

- ****Digital 2024 Belgium****

- Page 22 sur 131 ****JAN 2024****

****MEDIA USE****

****THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE****

****USING THE INTERNET VIA A MOBILE PHONE****

95.8%

YEAR-ON-YEAR CHANGE +2.8% (+258 BPS)

****USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET****

95.7%

YEAR-ON-YEAR CHANGE -1.4% (-138 BPS)

****USING SOCIAL MEDIA****

91.4%

YEAR-ON-YEAR CHANGE +2.2% (+198 BPS)

****WATCHING LINEAR AND BROADCAST TV****

91.9%

YEAR-ON-YEAR CHANGE -1.1% (-101 BPS)

****WATCHING STREAMING AND ON-DEMAND TV****

60.3%

YEAR-ON-YEAR CHANGE +2.9% (+168 BPS)

****READING ONLINE PRESS CONTENT****

73.3%

YEAR-ON-YEAR CHANGE +0.05% (+4 BPS)

****READING PHYSICAL PRESS CONTENT****

59.6%

YEAR-ON-YEAR CHANGE -3.9% (-244 BPS)

****LISTENING TO BROADCAST RADIO****

84.2%

YEAR-ON-YEAR CHANGE -2.6% (-225 BPS)

****LISTENING TO MUSIC STREAMING SERVICES****

46.5%

YEAR-ON-YEAR CHANGE +2.7% (+123 BPS)

****LISTENING TO PODCASTS****

47.1%

YEAR-ON-YEAR CHANGE +4.2% (+188 BPS)

Source: GWI Q4 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64 (i.e., GWI Core). Notes: Percentage change values represent relative change in the incidence of each activity. Comparability with other charts on the "Digital 2024" reports series: users should be aware that "Listening to Broadcast Radio" does not include figures for non-smart Car radios, whereas "Watching Linear and Broadcast TV" does not include figures for Pay TV. All about their spend on unnamed media, may differ from behaviors about spending on media, given absolute changes. All data has been founded but may include errors.

Digital 2024 Belgium
24 sur 131 JAN 2024

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

TIME SPENT USING THE INTERNET

5H 22M

YEAR-ON-YEAR CHANGE

-1.3% (-4 MINS)

TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)

2H 56M

YEAR-ON-YEAR CHANGE

-1.7% (-3 MINS)

TIME SPENT USING SOCIAL MEDIA

1H 35M
YEAR-ON-YEAR CHANGE
+1.0% (+1 MIN)

TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)
1H 01M
YEAR-ON-YEAR CHANGE
-9.0% (-6 MINS)

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES
0H 58M
YEAR-ON-YEAR CHANGE
+8.2% (+4 MINS)

TIME SPENT LISTENING TO BROADCAST RADIO
1H 36M
YEAR-ON-YEAR CHANGE
-6.2% (-6 MINS)

TIME SPENT LISTENING TO PODCASTS
0H 25M
YEAR-ON-YEAR CHANGE
-5.2% (-1 MIN)

TIME SPENT USING A GAMES CONSOLE
0H 39M
YEAR-ON-YEAR CHANGE
-2.7% (-1 MIN)

SOURCE: GWI Q4 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTE: PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY. TELEVISION FIGURES INCLUDE LINEAR BROADCAST AND CABLE TELEVISION, ONLINE TV, AND VIDEO-ON-DEMAND SERVICES; PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA; BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. COMPARABILITY: METHODOLOGY CHANGES SEE NOTES ON DATA.

Digital 2024 Belgium
25 sur 131

français

We are social

Meltwater

BelgiumVoici la retranscription textuelle de l'image:

****JAN 2024****

****OVERVIEW OF INTERNET USE****

Essential Indicators of Internet Adoption and Use

****Belgium****

- ****Total Number of Internet Users****
11.15 Million
- ****Internet Users vs. Total Population****
95.3%
- ****Year-on-Year Change in Total Internet Users****
+0.3%
+28 Thousand
- ****Year-on-Year Change in Internet Users vs. Population****
0%
[Unchanged]
- ****Indexed Internet Adoption vs. Global Average****
144.0
- ****Percentage of Internet Users Accessing via Mobile Phones****
93.5%
- ****Average Daily Time Spent Using the Internet****
5h 22m
- ****Year-on-Year Change in Daily Time Spent Using the Internet****
-1.3%
-4 mins

Sources:

Kepios Analysis, ITU, GSMA Intelligence, Eurostat, CIA World Factbook, CNNIC, Kantar IABM, Local Government Authorities, United Nations, Time Spent and Mobile Share DA W Plan, Coma 2023 Baseline, Global Survey of Internet Users aged 16 to 64, see GWW.Com Advisory Figures for Internet User Growth may under-Rparams actual trends. See notes on data, comparability, source and base changes.

Digital 2024 Belgium

27 sur 131

we are social

*Meltwater*** JAN 2024 DEVICE OWNERSHIP**

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

Any Kind of Mobile Phone

- 97.3%

- Year-on-Year Change: +2.1% (+200 BPS)

Smart Phone

- 96.8%

- Year-on-Year Change: +3.3% (+310 BPS)

Feature Phone

- 5.0%

- Year-on-Year Change: -10.7% (-60 BPS)

Laptop or Desktop Computer

- 77.4%

- Year-on-Year Change: -0.5% (-40 BPS)

Tablet Device

- 46.1%

- Year-on-Year Change: -2.5% (-120 BPS)

Games Console

- 35.7%

- Year-on-Year Change: +12.3% (+390 BPS)

Smart Watch or Smart Wristband

- 29.9%

- Year-on-Year Change: +3.1% (+90 BPS)

TV Streaming Device

- 18.0%

- Year-on-Year Change: +4.0% (+70 BPS)

****Smart Home Device****

- 15.6%

- Year-on-Year Change: +19.1% (+250 BPS)

****Virtual Reality Device****

- 5.0%

- Year-on-Year Change: +22.0% (+90 BPS)

****Source: GWI Q4 2023****

Figures represent the findings of a broad survey of Internet users aged 16 to 64.

Notes:

- Year-on-year percentage changes reflect relative change (i.e., an increase of 50% from a starting value of 50% would equal 25%, not 75%).

- "BPS" values represent basis points, and indicate absolute change.

****Comparability:****

Methodology changes, see notes on data.

****We Are Social****

****Meltwater****

****Digital 2024 Belgium****

- 23 sur 131

- Page icons for navigating, sharing, and information about languages and other options. ****JAN 2024****

****INTERNET USER PERSPECTIVES****

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

****BELGIUM****

****INTERNET USERS: ITU****

11.00 MILLION

vs. POPULATION 94.0%

****INTERNET USERS: CIA WORLD FACTBOOK****

10.92 MILLION

vs. POPULATION 93.3%

****INTERNET USERS: INTERNETWORLDSTATS****

10.74 MILLION

vs. POPULATION 91.8%

Sources: as stated above each icon. Notes: where sources publish internet adoption as a percentage (i.e. penetration), we compare the latest published adoption rates with the latest figures for population to derive absolute user numbers. Where sources publish absolute user numbers, we compare these absolute user figures with the latest figures for population to derive relative (i.e. percentage) user numbers. Comparability: potential mismatches. Internet user figures quoted elsewhere in this report be based on different sources.

Individual sources noted failures on this slide.

Digital 2024 Belgium 30 sur 131

We are social

Meltwater** JAN 2024**

INTERNET USE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE

** Jan 2014**:

- 9.60 M

- +0.6%

** Jan 2015**:

- 9.65 M

- +2.1%

** Jan 2016**:

- 9.85 M

- +2.4%

** Jan 2017**:

- 10.1 M

- +1.8%

** Jan 2018**:

- 10.3 M

- +2.2%

** Jan 2019**:

- 10.5 M

- +1.4%

** Jan 2020**:

- 10.6 M

- +1.9%

**** Jan 2021**:**

- 10.8 M

- +1.5%

**** Jan 2022**:**

- 11.0 M

- +1.0%

**** Jan 2023**:**

- 11.1 M

- +0.3%

**** Jan 2024**:**

- 11.1 M

- +0.3%

****SOURCES:****

- KPFG ANALYSIS

- GSMA INTELLIGENCE

- EUROSTAT

- GOOGLE'S ADVERTISING RESOURCES

- CINIC

- KANTAR

- IAMAI

- GOVERNMENT RESOURCES

- UNITED NATIONS

****NOTE:****

- WHERE THESE ARE SHOWN NEXT TO FIGURES ABOVE ARE ESTIMATES.

NOTE: 1 - 1,250,000,000, 2 - 1,422,000,000, 3 - 23,900,000, 4 - 9,030,000,000. ALL FIGURES USE THE LATEST AVAILABLE DATA BUT SOME SOURCES DO NOT PUBLISH REGULAR UPDATES, SO FIGURES FOR EACH PERIOD MAY REPRESENT A DIFFERENT ANNUAL CYCLE. USE NOTES ON SLIDES.

- WE ARE SOCIAL

- @ Meltwater

- Digital 2024 Belgium 28 sur 131 JAN 2024

INTERNET ADOPTION RATE OVER TIME (YOY)

NUMBER OF INDIVIDUALS USING THE INTERNET AS A PERCENTAGE OF TOTAL POPULATION, AND YEAR-ON-YEAR RELATIVE CHANGE

BELGIUM

JAN 2014

86.2%
-0.1%

JAN 2015
86.1%
+1.5%

JAN 2016
87.3%
+1.7%

JAN 2017
88.8%
+1.2%

JAN 2018
89.9%
+1.6%

JAN 2019
91.4%
+0.8%

JAN 2020
92.2%
+1.6%

JAN 2021
93.6%
+1.0%

JAN 2022
94.5%
+0.8%

JAN 2023
95.3%
0%

JAN 2024
95.3%
0%

Sources: KIPOS ANALYSIS, ITU, GSMA INTELLIGENCE, EUROSTAT, GOOGLE'S
ADVERTISING RESOURCES, GWI, KANTAR I'MdBRI, GOVERNMENT RESOURCES,
UNITED NATIONS • Notes: DATA IS THE LATEST PUBLISHED AS OF THE DATE

INDICATED, VALUE FOR A TIME PERIOD FROM THE MOST RECENTLY REPORTED PERIOD FROM PRIMARY COMPARATIVE SOURCES SHOW THE YEAR THAT RESPONDS TO INTERNET OTHER AVAILABLE SOURCES SHOULD BE MATT THE SAME CALENDAR, OR THE PUBLISH OR THE PUBLISHED DATA FROM THE LAST AVAILABLE DATA, FIGURES AND CALENDAR SHOULD ALWAYS BE FURTHERMORE, DATA IS SOURCES FOR ADULTS SHOW FIGURES FOR MOST RECENT ACTUAL COVID - 19 WE ARE SOCIAL

29

Digital 2024 Belgium

29 sur 131

français

we are social Meltwater

Bien sûr, voici la transcription textuelle de l'image:

**** JAN 2024 ****

**** DAILY TIME SPENT USING THE INTERNET ****

*** AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ***

**** BELGIUM ****

1. **** DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES ****
- 5H 22M

2. **** TIME SPENT USING THE INTERNET ON MOBILE PHONES ****
- 2H 26M

3. **** TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS ****
- 2H 57M

4. **** MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME ****
- 45.2%

(symbole du drapeau Belge)

*** SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY. METHODOLOGY CHANGES: SEE NOTES ON DATA.**

*31 sur 131

*Digital 2024 Belgium

---Janvier 2024

Répartition par âge de la population

Le nombre de personnes dans chaque groupe d'âge et la part associée de la population

Groupe d'âge	Nombre de personnes (en milliers)	Pourcentage de la population
0-4 ans	598 K	5.0%
5-9 ans	631 K	5.4%
10-14 ans	681 K	5.8%
15-19 ans	673 K	5.7%
20-24 ans	665 K	5.7%
25-29 ans	710 K	6.1%
30-34 ans	780 K	6.7%
35-39 ans	759 K	6.5%
40-44 ans	738 K	6.3%
45-49 ans	738 K	6.3%
50-54 ans	776 K	6.6%
55-59 ans	790 K	6.8%
60-64 ans	738 K	6.3%
65-69 ans	675 K	5.8%
70-74 ans	571 K	4.9%
75-79 ans	407 K	3.4%
80-84 ans	304 K	2.6%
85-89 ans	220 K	1.9%
90-94 ans	105 K	0.9%
95-99 ans	25.7 K	0.2%
100+ ans	2.946 K	0.1%

Sources : Extrapolations de données publiées par les Nations Unies et les autorités gouvernementales locales.

Notes : Les valeurs en pourcentage sous chaque barre représentent la part respective du groupe d'âge de la population totale.

DenOTES (EXCEPTIONNEL SI INDIQUÉ)

Comparabilité: Les modifications et revisions des sources peuvent affecter la comparabilité des données avec des valeurs publiées précédemment.

Digital 2024 Belgium

Page 21 sur 131

Langue : français

Logos de We Are Social et MeltwaterVoici la retranscription textuelle de l'image :

JAN 2024

MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

1. **FINDING INFORMATION** - 78.7%
2. **RESEARCHING HOW TO DO THINGS** - 65.3%
3. **STAYING IN TOUCH WITH FRIENDS AND FAMILY** - 63.7%
4. **KEEPING UP TO DATE WITH NEWS AND EVENTS** - 62.5%
5. **FILLING UP SPARE TIME AND GENERAL BROWSING** - 56.1%
6. **RESEARCHING PLACES, VACATIONS AND TRAVEL** - 53.1%
7. **FINDING NEW IDEAS OR INSPIRATION** - 49.2%
8. **ACCESSING AND LISTENING TO MUSIC** - 47.3%
9. **RESEARCHING PRODUCTS AND BRANDS** - 47.3%
10. **WATCHING VIDEOS, TV SHOWS OR MOVIES** - 45.3%
11. **MANAGING FINANCES AND SAVINGS** - 44.6%
12. **RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS** - 34.7%
13. **EDUCATION AND STUDY-RELATED PURPOSES** - 26.7%
14. **ORGANISING DAY-TO-DAY LIFE** - 24.8%
15. **GAMING** - 23.6%

[Belgium flag image]

SOURCE: GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

- we are social - Meltwater

Digital 2024 Belgium

32 sur 131

---JAN 2024

SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

BELGIUM

MOBILE PHONES

44.55%

YEAR-ON-YEAR CHANGE

+21.0% (+772 BPS)

LAPTOP AND DESKTOP COMPUTERS

53.33%

YEAR-ON-YEAR CHANGE

-13.0% (-797 BPS)

TABLET DEVICES

2.09%

YEAR-ON-YEAR CHANGE

+13.6% (+25 BPS)

OTHER DEVICES

0.03%

YEAR-ON-YEAR CHANGE

[MINIMAL]

SOURCE: Statcounter. NOTES: Figures represent the number of web pages served to browsers running on each type of device compared with the total number of web pages served to browsers running on any device in December 2023. Percentage change values represent relative change (i.e. in percentage of 870). From a starting value of 50% would equal 67%. "BPS" values represent basis points, and indicate the absolute change. Figures may not sum to 100% due to rounding.

Digital 2024 Belgium

35 sur 131

We are social, MeltwaterJAN 2024

INTERNET CONNECTION SPEEDS

MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

1. Median Speed of Mobile Internet Connections

- Download (Mbps): 69.33
- Upload (Mbps): 12.13
- Latency (ms): 25

2. Year-On-Year Change in Median Speed of Mobile Internet Connections

- Download: +23.4%
- Upload: +10.0%
- Latency: +4.2%

3. Median Speed of Fixed Internet Connections

- Download (Mbps): 92.99
- Upload (Mbps): 20.16
- Latency (ms): 12

4. Year-On-Year Change in Median Speed of Fixed Internet Connections

- Download: +7.2%
- Upload: +6.4%
- Latency: 0%

Sources and Notes:

- Source: Ookla
- Note: Figures represent median download and upload speeds in megabits per second, and median connection latency in milliseconds in November 2023. TIP: A negative value for year-on-year change in latency represents an improvement, because lower latency should result in faster content delivery.

Icons:

- We Are Social
- Ookla
- Meltwater

Belgium Flag

Bottom Footer:

Digital 2024 Belgium 34 sur 131JAN 2024

TOP TYPES OF WEBSITES VISITED AND APPS USED PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH

Belgium

Social Networks - 93.7%
 Chat and Messaging - 92.7%
 Search Engines or Web Portals - 87.5%
 Maps, Parking, or Location-Based Services - 70.5%
 Email - 67.1%
 Shopping, Auctions, or Classifieds - 62.1%
 Weather - 59.3%
 News - 45.1%
 Music - 43.6%
 Banking, Investing, or Insurance - 40.5%
 Travel - 29.4%
 Entertainment - 26.5%
 Games - 25.9%
 Sports - 23.9%

Coupons, Deals, or Price Comparisons - 20.7%

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

Digital 2024 Belgium

37 sur 131

we are social
MeltwaterJan 2024

Mobile's Share of Web Traffic (YoY)
Percentage of Total Web Pages served to Web Browsers running on Mobile Phones

Belgium

- Dec 2013: 7.44%
+146%
- Dec 2014: 18.27%
-5.9%
- Dec 2015: 17.19%
+36.6%
- Dec 2016: 23.48%
+17.2%
- Dec 2017: 27.53%
+5.3%
- Dec 2018: 28.98%
+23.2%
- Dec 2019: 35.71%
+6.3%
- Dec 2020: 37.95%
+3.2%
- Dec 2021: 39.16%
-5.9%
- Dec 2022: 36.83%

+21.0%

- Dec 2023: 44.55%

Source: Statcounter

Notes: Figures represent the number of web pages served to web browsers running on mobile phones compared with the total number of web pages served to web browsers running on any device. Percentage change values in the white circles represent relative change (i.e. an increase of 20% from a starting value of 30% would equal 36%, not 50%).

Digital 2024 Belgium
36 sur 131

We Are Social

Meltwater** JAN 2024**

SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

BROWSERS

1. **CHROME** 47.0%
2. **SAFARI** 35.4%
3. **EDGE** 9.1%
4. **FIREFOX** 3.6%
5. **SAMSUNG INTERNET** 2.9%
6. **OPERA** 1.3%
7. **ANDROID** 0.3%
8. **OTHERS** 0.4%

BELGIUM

Source: Statcounter

Notes: Figures represent the number of page views served to each browser as a percentage of total page views served to web browsers running on any kind of device in December 2023.

we are social

Meltwater

Digital 2024 Belgium

38 sur 131 JAN 2024

DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF

DEVICE TO ACCESS THE INTERNET

MOBILE PHONE (ANY)

93.5%

YEAR-ON-YEAR CHANGE

+9.0% (+770 BPS)

LAPTOP OR DESKTOP (ANY)

81.0%

YEAR-ON-YEAR CHANGE

+0.6% (+50 BPS)

SMART PHONE

92.1%

YEAR-ON-YEAR CHANGE

+8.4% (+710 BPS)

FEATURE PHONE

2.1%

YEAR-ON-YEAR CHANGE

-16.0% (-40 BPS)

TABLET DEVICE

33.8%

YEAR-ON-YEAR CHANGE

-2.9% (-100 BPS)

PERSONAL LAPTOP OR DESKTOP

72.4%

YEAR-ON-YEAR CHANGE

+1.0% (+70 BPS)

WORK LAPTOP OR DESKTOP

31.0%

YEAR-ON-YEAR CHANGE

+11.1% (+310 BPS)

CONNECTED TELEVISION

19.6%

YEAR-ON-YEAR CHANGE

+3.2% (+60 BPS)

SMART HOME DEVICE

10.5%

YEAR-ON-YEAR CHANGE

+32.9% (+260 BPS)

GAMES CONSOLE

10.4%

YEAR-ON-YEAR CHANGE

+18.2% (+160 BPS)

SOURCE: GWL JAN 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWL.COM. NOTES: "MOBILE PHONE (ANY)" INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA THEIR OWN COMPUTER AS WELL AS COMPUTERS PROVIDED BY THEIR EMPLOYER. PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS AND REFLECT ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.

Digital 2024 Belgium

33 sur 131

we are social

MeltwaterJAN 2024

SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

GOOGLE

80.4%

BING

17.8%

0.6% YAHOO!

0.5% ECOSIA

0.5% DUCKDUCKGO

0.2% YANDEX

0.02% BAIDU

0.09% OTHERS

SOURCE: GWI Q4 2023

NOTES: Figures represent the number of page view referrals originating from each service as a percentage of total page view referrals originating from search engines in December 2023. Percentage change values represent relative year-on-year change (i.e. an increase of 20% from a starting value of 50% would equal 60%, not 70%). Base values represent basis points, and indicate the absolute change. Figures may not sum

to 100% due to rounding.

We Are Social Meltwater

Digital 2024 Belgium

41 sur 131 français JAN 2024

ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH
KIND OF ONLINE ACTIVITY

[Flag of Belgium] BELGIUM

USE A SEARCH ENGINE (E.G. GOOGLE, BING, DUCKDUCKGO) EACH MONTH
87.5%

USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND
INFORMATION EACH WEEK
7.7%

VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND
PRODUCTS
30.2%

USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON
MOBILE EACH MONTH
11.0%

SCAN A QR CODE ON A MOBILE PHONE EACH MONTH
50.0%

USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH
WEEK
37.4%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD
SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY:
METHODOLOGY CHANGES: SEE NOTES ON DATA.

[Icons: wearesocial, Meltwater]

Digital 2024 Belgium 43 sur 131
43 100% 19:01 français
JAN 2024

TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY
BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

BELGIUM

SEARCH QUERY INDEX vs. TOP QUERY

01	GOOGLE	100
02	WEER	93
03	HLN	70
04	FACEBOOK	67
05	METEO	63
06	YOUTUBE	60
07	TRADUCTION	53
08	TRANSLATE	45
09	TELENET	38
10	RESTAURANT	37

SEARCH QUERY INDEX vs. TOP QUERY

11	MÉTÉO	37
12	HET WEER	32
13	WEBMAIL	32
14	HOTMAIL	31
15	MAPS	31
16	BUIENRADAR	28
17	AMAZON	27
18	WEBMAIL TELENET	26
19	IKEA	24
20	ACTION	22

SOURCE: GOOGLE TRENDS. BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS AND ARE SHOWN 'AS IS', TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE INDEX VS. 'TOP QUERY' COLUMN INDICATES THE SEARCH VOLUME OF THE ITEM IN EACH ROW COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO INDEX AND ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

Digital 2024 Belgium 42 sur 131 &™ Ø=Üñ Ø=Ý Ø=ÜÊ Ø<ß français Ø<ÝëØ<Ý÷

We are social

Meltwater``

JAN 2024

WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 to 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

ANY KIND OF VIDEO
83.5%
YOY: +3.7% (+300 BPS)

MUSIC VIDEO
30.9%
YOY: +2.0% (+60 BPS)

COMEDY, MEME, OR VIRAL VIDEO
23.6%
YOY: +18.6% (+370 BPS)

VIDEO LIVESTREAM
14.0%
YOY: -10.3% (-160 BPS)

TUTORIAL OR HOW-TO VIDEO
15.4%
YOY: +1.3% (+20 BPS)

EDUCATIONAL VIDEO
14.8%
YOY: -2.0% (-30 BPS)

PRODUCT REVIEW VIDEO
9.5%
YOY: -4.0% (-40 BPS)

SPORTS CLIP OR HIGHLIGHTS VIDEO
12.0%
YOY: -2.4% (-30 BPS)

INFLUENCER VIDEOS AND VLOGS
14.5%
YOY: +14.2% (+180 BPS)

GAMING VIDEO
15.0%
YOY: +6.4% (+90 BPS)

SOURCE: GWI (Q3 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM). NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE OF USERS FROM A STARTING VALUE OF 0.0%; IF YOY WOULD EQUAL 60%, NOT 30%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.

COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

we are social | Meltwater

Digital 2024 Belgium

44 sur 131

français

```Bien sûr! Voici la retranscription textuelle de l'image:

---

\*\*JAN 2024\*\*

\*\*TOP WEBSITES: SIMILARWEB RANKING\*\*

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON  
WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023

\*\*Belgium\*\*

| #    | WEBSITE       | TOTAL VISITS (MONTHLY AVG) | UNIQUE VISITORS (MONTHLY AVG) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT |
|------|---------------|----------------------------|-------------------------------|------------------------|-------------------------|
| 01   | GOOGLE.COM    | 464 M                      | 9.52 M                        | 11M                    |                         |
| 1S   |               | 9.3                        |                               |                        |                         |
| 02   | YOUTUBE.COM   | 169 M                      | 6.09 M                        | 19M                    |                         |
| 33S  |               | 11.5                       |                               |                        |                         |
| 03   | FACEBOOK.COM  | 116 M                      | 5.50 M                        | 10M                    |                         |
| 57S  |               | 9.2                        |                               |                        |                         |
| 04   | HLN.BE        | 73.9 M                     | 3.28 M                        | 6M 31S                 |                         |
| 4.2  |               |                            |                               |                        |                         |
| 05   | GOOGLE.BE     | 40.1 M                     | 2.54 M                        | 8M 40S                 |                         |
| 12.5 |               |                            |                               |                        |                         |
| 06   | NIEUWSBLAD.BE | 33.0 M                     | 2.77 M                        | 6M                     |                         |
| 12S  |               | 3.8                        |                               |                        |                         |
| 07   | LIVE.COM      | 31.1 M                     | 2.01 M                        | 8M 00S                 |                         |
| 9.2  |               |                            |                               |                        |                         |
| 08   | WIKIPEDIA.ORG | 27.2 M                     | 4.14 M                        | 4M                     |                         |
| 08S  |               | 3.2                        |                               |                        |                         |
| 09   | INSTAGRAM.COM | 26.6 M                     | 3.33 M                        | 8M                     |                         |
| 23S  |               | 13.4                       |                               |                        |                         |
| 10   | SPORZA.BE     | 25.7 M                     | 1.29 M                        | 6M 49S                 |                         |
| 4.0  |               |                            |                               |                        |                         |

| #   | WEBSITE             | TOTAL VISITS (MONTHLY AVG) | UNIQUE VISITORS (MONTHLY AVG) | AVERAGE TIME PER VISIT | AVERAGE PAGES PER VISIT |
|-----|---------------------|----------------------------|-------------------------------|------------------------|-------------------------|
| 11  | PORNHUB.COM         | 23.9 M                     | 2.84 M                        | 9M                     |                         |
| 02S |                     | 9.6                        |                               |                        |                         |
| 12  | TWITTER.COM         | 21.5 M                     | 2.56 M                        | 11M                    |                         |
| 55S |                     | 10.1                       |                               |                        |                         |
| 13  | VRT.BE              | 19.9 M                     | 1.98 M                        | 5M 05S                 |                         |
| 3.1 |                     |                            |                               |                        |                         |
| 14  | TELENET.BE          | 16.9 M                     | 1.23 M                        | 7M                     |                         |
| 33S |                     | 6.4                        |                               |                        |                         |
| 15  | BOL.COM             | 14.9 M                     | 3.16 M                        | 5M                     |                         |
| 30S |                     | 7.0                        |                               |                        |                         |
| 16  | SUDINFO.BE          | 14.7 M                     | 1.51 M                        | 3M                     |                         |
| 49S |                     | 2.8                        |                               |                        |                         |
| 17  | RTBF.BE             | 14.5 M                     | 1.93 M                        | 3M 33S                 |                         |
| 3.0 |                     |                            |                               |                        |                         |
| 18  | OFFICE.COM          | 14.5 M                     | 1.07 M                        | 7M                     |                         |
| 56S |                     | 6.6                        |                               |                        |                         |
| 19  | NETFLIX.COM         | 13.4 M                     | 1.22 M                        | 3M                     |                         |
| 20S |                     | 4.8                        |                               |                        |                         |
| 20  | MICROSOFTONLINE.COM | 12.7 M                     | 1.30 M                        | 1M                     |                         |
| 47S |                     | 2.3                        |                               |                        |                         |

---

**\*\*SOURCE\*\***: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023. NOTES: VALUES IN THE 'UNIQUE VISITORS' COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSORS EACH SITE, BUT MAY NOT RESEMBLE INDIVIDUALS. DUE TO SOME PEOPLE HAVING MULTIPLE DEVICES OR BROWSERS, VALUES FOR 'TOTAL VISITS' AND 'UNIQUE VISITORS' HAVE BEEN CORRECTED AGAINST THIS. TIME SPENT AND PAGES PER VISIT BASED ON AVERAGES. TRAFFIC IS MEASURED TO THE PRIMARY DOMAIN PLUS ITS COUNTRY-SPECIFIC SUBDOMAINS WHERE APPLICABLE. TIME SPENT IS CALCULATED BY DIVIDING TOTAL VISIT TIME WITH THE NUMBER OF VISITS. ADVISORY: SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. READERS SHOULD ENSURE THAT THEY ARE ONLY VISITING KNOWN DOMAINS.

---\*\*JAN 2024\*\*

**\*\*MOST STREAMED CONTENT ON NETFLIX\*\***

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX FOR FULL-YEAR 2023

### ### MOST STREAMED MOVIES ON NETFLIX

| #  | MOVIE NAME                        | INDEX |
|----|-----------------------------------|-------|
| 01 | THE SUPER MARIO BROS. MOVIE       | 100   |
| 02 | GLASS ONION: A KNIVES OUT MYSTERY | 69    |
| 03 | EXTRACTION 2                      | 63    |
| 04 | LUTHER: THE FALLEN SUN            | 61    |
| 05 | TICKET TO PARADISE                | 60    |
| 06 | THE MOTHER                        | 57    |
| 07 | LEAVE THE WORLD BEHIND            | 54    |
| 08 | AKA                               | 52    |
| 09 | UNCHARTED                         | 52    |
| 10 | MINIONS: THE RISE OF GRU          | 52    |

### ### MOST STREAMED TV SHOWS ON NETFLIX

| #  | TV SHOW NAME       | INDEX |
|----|--------------------|-------|
| 01 | THE NIGHT AGENT    | 100   |
| 02 | GINNY & GEORGIA    | 93    |
| 03 | THE WITCHER        | 91    |
| 04 | WEDNESDAY          | 79    |
| 05 | LUPIN              | 77    |
| 06 | LIEBES KIND        | 77    |
| 07 | YOU                | 75    |
| 08 | ONE PIECE          | 74    |
| 09 | ROUGH DIAMONDS     | 72    |
| 10 | THE LINCOLN LAWYER | 72    |

**\*\*SOURCE\*\*:** FLIXPATROL SEE FLIXPATROL.COM NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES CONVERT THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

**\*\*Digital 2024 Belgium\*\***

46 sur 131

**\*\*we are social & Meltwater\*\*** JAN 2024

### TV CONSUMPTION AND STREAMING

EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64

BELGIUM

PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF TV EACH MONTH  
98.0%

YEAR-ON-YEAR CHANGE IN INTERNET USERS WHO WATCH ANY KIND OF TV  
+0.5%  
+50 BPS

DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV  
2H 56M

YEAR-ON-YEAR CHANGE IN DAILY TV VIEWING TIME (ALL FORMS OF CONTENT DELIVERY)  
-1.7%  
-3 MINS

INTERNET USERS WHO STREAM TV CONTENT VS. INTERNET USERS WHO WATCH ANY KIND OF TV  
87.8%

DAILY TIME SPENT WATCHING TV CONTENT STREAMED OVER THE INTERNET  
0H 47M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT WATCHING STREAMING TV CONTENT  
-3.4%  
-1 MIN

TIME SPENT WATCHING STREAMING TV CONTENT AS A PERCENTAGE OF TOTAL TV TIME  
26.7%

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.  
COMPARABILITY: METHODOLOGY CHANGES: SEE NOTES ON DATA.  
Digital 2024 Belgium 45 sur 131  
we are social Meltwater\*\* JAN 2024\*\*  
\*\*ONLINE AUDIO\*\*

\*PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK\*

1. \*\*WATCH OR LISTEN TO ONLINE MUSIC VIDEOS\*\*
  - 30.9%
  - YEAR-ON-YEAR CHANGE: +2.0% (+60 BPS)

## 2. \*\*LISTEN TO MUSIC STREAMING SERVICES\*\*

- 30.5%
- YEAR-ON-YEAR CHANGE: +2.0% (+60 BPS)

## 3. \*\*LISTEN TO ONLINE RADIO SHOWS OR STATIONS\*\*

- 16.6%
- YEAR-ON-YEAR CHANGE: -1.2% (-20 BPS)

## 4. \*\*LISTEN TO PODCASTS\*\*

- 14.2%
- YEAR-ON-YEAR CHANGE: -2.1% (-30 BPS)

## 5. \*\*LISTEN TO AUDIO BOOKS\*\*

- 5.9%
- YEAR-ON-YEAR CHANGE: +5.4% (+30 BPS)

SOURCE: GWI Q3 2023 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM). NOTES: YEAR-ON-YEAR CHANGE VALUES REPRESENT THE RELATIVE CHANGE (E.G. AN INCREASE OF 25.0% FROM A STARTING VALUE OF 80% WOULD EQUAL 20.0%). "BPS" VALUES REPRESENT THE ABSOLUTE CHANGE IN BASIS POINTS. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

\*\*Digital 2024 Belgium\*\* | 49 out of 131

Logos: We Are Social and Meltwater

Language: Français

\*Belgium flag\*\*\* Jan 2024

\*\* MOST STREAMED CONTENT ON DISNEY+

\*\* FlixPatrol's Ranking of the Most Streamed Content on Disney+ for Full-Year 2023

\*\* Belgium (Flag Image)

\*\* MOST STREAMED MOVIES ON DISNEY+

| #  | MOVIE NAME                       | INDEX |
|----|----------------------------------|-------|
| 01 | Elemental                        | 100   |
| 02 | Avatar: The Way of Water         | 89    |
| 03 | Moana                            | 86    |
| 04 | Frozen                           | 79    |
| 05 | Encanto                          | 71    |
| 06 | Black Panther: Wakanda Forever   | 53    |
| 07 | Avatar                           | 51    |
| 08 | The Little Mermaid               | 51    |
| 09 | Guardians of the Galaxy Volume 3 | 43    |
| 10 | Home Alone                       | 40    |



**\*\* MOST STREAMED TV SHOWS ON DISNEY+**

| #  | TV SHOW NAME          | INDEX |
|----|-----------------------|-------|
| 01 | Grey's Anatomy        | 100   |
| 02 | The Simpsons          | 83    |
| 03 | Modern Family         | 68    |
| 04 | Desperate Housewives  | 61    |
| 05 | Criminal Minds        | 54    |
| 06 | Family Guy            | 36    |
| 07 | How I Met Your Mother | 30    |
| 08 | The Kardashians       | 20    |
| 09 | The Mandalorian       | 17    |
| 10 | Ahsoka                | 13    |

\*\* Source: FlixPatrol. See [flixpatrol.com](https://flixpatrol.com). Notes: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values combine the FlixPatrol "points" value for each title to the FlixPatrol "points" value of the top-ranked title in each platform's rankings.

\*\* Digital 2024 Belgium

\*\* 47 sur 131

\*\* we are social | Meltwater

\*\* [flixpatrol.com](https://flixpatrol.com)

\*\* Notes: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values combine the FlixPatrol "points" value for each title into the FlixPatrol "points" value of the top-ranked title in each platform's rankings.

\*\* [icons representing viewing and sharing options]\*\* JAN 2024

**MOST STREAMED CONTENT ON AMAZON PRIME\*\***

\_FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO FOR FULL-YEAR 2023\_

---

**\*\*MOST STREAMED MOVIES ON AMAZON PRIME VIDEO\*\***

| #  | Movie Name                        | Index |
|----|-----------------------------------|-------|
| 01 | CULPA MÍA                         | 100   |
| 02 | OPERATION FORTUNE: RUSE DE GUERRE | 70    |
| 03 | EVERYTHING EVERYWHERE ALL AT ONCE | 55    |
| 04 | NO TIME TO DIE                    | 51    |
| 05 | SAMARITAN                         | 43    |

|    |                                                   |    |
|----|---------------------------------------------------|----|
| 06 | TOM CLANCY'S WITHOUT REMORSE                      | 36 |
| 07 | THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING | 35 |
| 08 | DIE HART THE MOVIE                                | 32 |
| 09 | SHOTGUN WEDDING                                   | 31 |
| 10 | RED, WHITE & ROYAL BLUE                           | 30 |

---

# **\*\*MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO\*\***

| #  | TV Show Name                              | Index |
|----|-------------------------------------------|-------|
| 01 | THE LORD OF THE RINGS: THE RINGS OF POWER | 100   |
| 02 | REACHER                                   | 68    |
| 03 | THE SUMMER I TURNED PRETTY                | 62    |
| 04 | TOM CLANCY'S JACK RYAN                    | 49    |
| 05 | THE BOYS                                  | 46    |
| 06 | THE WHEEL OF TIME                         | 41    |
| 07 | GEN V                                     | 37    |
| 08 | LOL : QUI RIT, SORT !                     | 33    |
| 09 | CARNIVAL ROW                              | 31    |
| 10 | STAR TREK: PICARD                         | 31    |

\*Note: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values compare the FlixPatrol "Points" value of the top-ranked movie/TV show to the 10th-ranked in each platform's ranking.\*

\_Source:\_ [FlixPatrol]([www.flixpatrol.com](http://www.flixpatrol.com))

---

\_\*\*Digital 2024 Belgium\*\*\_

\*48 sur 131\*JAN 2024

TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023  
BELGIUM

| #  | WEBSITE     | TOTAL VISITS (MONTHLY AVG.) | UNIQUE VISITORS (MONTHLY AVG.) |
|----|-------------|-----------------------------|--------------------------------|
| 01 | GOOGLE.COM  | 620 M                       | 343.4                          |
| M  |             | 21M 06S                     | 3.4                            |
| 02 | YOUTUBE.COM | 346 M                       | 197.7                          |
| M  |             | 33M 31S                     | 5.3                            |

|    |                |         |     |       |
|----|----------------|---------|-----|-------|
| 03 | FACEBOOK.COM   | 112 M   |     | 137.7 |
| M  |                | 27M 08S | 2.8 |       |
| 04 | HLN.BE         | 73.7 M  |     | 52.1  |
| M  |                | 15M 28S | 4.0 |       |
| 05 | PORNHUB.COM    | 68.6 M  |     | 77.9  |
| M  |                | 10M 01S | 7.3 |       |
| 06 | VOOIRANIME.COM | 59.3 M  |     | 35.4  |
| M  |                | 34M 53S | 3.8 |       |
| 07 | GOOGLE.BE      | 39.0 M  |     | 37.9  |
| M  |                | 14M 59S | 3.5 |       |
| 08 | WIKIPEDIA.ORG  | 31.6 M  |     | 75.6  |
| M  |                | 09M 12S | 1.8 |       |
| 09 | INSTAGRAM.COM  | 27.9 M  |     | 67.4  |
| M  |                | 10M 24S | 3.9 |       |
| 10 | NIEUWSBLAD.BE  | 24.6 M  |     | 33.7  |
| M  |                | 20M 16S | 3.3 |       |

# WEBSITE TOTAL VISITS (MONTHLY AVG.) UNIQUE VISITORS  
(MONTHLY AVG.) AVERAGE TIME PER VISIT AVERAGE PAGES PER VISIT

|    |                     |         |     |      |
|----|---------------------|---------|-----|------|
| 11 | VRT.BE              | 24.5 M  |     | 39.5 |
| M  |                     | 12M 03S | 2.1 |      |
| 12 | LIVE.COM            | 23.7 M  |     | 30.6 |
| M  |                     | 10M 26S | 3.3 |      |
| 13 | ANIME-SAMA.FR       | 23.1 M  |     | 19.0 |
| M  |                     | 15M 00S | 2.4 |      |
| 14 | BELGIUM.BE          | 20.6 M  |     | 52.9 |
| M  |                     | 03M 07S | 4.1 |      |
| 15 | BING.COM            | 20.5 M  |     | 40.9 |
| M  |                     | 19M 55S | 2.9 |      |
| 16 | SPORZA.BE           | 19.8 M  |     | 17.0 |
| M  |                     | 15M 05S | 3.1 |      |
| 17 | XVIDEOS.COM         | 18.6 M  |     | 33.5 |
| M  |                     | 13M 41S | 8.4 |      |
| 18 | MICROSOFTONLINE.COM | 18.0 M  |     | 34.9 |
| M  |                     | 03M 33S | 1.9 |      |
| 19 | TWITTER.COM         | 17.4 M  |     | 49.6 |
| M  |                     | 22M 37S | 4.0 |      |
| 20 | BOL.COM             | 17.0 M  |     | 49.3 |
| M  |                     | 09M 17S | 4.6 |      |

SOURCE: SEMRUSH FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING PEOPLE BUT MAY NOT REPRESENT INDIVIDUALS. AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. SOURCES FOULED

BROWSING IN A NET IN BELGIUM: FIGURES EXCLUDE DOMAINS BELONGING TO ANIME SAMA & VOORANIME. ANIMATIONS ACCUMULATE UNIQUE VISITS AND COMPARE ABSOLUTELY. SOME WEBSITES INCLUDED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUS, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. COMPARABILITY: SOURCE METHODOLOGY CHANGES.

we are social                      Meltwater

Digital 2024 Belgium

40 sur 131

françaisVoici la retranscription textuelle de l'image fournie :

---

**\*\* JAN 2024 \*\***

**\*\* DEVICES USED TO PLAY VIDEO GAMES \*\***

**\*\* PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE \*\***

- **\*\* ANY DEVICE \*\***

- 76.0%
- YOY: +9.4% (+650 BPS)

- **\*\* SMARTPHONE \*\***

- 48.0%
- YOY: +7.6% (+340 BPS)

- **\*\* LAPTOP OR DESKTOP \*\***

- 25.8%
- YOY: -7.2% (-200 BPS)

- **\*\* GAMES CONSOLE \*\***

- 30.5%
- YOY: +15.5% (+410 BPS)

- **\*\* TABLET \*\***

- 19.3%
- YOY: +17.0% (+280 BPS)

- **\*\* HAND-HELD GAMING DEVICE \*\***

- 10.9%
- YOY: +23.9% (+210 BPS)

- **\*\*MEDIA STREAMING DEVICE\*\***

- 5.6%

- YOY: +100.0% (+280 BPS)

- **\*\*VIRTUAL REALITY HEADSET\*\***

- 3.2%

- YOY: [UNCHANGED]

**\*\*SOURCE:\*\*** GWI Jan 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGES (I.E. AN INCREASE OF 50% FROM A STARTING VALUE OF 20% WOULD EQUAL 30%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGES. SEE NOTES ON DATA.

---

**\*\*Digital 2024 Belgium\*\***

Page 50 sur 131

**\*\*français\*\***

Avec les logos de "we are social" et "Meltwater"

---

Drapeau de la Belgique à droite en haut du graphique.  
JAN 2024

USE OF ONLINE FINANCIAL SERVICES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE

[Belgian Flag] BELGIUM

USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH

40.5%

YOY: +4.7% (+180 BPS)

USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH

15.4%

YOY: +21.3% (+ 270 BPS)

OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)

9.1%

YOY: -8.1% (-80 BPS)

SOURCE: GWI (Q3 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM).

NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE.

PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE OF PTS. E.G., FROM A STARTING VALUE OF 40%, WOULD BE A +4.7% NOT 44.7%.

"BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE.

COMPARABILITY: METHODOLOGY CHANGES SEE NOTES ON DATA.

[logos of We Are Social and Meltwater]

Digital 2024 Belgium

53 sur 131

[icons: link, download, bookmark, print, share]

françaisJan 2024

## ONLINE PRIVACY AND SECURITY

### PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY

(Belgium flag)

- EXPRESS CONCERN ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE INTERNET

50.7%

- WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA

40.6%

- DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME

45.9%

- USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME

30.0%

- USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT

LEAST SOME OF THE TIME  
18.5%

Sources: DATA FOR "CONCERNS ABOUT WHAT IS REAL / WHAT IS FAKE ON THE INTERNET" VIA REUTERS INSTITUTE 2023 DIGITAL NEWS REPORT. FIGURES REPRESENT THE FINDINGS OF A STUDY OF ONLINE NEWS CONSUMERS AGED 18-85. BIT: DIGITALNEWSREPORT.ORG. DATA FOR ALL OTHER DATA POINTS VIA GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.

Digital 2024 Belgium  
54 sur 131JAN 2024  
SMART HOME MARKET OVERVIEW  
(VALUE OF THE MARKET FOR SMART HOME DEVICES [U.S. DOLLARS])

Number of Homes with Smart Home Devices:  
1.40 MILLION  
YEAR-ON-YEAR CHANGE  
+18.6% (+220 THOUSAND)

Total Annual Value of the Smart Home Devices Market:  
\$723.3 MILLION  
YEAR-ON-YEAR CHANGE  
+19.5% (+\$118 MILLION)

Value of Smart Home Appliances Market:  
\$285.7 MILLION  
YEAR-ON-YEAR CHANGE  
+18.7% (+\$45 MILLION)

Value of Smart Home Control & Connectivity Device Market:  
\$157.1 MILLION  
YEAR-ON-YEAR CHANGE  
+25.5% (+\$32 MILLION)

Value of Smart Home Security Device Market:  
\$66.49 MILLION  
YEAR-ON-YEAR CHANGE  
+17.3% (+\$9.8 MILLION)

Value of Smart Home Entertainment Device Market:  
\$78.25 MILLION  
YEAR-ON-YEAR CHANGE  
+9.5% (+\$6.8 MILLION)

Value of Smart Home Comfort & Lighting Market:

\$89.49 MILLION  
YEAR-ON-YEAR CHANGE  
+22.5% (+\$16 MILLION)

Value of Smart Home Energy Management Market:  
\$46.23 MILLION  
YEAR-ON-YEAR CHANGE  
+19.9% (+\$7.7 MILLION)

Sources: STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM  
Note: "SMART HOME USERS" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED (E.G. VIA COMPUTER OR MOBILE DEVICES) AND INCLUDE SMART HOME APPLIANCES, SMART HOME SECURITY DEVICES, SMART HOME ENTERTAINMENT DEVICES, SMART HOME CONTROL SERVICES, SMART HOME ENERGY MANAGEMENT DEVICES, AND OTHER SMART HOME DEVICES AND SERVICES.

Belgium  
SMART HOME

The figures are based on online data for over 1,000 million users from more than 70 Territories around the world. VALUES DISPLAYED ARE IN USD \$.

Detailed definitions can be found in the Statista Digital Market Outlook, for full details please see [https://www.statista.com/outlook/dmo\\_info\\_Smart Home/](https://www.statista.com/outlook/dmo_info_Smart+Home/)The data will be comparable. BTC estimates via comparability BTC @ DML  
2023 is available for platforms/surveys worldwide. Calculations include time range and methodologies used.

Digital 2024 Belgium 51 sur 131

we are social  
Meltwater

françaisBien sûr, voici la retranscription textuelle de l'image:

---

\*\*JAN 2024\*\*

\*\*AVERAGE ANNUAL REVENUE PER SMART HOME\*\*

\*AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)\*

---

\*\*PENETRATION OF SMART HOME DEVICES\*\*

\*\*28.0%\*\*



\*YEAR-ON-YEAR CHANGE\*  
\*+17.8% (+422 BPS)\*

---

\*\*ARPU: SPEND ON ALL SMART HOME DEVICES\*\*

\*\*\$517\*\*  
\*YEAR-ON-YEAR CHANGE\*  
\*+1.0% (+\$5.00)\*

---

\*\*ARPU: SMART HOME APPLIANCES\*\*

\*\*\$917\*\*  
\*YEAR-ON-YEAR CHANGE\*  
\*+2.5% (+\$22.40)\*

---

\*\*ARPU: SMART HOME CONTROL & CONNECTIVITY DEVICES\*\*

\*\*\$515\*\*  
\*YEAR-ON-YEAR CHANGE\*  
\*+2.3% (+\$11.40)\*

---

\*\*ARPU: SMART HOME SECURITY DEVICES\*\*

\*\*\$131\*\*  
\*YEAR-ON-YEAR CHANGE\*  
\*+1.2% (+\$1.60)\*

---

\*\*ARPU: SMART HOME ENTERTAINMENT DEVICES\*\*

\*\*\$186\*\*  
\*YEAR-ON-YEAR CHANGE\*  
\*-6.4% (-\$12.60)\*

---

\*\*ARPU: SMART HOME COMFORT & LIGHTING\*\*

**\*\*\$213\*\***

**\*YEAR-ON-YEAR CHANGE\***

**\*+6.2% (+\$12.50)\***

---

**\*\*ARPU: SMART HOME ENERGY MANAGEMENT\*\***

**\*\*\$89.17\*\***

**\*YEAR-ON-YEAR CHANGE\***

**\*-0.4% (-\$0.36)\***

---

**\*SOURCE:\*** STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM. **\*NOTES:\*** “SMART HOME DEVICES” INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED, NETWORKED, AND GROUPED INTO SERVICES THAT REQUIRE HOME NETWORK CONNECTION. NUMBERS THAT CONNECT SERIES AND AGGREGATE TO REMOTE CONTROL AND TO EACH OTHER.

**\*COMBINED HOUSEHOLD AUTOMATION/DIGITAL SERVICES PENETRATION INTO HOUSEHOLD, SHARING HOUSEHOLD TURNOVER, INTERNET HOUSEHOLD BUSINESS, DIFFERENTIATE SPEND PER SMART HOME AND SPEND PER HOUSEHOLD. INFOGRAPHIC SAMPLING FROM WE ARE SOCIAL Digital 2024. MOBILE CONSULTING, DATA&CONTENTS MARKETS TOOLS MOBILE COM. ALL RIGHTS AND INTELLECTUAL PROPERTY FILED UNDER STATISTA.COM**

**\*DISCLAIMER:\*** THIS INFOGRAPHIC ONLY REFLECTS DATA THAT IS BASED ON PUBLICLY ACCESSIBLE, VERIFIED AND TRUSTWORTHY SOURCES.

**\*COVERAGE:\*** THE GRAPHIC REFLECTS ACTUAL, LEGITIMATE DATA FROM ACTUAL COMMERCIAL SERVICES.

---

Digital 2024 Belgium

52 sur 131

---

**\*SOCIAL/ICONS:\***

- facebook

- twitter
- linkedin
- instagram
- website
- email
- pdf download
- print
- french language selection

---

#### \*ICONS:\*

- Home icon
- Dollar icon
- Appliance icon
- Control icon
- Security icon
- Entertainment icon
- Comfort icon
- Energy icon

---

#### \*BRANDING:\*

- we are social logo
- Meltwater logo

---

\*BELGIUM FLAG ICON\*  
JAN 2024

DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE  
SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH  
ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER

Belgium (Belgian flag)

18 - 24 YEARS OLD

- FEMALE: 10.4%
- MALE: 8.9%

25 - 34 YEARS OLD

- FEMALE: 11.6%

- MALE: 11.7%

35 - 44 YEARS OLD

- FEMALE: 9.3%

- MALE: 9.1%

45 - 54 YEARS OLD

- FEMALE: 8.2%

- MALE: 7.3%

55 - 64 YEARS OLD

- FEMALE: 6.8%

- MALE: 5.8%

65+ YEARS OLD

- FEMALE: 5.9%

- MALE: 4.9%

NOTES:

- SOURCES: KEPLOS ANALYSIS; META'S ADVERTISING RESOURCES.

- NOTE: META ONLY PERMITS PEOPLE AGED 13 AND ABOVE TO USE ITS PLATFORMS, SO WHILE THERE MAY BE USERS BELOW THE AGE OF 13, THEY DO NOT FEATURE IN THE AVAILABLE DATA. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE".

- COMPARABILITY: IMPORTANT BASE DATA REVISIONS AND SOURCE REPORTING CHANGES. VALUES ARE NOT COMPARABLE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

DATAREPORTAL (logo)

we are social (logo)

Meltwater (logo)

Digital 2024 Belgium  
57 sur 131

français\*\*JAN 2024 OVERVIEW OF SOCIAL MEDIA USE  
HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USER IDENTITIES  
MAY NOT REPRESENT UNIQUE INDIVIDUALS)\*\*

\*\*Left Column:\*\*

- NUMBER OF SOCIAL MEDIA USER IDENTITIES

![Statistics icon] 9.17 MILLION

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION  
78.4%

**\*\*Second Column:\*\***

- QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES

![[Calendar icon]] 0% [UNCHANGED]

SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+  
86.2%

**\*\*Middle Column:\*\***

- YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES

![[Calendar icon]] -2.9% -270 THOUSAND

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET  
82.3%

**\*\*Fourth Column:\*\***

- AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA

![[Clock icon]] 1H 35M

YOY: +<1 MIN

**\*\*Fifth Column:\*\***

- AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH

![[Statistic icon]] 5.6

**\*\*Right Column:\*\***

- FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES

![[Female icon]] 50.1%

- MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER IDENTITIES

![[Male icon]] 49.9%

**\*\*Sources:\*\*** Kemp, A. (2024). Company advertising resources; China. Beta research centre; CDCR; EIU; GWI Q4 2023. Note: Average number of platforms includes data for YouTube, Facebook, social media user identities may not represent unique individuals, comments within population and internet users may overlap. Data for Belgium. For

detailed notes, see notes on data page. Advisor: ZIA METCALFE.

**\*\*We are social Meltwater\*\***

Page 56 sur 131 JAN 2024

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

Belgium

- KEEPING IN TOUCH WITH FRIENDS AND FAMILY: 57.3%
- FILLING SPARE TIME: 53.6%
- READING NEWS STORIES: 33.0%
- FINDING INSPIRATION FOR THINGS TO DO AND BUY: 24.9%
- FINDING CONTENT (E.G., ARTICLES, VIDEOS): 22.3%
- SEEING WHAT'S BEING TALKED ABOUT: 19.2%
- FINDING PRODUCTS TO PURCHASE: 16.0%
- SHARING AND DISCUSSING OPINIONS WITH OTHERS: 15.3%
- MAKING NEW CONTACTS: 15.1%
- FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS: 14.5%
- FOLLOWING CELEBRITIES OR INFLUENCERS: 14.0%
- SEEING CONTENT FROM YOUR FAVORITE BRANDS: 13.8%
- WATCHING OR FOLLOWING SPORTS: 13.6%
- AVOIDING MISSING OUT ON THINGS (FOMO): 12.8%
- POSTING ABOUT YOUR LIFE: 12.5%

SOURCE GWI Jan 2023\_ FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 SEE GWI.COM/ NOTES: FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH. COMPARABILITY/ METHODOLOGY CHANGES: SEE NOTES ON DATA.

we are social Meltwater

Digital 2024 Belgium

58 sur 131

(fr)

français Certainement! Voici la retranscription textuelle de l'image:

---

**\*\*JAN 2024\*\***

**\*\*FAVOURITE SOCIAL MEDIA PLATFORMS\*\***

**\*\*PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM\*\***

- WHATSAPP: 24.2%
- FACEBOOK: 22.9%
- INSTAGRAM: 16.4%
- FACEBOOK MESSENGER: 9.1%
- TIKTOK: 7.3%
- SNAPCHAT: 3.4%
- PINTEREST: 2.6%
- X (TWITTER): 2.5%
- DISCORD: 1.2%
- LINKEDIN: 1.2%

SOURCE: GWI (Q3 2023). SEE GWI.COM NOTES: ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER TO THIS QUESTION IN GWI'S SURVEY. WE EXCLUDE GWI'S FIGURE FOR TIKTOK IN CHINA SEPARATELY AS "DOUYIN", AS DIFFERENCES IN COMPARABLE REPORTING OF USER NUMBERS FOR EACH PLATFORM.

COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

---

`Digital 2024 Belgium - 60 sur 131 - Copyright icônes de Meltwater et We Are Social.` JAN 2024

## TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023

Belgium

1. TIKTOK: 42H 20M
2. YOUTUBE: 18H 37M
3. FACEBOOK: 12H 10M
4. SNAPCHAT: 10H 57M
5. INSTAGRAM: 9H 45M
6. WHATSAPP: 5H 45M
7. FACEBOOK MESSENGER: 5H 22M
8. TELEGRAM: 3H 17M
9. X (TWITTER): 2H 30M

10. PINTEREST: 1H 32M
11. LINE: 0H 33M
12. LINKEDIN: 0H 32M

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

we are social x Meltwater

Digital 2024 Belgium

61 sur 131JAN 2024

MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING

|                    |       |
|--------------------|-------|
| FACEBOOK           | 79.8% |
| WHATSAPP           | 76.3% |
| FACEBOOK MESSENGER | 69.8% |
| INSTAGRAM          | 62.6% |
| TIKTOK             | 32.3% |
| PINTEREST          | 31.6% |
| SNAPCHAT           | 29.6% |
| X (TWITTER)        | 23.1% |
| LINKEDIN           | 22.3% |
| IMESSAGE           | 18.7% |

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY.

COMPARABILITY: A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. THIS CURRENT VERSION THEREFORE USES A MORE RECENT FIGURE FROM THAT TIME, WHEN YOUTUBE WAS AN ANSWER OPTION. WHILE CHANGES TO THE QUESTION'S WORDING MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN IN A SIMILAR CHART IN PREVIOUS REPORTS.



we are social  
Meltwater

Digital 2024 Belgium

59 sur 131

français

JAN 2024

MONTHLY SOCIAL MEDIA APP SESSIONS

AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S  
ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH (BELGIUM)

1. SNAPCHAT: 527.7
2. TIKTOK: 458.2
3. WHATSAPP: 316.0
4. INSTAGRAM: 297.1
5. FACEBOOK MESSENGER: 254.2
6. FACEBOOK: 245.6
7. YOUTUBE: 148.8
8. TELEGRAM: 137.5
9. X (TWITTER): 88.2
10. PINTEREST: 40.1
11. LINE: 30.1
12. LINKEDIN: 26.5

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: "ACTIVE USERS"  
DENOTE USERS WHO OPEN THE RESPECTIVE PLATFORM'S APP ON AN  
ANDROID PHONE AT LEAST ONCE IN A GIVEN CALENDAR MONTH. FIGURES  
REPRESENT THE AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF THE  
RESPECTIVE PLATFORM'S ANDROID APP OPENED THAT APP EACH MONTH  
BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

we are social | Meltwater

Digital 2024 Belgium, 62 sur 131 Bien sûr. Voici la transcription textuelle de l'image  
fournie :

-----

JAN 2024

USE OF SOCIAL MEDIA FOR BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL  
MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS.

**\*\*BELGIUM\*\***

**\*\*Any kind of social media platform\*\***

- 49.4%

- YOY: -2.8% (-140 BPS)

**\*\*Social networks\*\***

- 30.2%

- YOY: +11.0% (+300 BPS)

**\*\*Question & Answer sites (E.G. QUORA)\*\***

- 12.1%

- YOY: -6.2% (-80 BPS)

**\*\*Messaging and live chat services\*\***

- 4.6%

- YOY: -40.3% (-310 BPS)

**\*\*Forums and message boards\*\***

- 9.0%

- YOY: -12.6% (-130 BPS)

**\*\*Micro-blogs (E.G. X / Twitter)\*\***

- 2.9%

- YOY: -40.8% (-200 BPS)

**\*\*Vlogs (Blogs in a video format)\*\***

- 4.3%

- YOY: [UNCHANGED]

**\*\*Online pinboards (E.G. Pinterest)\*\***

- 5.1%

- YOY: +10.9% (+50 BPS)

-----

Source: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTE: VALUES FOR "ANY KIND OF SOCIAL MEDIA PLATFORM" INCLUDE (AT LEAST): SOCIAL NETWORKS, QUESTION AND ANSWER SITES (E.G. QUORA), FORUMS AND MESSAGE BOARDS, MESSAGING AND LIVE CHAT SERVICES, MICROBLOGS (E.G. TWITTER), BLOGS (TECHNICALLY INCLUDING VLOGS, ALTHOUGH INDIVIDUAL VALUES FOR THIS CHANNEL VLOGS INCLUDE BLOGS RECORDED IN A VIDEO FORMAT), AND ONLINE PINBOARDS (E.G. PINTEREST). COMPARABILITY OF METHODOLOGY CHANGES! SEE NOTES ON DATA.

(GWL, WE ARE SOCIAL, Meltwater logos)

Digital 2024 Belgium

63 sur 131

(Barre de navigation avec des icônes en bas de la page: loupe, impressionner, télécharger, langue française, etc.)

-----JAN 2024

WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA  
SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS  
OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)

1. FACEBOOK: 69.7%
2. PINTEREST: 12.4%
3. INSTAGRAM: 8.4%
4. X (TWITTER): 5.2%
5. LINKEDIN: 1.8%
6. YOUTUBE: 1.4%
7. REDDIT: 0.6%
8. OTHERS: 0.5%

Source: DataReportal

NOTES: SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS.  
DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND  
PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES  
REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY  
WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS  
A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE  
SELECTION OF SOCIAL PLATFORMS IN DECEMBER 2023.

we are social  
Meltwater

Digital 2024 Belgium

65 sur 131Voici la retranscription textuelle de l'image :

---

**\*\* JAN 2024 - TYPES DE COMPTES DE RÉSEAUX SOCIAUX SUIVIS\*\***

**\*\*Pourcentage d'utilisateurs de réseaux sociaux âgés de 16 à 64 ans qui suivent  
chaque type de compte sur les réseaux sociaux - Belgique\*\***

- AMIS, FAMILLE, OU AUTRES PERSONNES QUE VOUS CONNAISSEZ : 61.9%

- GROUPES, CHANTEURS, OU AUTRES MUSICIENS : 30.2%
- ACTEURS, COMÉDIENS, OU AUTRES PERFORMEURS : 24.9%
- ÉVÉNEMENTS AUXQUELS VOUS ASSISTEZ : 23.6%
- SPORTIFS ET ÉQUIPES : 22.3%
- ENTREPRISES ET MARQUES D'ACHAT : 21.2%
- CHAÎNES DE TÉLÉVISION OU ÉMISSIONS : 21.2%
- RESTAURANTS, CHEFS, OU PERSONNALITÉS GASTRONOMIQUES : 19.6%
- DIVERTISSEMENT, MÈMES, OU COMPTES PARODIQUES : 19.3%
- INFLUENCEURS OU AUTRES EXPERTS : 18.5%
- MAGAZINES OU PUBLICATIONS QUE VOUS LISEZ : 15.1%
- JOURNALISTES OU ENTREPRISES DE PRESSE : 15.0%
- ENTREPRISES ET MARQUES ENVISAGÉES POUR ACHATS FUTURS : 14.3%
- ORGANISATIONS DE LA FAUNE OU ANIMAUX : 14.3%
- CONTACTS LIÉS À VOTRE TRAVAIL : 13.5%

\_Source : GWI (Q3 2023). Les chiffres représentent les conclusions d'une enquête large sur les utilisateurs d'internet âgés de 16 à 64 ans. Voir gwi.com. Comparabilité : changements méthodologiques appliqués. Voir notes sur les données.\_

\_\*\*Digital 2024 Belgium\*\*\_

\_64 sur 131\_

\_Nous sommes sociaux. Meltwater.\_

---JAN 2024

## FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS

WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)

### BELGIUM

76.36% DEC 2013 +19.3%

91.13% DEC 2014 -12.2%

80.01% DEC 2015 -9.4%

72.51% DEC 2016 -16.5%

60.56% DEC 2017 +1.4%

61.42% DEC 2018 -8.4%

56.28% DEC 2019 -0.3%

56.10% DEC 2020 +29.2%

72.47% DEC 2021 -8.8%

66.06% DEC 2022 +5.6%

69.73% DEC 2023

SOURCE: STATCOUNTER. NOTES: DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA LINKS OR SHARES PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC, MEASURED FROM MOBILE AND DESKTOP DEVICES. FIGURES SHOW RELATIVE YEAR-ON-YEAR CHANGES IN FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS, AND INDICATE THE ABSOLUTE CHANGE.

Digital 2024 Belgium

66 sur 131  
françaisJAN 2024

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW  
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON  
FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK  
6.30 MILLION

FACEBOOK AD REACH VS. TOTAL POPULATION  
53.8%

FACEBOOK AD REACH VS. TOTAL INTERNET USERS  
56.5%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH  
-5.3% -350 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH  
0% [UNCHANGED]

SHARE: FEMALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH  
50.8%

SHARE: MALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH  
49.2%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ VS. OVERALL  
POPULATION AGED 18+  
67.1%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ VS. FEMALE POPULATION  
AGED 18+  
65.8%

ADOPTION: MALE FACEBOOK AD REACH AGED 18+ VS. MALE POPULATION  
AGED 18+  
66.2%

SOURCES: META ADVERTISING RESOURCES; KEPIOS ANALYSIS.  
NOTES: BASED ON OFFICIALLY PUBLISHED FIGURES. GENDER DATA ONLY  
AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER  
ONLY SUMS TO 100 PERCENT, SO TOTAL REACH FIGURES MAY DIFFER  
BETWEEN VARIOUS SECTIONS OF THIS REPORT.

ADVISORY: REPORTED FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS  
OR MATCH THE FIGURES THAT COMPANIES PUBLISH ELSEWHERE. FIGURES  
MAY NOT REPRESENT THE LOCATION OF USERS. USERS MAY NOT  
REPRESENT UNIQUE INDIVIDUALS. FIGURES AND VALUES REPRESENTED  
HERE INCLUDE ACTIVE USERS OF FACEBOOK'S VARIOUS PROPERTIES,  
INCLUDING AGE GROUPS BOTH YOUNGER AND OLDER THAN FACEBOOK'S  
CORE AUDIENCE OF USERS AGED 13+ YEARS OLD, AS WELL AS  
"UNREACHABLE" ACCOUNTS, DUPLICATE ACCOUNTS, AND CHANGES IN  
REPORTED POPULATIONS.

COMPARABILITY:

See pages 8-9.

we are social  
Meltwater

Digital 2024 Belgium

68 sur 131

françaisJAN 2024

FACEBOOK ENGAGEMENT RATES: LOCOWISE

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE  
FANS, AS REPORTED BY LOCOWISE

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: ALL POST  
TYPES  
0.20%

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: PHOTO POSTS  
0.23%

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: VIDEO POSTS  
0.68%

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: LINK POSTS  
0.08%

AVERAGE FACEBOOK PAGE POST ENGAGEMENTS vs. PAGE FANS: STATUS POSTS  
0.08%

SOURCE: LOCOWISE. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.

we are social  
Meltwater

Digital 2024 Belgium  
69 sur 131  
šÉ¾~)²>â  
français### JAN 2024

## YOUTUBE: ADVERTISING AUDIENCE OVERVIEW  
#### THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

(Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports)

#### Total Potential Reach of Ads on YouTube  
- \*\*9.17 Million\*\*

#### YouTube Ad Reach vs. Total Population  
- \*\*78.4%\*\*

#### YouTube Ad Reach vs. Total Internet Users  
- \*\*82.3%\*\*

#### Quarter-on-Quarter Change in Reported YouTube Ad Reach

- \*\*0% [UNCHANGED]\*\*

#### Year-on-Year Change in Reported YouTube Ad Reach

- \*\*-2.9% (-270 Thousand)\*\*

#### Share: Female YouTube Ad Reach aged 18+ vs. Overall YouTube Ad Reach aged 18+

- \*\*50.1%\*\*

#### Share: Male YouTube Ad Reach aged 18+ vs. Overall YouTube Ad Reach aged 18+

- \*\*49.9%\*\*

#### Adoption: Overall YouTube Ad Reach aged 18+ vs. Overall Population aged 18+

- \*\*86.2%\*\*

#### Adoption: Female YouTube Ad Reach aged 18+ vs. Female Population aged 18+

- \*\*84.8%\*\*

#### Adoption: Male YouTube Ad Reach aged 18+ vs. Male Population aged 18+

- \*\*87.7%\*\*

---

Sources:

- GOOGLE'S ADVERTISING RESOURCES; KEYWORD TOOLS; GOOGLE ANSWERS NOTES: Data are not available for all locations; values are based on available data only. Age and gender data are only available for "users aged 18 and above." Values based on digital advertising platform's own audience reporting tools, the structure, taxonomy, and methodology of which may differ from those employed by other key research providers. Social media advertising reach data is based on total potential ad reach; ad reach will vary by country as well as by platform and placement within platforms. To learn more about audience applications and the calculation methods used in this report, click [this link](https://thislink.com).JAN 2024

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

**\*\*NOTE:\*\*** PLEASE READ THE IMPORTANT NOTES ON CONVERTING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

BELGIUM



TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM  
4.90 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION  
41.9%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS  
44.0%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH  
-3.9%  
-200 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH  
+6.5%  
+300 THOUSAND

SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD  
REACH AGED 18+  
55.7%

SHARE: MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD  
REACH AGED 18+  
44.3%

ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+  
52.2%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION  
AGED 18+  
56.4%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION  
AGED 18+  
46.7%

Digital 2024 Belgium  
72 sur 131

**\*\*SOURCES:\*\*** META ADVERTISING RESOURCES; KEPOS ANALYSIS; NOTES:  
BASED ON ORIGINAL DATA PUBLISHED RANGES. GENDER DATA ONLY  
AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH  
DEPENDENT UPON USERS' SELF-REPORTED BIRTHDATES AND GENDER.  
METRICS EXLUDED INACTIVE ACCOUNTS, BUSINESS ACCOUNTS, ETC. NOTES:

# AD REACH BASED ON MONETISATION ELIGIBLE ACCOUNTS, CHANGES IN REPORTED POPULATIONS.#### JAN 2024 - TOP YOUTUBE SEARCHES

**\*\*Queries with the greatest volume of YouTube search activity between 01 January 2023 and 31 December 2023\*\***

## #### LEFT COLUMN:

| #  | SEARCH QUERY | INDEX |
|----|--------------|-------|
| 01 | SONG         | 100   |
| 02 | MUSIC        | 92    |
| 03 | MUSIQUE      | 85    |
| 04 | FILM         | 79    |
| 05 | ASMR         | 52    |
| 06 | FORTNITE     | 51    |
| 07 | MINECRAFT    | 45    |
| 08 | TIKTOK       | 45    |
| 09 | ROBLOX       | 44    |
| 10 | CHANSON      | 39    |

## #### RIGHT COLUMN:

| #  | SEARCH QUERY | INDEX |
|----|--------------|-------|
| 11 | LIEDJES      | 27    |
| 12 | BUMBA        | 25    |
| 13 | PIANO        | 24    |
| 14 | SQUEEZIE     | 24    |
| 15 | RAP          | 23    |
| 16 | POKEMON      | 22    |
| 17 | SPEED        | 22    |
| 18 | JUL          | 22    |
| 19 | KARAOKE      | 21    |
| 20 | MICHOU       | 21    |

## #### SOURCE:

Google trends based on searches conducted on YouTube between 01 January 2023 and 31 December 2023. **\*\*Note:\*\*** Any spelling errors or language inconsistencies in search queries are as published by Google Trends and are shown as-is to enable readers to identify potential changes in how people express written language in digital environments. Google does not publish absolute search volumes. "Index" values represent relative search volumes for each query determined by comparing the search volume of the top query.

## #### ADVISORY:

Google Trends uses dynamic sampling, so rank order and index values may vary depending on when the tool is accessed, even for the same time period.

---

**\*\*Page Details:\*\***

- Page: Digital 2024 Belgium
- Current Page: 71 sur 131

**\*\*Navigation:\*\***

- Pagination, search, zoom, download, and language options available at the bottom of the page.

**\*\*Logos:\*\***

- Located bottom-right: We Are Social, Meltwater

**\*\*Flag:\*\***

- Belgium (top-right corner)Voici la retranscription textuelle de l'image :

---

**\*\*JAN 2024\*\***

**\*\*TIKTOK: ADVERTISING AUDIENCE OVERVIEW\*\***

**\*\*THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK\*\***

**\*\*NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS\*\***

**\*\*Belgium\*\***

- **\*\*TOTAL POTENTIAL REACH OF ADS ON TIKTOK\*\***
  - **\*\*4.04 MILLION\*\***
- **\*\*TIKTOK AD REACH vs. TOTAL POPULATION\*\***
  - **\*\*34.5%\*\***
- **\*\*TIKTOK AD REACH vs. TOTAL INTERNET USERS\*\***
  - **\*\*36.2%\*\***
- **\*\*QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH\*\***
  - **\*\*+16.8%\*\***
  - **\*\*+582 THOUSAND\*\***
- **\*\*YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH\*\***
  - **\*\*+14.5%\*\***

- \*\*+513 THOUSAND\*\*

- \*\*SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+\*\*

- \*\*51.7%\*\*

- \*\*SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+\*\*

- \*\*48.3%\*\*

- \*\*ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+\*\*

- \*\*43.0%\*\*

- \*\*ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+\*\*

- \*\*43.6%\*\*

- \*\*ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+\*\*

- \*\*42.3%\*\*

---

\*\*Sources:\*\* TikTok's Advertising Resources; Kepios Analysis.

\*\*Notes:\*\* Does not include Belgium. Reach data are only available for "female" and "male" users aged 18+. Data are not available for all countries. Values based on midpoints of ranges provided by ad platforms in their planning tools. Figures represent addressable audience sizes, and may not correspond to unique individuals. Audience figures may not represent monthly active users. Significant changes vs. last quarter in this report may be attributed to ad platform changes rather than user base changes. TikTok advertising reach. \*\*Comparabi Link.\*\*

---

\*\*Digital 2024 Belgium\*\*

\*\*73 sur 131\*\*

\*\*français\*\*\*\* JAN 2024\*\*

# MESSENGER: ADVERTISING AUDIENCE OVERVIEW

\*\*THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER\*\*

\*\*NOTE\*\*: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

## ## Belgium

- \*\*TOTAL POTENTIAL REACH OF ADS ON MESSENGER\*\*:
  - 5.10 MILLION
- \*\*MESSENGER AD REACH VS TOTAL POPULATION\*\*:
  - 43.6%
- \*\*MESSENGER AD REACH VS TOTAL INTERNET USERS\*\*:
  - 45.8%
- \*\*QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH\*\*:
  - -6.4% (-350 THOUSAND)
- \*\*YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH\*\*:
  - 0% (UNCHANGED)
- \*\*SHARE: FEMALE MESSENGER AD REACH AGED 18+ VS OVERALL MESSENGER AD REACH AGED 18+\*\*:
  - 52.9%
- \*\*SHARE: MALE MESSENGER AD REACH AGED 18+ VS OVERALL MESSENGER AD REACH AGED 18+\*\*:
  - 47.1%
- \*\*ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ VS OVERALL POPULATION AGED 18+\*\*:
  - 54.3%
- \*\*ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ VS FEMALE POPULATION AGED 18+\*\*:
  - 56.4%
- \*\*ADOPTION: MALE MESSENGER AD REACH AGED 18+ VS MALE POPULATION AGED 18+\*\*:
  - 52.1%

**\*\*Sources\*\*:** META ADVERTISING RESOURCES; KEPROS ANALYSIS

**\*\*Notes\*\*:** BASED ON DEMOGRAPHICS PUBLISHED RANGES; GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE"; SOURCE DATA FOR "FEMALE" SHARES MAY DIFFER DUE TO ROUNDING PROTOCOLS.

**\*\*Advisory\*\*:** INTERNET USER AND POPULATION NUMBERS USED TO CALCULATE ELIGIBILITY REACH BASED ON LATEST REPORTED DATA; INTERNET ACCESS DATA PROCESSED VIA ITU-G S; ELIGIBILITY AD TOOLS

ESTIMATE MARKET AVAILABILITY API; TOTAL PR POOL.

**\*\*Comparability\*\***: % OF PEOPLE THAT FACEBOOK REPORTS TO DATA.

**\*\*Sources\*\***: we are social, Meltwater

**\*\*Digital 2024 Belgium\*\***

74 sur 131

Icons: [Social Media, Gender, Internet, Calendar, Stats, etc.]

Language: FRANÇAIS

**\*\*Page Number\*\***: 74JAN 2024

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW  
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON  
LINKEDIN  
NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE  
START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH  
PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN  
5.20 MILLION

LINKEDIN AD REACH vs. TOTAL POPULATION  
44.4%

LINKEDIN AD REACH vs. TOTAL INTERNET USERS  
46.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH  
+4.0%  
+200 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH  
+10.6%  
+500 THOUSAND

SHARE: FEMALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD  
REACH AGED 18+  
43.5%

SHARE: MALE LINKEDIN AD REACH AGED 18+ vs. OVERALL LINKEDIN AD REACH  
AGED 18+

56.5%

ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+

55.4%

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+

41.8%

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ vs. MALE POPULATION AGED 18+

56.5%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; REGIONAL ANALYSIS.

NOTES: VALUES RELATE TO REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ONLY AVAILABLE FOR USERS AGED 18+. ADVERTISING AUDIENCES INCLUDE INACTIVE ACCOUNTS, OR USERS THAT ACTIVELY USE OTHER META PROPERTIES. COMPARABILITY: AVERAGE. INTERNET USERS AGED 18+ ONLY. ADOPTION VALUES ARE CALCULATED BASED ON INTERNET USERS AGED 18+.

we are social Meltwater

Digital 2024 Belgium 75 sur 131 JAN 2024

## SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

Belgium (Belgium flag)

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT  
3.76 MILLION

SNAPCHAT AD REACH vs. TOTAL POPULATION  
32.1%

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS  
33.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH

-3.7%  
-145 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH  
+2.9%  
+105 THOUSAND

SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD  
REACH AGED 18+  
50.5%

SHARE: MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD  
REACH AGED 18+  
48.9%

ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ vs. OVERALL  
POPULATION AGED 18+  
33.5%

ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION  
AGED 18+  
33.1%

ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED  
18+  
33.4%

SOURCES: \*SNAP'S ADVERTISING RESOURCES; KEPOS ANALYSIS NOTES: DATA  
ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON IDENTITIES OF  
AVAILABLE DATA ONLY; GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND  
"MALE"; BUT GENDER VALUES MAY NOT SUM TO 100%; VALUES PRESENTED  
ARE FOR ADULT AUDIENCES, OR WHERE INDICATED, OR WHERE INDICATED,  
USERS AGED 18+;

NOTES: AD REACH FIGURES MAY PROVIDE AN INDICATION OF THE RELATIVE  
SIZE OF ADDRESSABLE AUDIENCES IN SELECTED CATEGORIES; NUMBERS  
MAY NOT CORRELATE WITH UNIQUE INDIVIDUALS VISITING PLATFORMS DUE  
TO DUPLICATE ACCOUNTS; LIMITATIONS TO ADDRESSABLE AUDIENCES' SOCIO-  
DEMOGRAPHIC PROFILE. EXAMPLES OF FACTORS THAT CAN AFFECT SOCIAL  
MEDIA AD REACH; SINGLE-DEVICE USERS WITH DIFFERENT PROFILES; MORE  
DETAILS AVAILABLE IN THE COMPLETE SOURCE MATERIALS; LIMITATIONS IN  
COMPARABILITY AND COMPLETENESS OF DATA

Digital 2024 Belgium 76 sur 131 - anglais



français

76 sur 131

We are social

MeltwaterJAN 2024

## X: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)  
1.93 MILLION

X AD REACH vs TOTAL POPULATION  
16.5%

X AD REACH vs TOTAL INTERNET USERS  
17.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH  
+1.6%  
(+30 THOUSAND)

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH  
+1.6%  
(+30 THOUSAND)

SHARE: FEMALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+  
30.9%

SHARE: MALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+  
69.1%

ADOPTION: OVERALL X AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+  
19.3%

ADOPTION: FEMALE X AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+  
11.6%

ADOPTION: MALE X AD REACH AGED 18+ vs. MALE POPULATION AGED 18+  
27.2%

Digital 2024 Belgium

77 sur 131

SOURCES: ITU; ADVERTISING RESOURCES; KEPIOS ANALYSIS.  
NOTES: VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". ADVISORY: SIGNIFICANT ANOMALIES SUGGEST DATA FOR FEMALE AUDIENCES (& ITS COROLLARY IMPACTS ON NUMBERS FOR MALE AUDIENCES) MAY BE OVERSTATED. POPULATION AND INTERNET USER FIGURES ARE BASED ON OUR OWN ANALYSIS OF DATA FROM THE UNITED NATIONS, THE WORLD BANK, THE IMF, AND OTHER REPUTABLE SOURCES. INTERNET USER VALUES MAY APPEAR LOWER THAN PUBLISHED DATA DUE TO SOCIAL MEDIA USER CLASSIFICATIONS AND/OR LIMITATIONS IN ADDRESSABLE MARKET FIGURES. FOR MORE DETAILS, INCLUDING DEFINITIONS, SEE APPENDIX.  
COMPARABILITY ALERTS: COMPARABILITY ALERTS: X.Bien sûr! Voici la retranscription textuelle de l'image:

---

\*\* JAN 2024 \*\*

\*\* PINTEREST: ADVERTISING AUDIENCE OVERVIEW \*\*

\* THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST \*

\* NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS. \*

Total Potential Reach of Ads on Pinterest

\*\* 2.95 million \*\*

Pinterest Ad Reach vs. Total Population

\*\* 25.2% \*\*

Quarter-on-Quarter Change in Reported Pinterest Ad Reach

\*\* +16.9% +425 thousand \*\*

Year-on-Year Change in Reported Pinterest Ad Reach

\*\* +9.6% +258 thousand \*\*

Pinterest Ad Reach vs. Total Internet Users

**\*\*26.4%\*\***

Pinterest Ad Reach vs. Population Aged 13+

**\*\*29.2%\*\***

Female Pinterest Ad Reach vs. Total Pinterest Ad Reach

**\*\*70.8%\*\***

Male Pinterest Ad Reach vs. Total Pinterest Ad Reach

**\*\*24.2%\*\***

Sources: Pinterest advertising resources; Kepios analysis. Notes: Data are not available for all locations; values based on endpoints of available data only. Gender data are also available for unspecified 'no values' for female and male; may not sum to 100%.

Advisory: Reach values may represent unique individuals, or the number of unique active users. Discrepancies versus reported total figures may reflect duplicate accounts, differing research dates, and changes in research comparability. Base definitions: Values for each market are based on the total population. Notes on data.

We Are Social | Meltwater

**\*\*Digital 2024 Belgium\*\***

**\*\*78 sur 131\*\***

Langue : français**\*\*JAN 2024: MOBILE CONNECTIVITY - USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS (BELGIUM)\*\***

1. **\*\*NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT):\*\***

- **\*\*11.38 MILLION\*\***

2. **\*\*NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION:\*\***

- **\*\*97.3%\*\***

3. **\*\*YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS:\*\***

- **\*\*+0.8% (+89 THOUSAND)\*\***

4. **\*\*SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G):\*\***

- **\*\*98.5%\*\***

**\*\*SOURCE:\*\* GSMA INTELLIGENCE**

**\*\*NOTES:\*\*** Total cellular connections include devices other than mobile phones but exclude cellular IoT connections. Figures may significantly exceed figures for population due to multiple connections and connected devices per person. Comparability: each

year's version of this chart published in some of our previous reports featured cellular connection figures that included cellular IoT connections; figures shown here do not include cellular IoT connections.

---

**\*\*Digital 2024 Belgium\*\* - \*\*80 sur 131\*\***

**\*\*We Are Social\*\* - \*\*Meltwater\*\***

**\*\*Language Options:\*\* françaisJan 2024**

## Cellular Mobile Connections Over Time

Number of mobile cellular connections over time

Belgium

Q4 2021: 11.5M

Q1 2022: 11.4M (-1.2%)

Q2 2022: 11.2M (-1.0%)

Q3 2022: 11.3M (+0.2%)

Q4 2022: 11.3M (+0.2%)

Q1 2023: 11.3M (+0.07%)

Q2 2023: 11.3M (0.0%)

Q3 2023: 11.4M (+0.4%)

Q4 2023: 11.4M (+0.2%)

Notes:

- Source: GSMA Intelligence

- Excludes cellular IoT connections. Where letters are shown next to figures above bars: "K" denotes thousands (e.g., "124.1K" = 124,000), "M" denotes millions (e.g., "1.23M" = 1,230,000). Where no letters are present, values are shown as is. Comparability: Base changes. See notes on data.

Digital 2024 Belgium, 81 sur 131

Icons:

- We Are Social

- MeltwaterJAN 2024

SHARE OF MOBILE TIME BY APP CATEGORY

TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF  
TOTAL TIME SPENT USING ANDROID PHONES OVERALL

TOTAL TIME SPENT USING SMARTPHONES EACH DAY

3H 35M

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS  
28.4%

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS  
35.6%

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY  
15.9%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)  
12.8%

SHARE OF SMARTPHONE TIME: SHOPPING APPS  
1.2%

SHARE OF SMARTPHONE TIME: ALL OTHER APPS  
6.0%

SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES\*  
6.5%

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES BETWEEN 1 JANUARY AND 31 DECEMBER 2023. CATEGORY DEFINITIONS REPRESENT DATA.AI'S BEST ESTIMATE AND MAY NOT MATCH INDIVIDUAL APP STORE DEFINITIONS. \*WEB BROWSERS AND SEARCH ENGINES IS A SUBCATEGORY OF THE "UTILITY & PRODUCTIVITY" PRIMARY IPS CLASSIFICATION. COMPARABILITY: SIGNIFICANT CHANGES IN THE DEFINITIONS USED FOR EACH APP CATEGORY. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

Digital 2024 Belgium  
83 sur 131

we are social  
MeltwaterJAN 2024

APP RANKING: MONTHLY ACTIVE USERS  
MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS  
BETWEEN 01 JANUARY AND 31 DECEMBER 2023

BELGIUM

| # MOBILE APP          | COMPANY |
|-----------------------|---------|
| 01 WHATSAPP MESSENGER | META    |
| 02 YOUTUBE            | GOOGLE  |
| 03 FACEBOOK           | META    |

|    |                         |                                  |
|----|-------------------------|----------------------------------|
| 04 | GOOGLE MAPS             | GOOGLE                           |
| 05 | GOOGLE                  | GOOGLE                           |
| 06 | CHROME BROWSER          | GOOGLE                           |
| 07 | GMAIL                   | GOOGLE                           |
| 08 | FACEBOOK MESSENGER      | META                             |
| 09 | INSTAGRAM               | META                             |
| 10 | SPOTIFY                 | SPOTIFY                          |
|    |                         |                                  |
| #  | MOBILE GAME             | COMPANY                          |
| 01 | ROBLOX                  | ROBLOX                           |
| 02 | BRAWL STARS             | TENCENT                          |
| 03 | SUBWAY SURFERS          | TENCENT                          |
| 04 | CLASH ROYALE            | TENCENT                          |
| 05 | POKEMON GO              | NIANTIC                          |
| 06 | STUMBLE GUYS            | SCOPELY                          |
| 07 | EA SPORTS FC™           | MOBILE 24 SOCCER ELECTRONIC ARTS |
| 08 | CLASH OF CLANS          | TENCENT                          |
| 09 | ROCKET LEAGUE SIDESWIPE | EPIC GAMES                       |
| 10 | GEOMETRY DASH           | ROBTOP                           |

SOURCE: DATA.AI INTELLIGENCE, SEE DATA.AI

NOTES: RANKINGS BASED ON COMBINED MONTHLY ACTIVE USERS ACROSS IPHONES AND ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

Digital 2024 Belgium | 85 sur 131

We Are Social Meltwater\*\*JAN 2024\*\*

\*\*SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS\*\*

\*\*PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023\*\*

---

\*\*SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES\*\*

- Icon: Android Robot

- \*\*43.10%\*\*

- YEAR-ON-YEAR CHANGE: \*\*[MINIMAL]\*\*

\*\*SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE iOS DEVICES\*\*

- Icon: Apple

- \*\*56.38%\*\*

- YEAR-ON-YEAR CHANGE: \*\*+0.4% (+20 BPS)\*\*

\*\*SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES\*\*

- Icon: Samsung Logo
- \*\*0.45%\*\*
- YEAR-ON-YEAR CHANGE: \*\*-30.8% (-20 BPS)\*\*

**\*\*SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES\*\***

- Icon: Kai OS Logo
- \*\*0%\*\*
- YEAR-ON-YEAR CHANGE: \*\*[UNCHANGED]\*\*

**\*\*SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES\*\***

- Icon: Other OS Symbol
- \*\*0.07%\*\*
- YEAR-ON-YEAR CHANGE: \*\*-12.5% (-1 BP)\*\*

---

**\*\*SOURCE:\*\*** \*StatCounter. **NOTES:** Figures represent the number of web pages served to browsers on mobile phones running each operating system compared with the total number of web pages served to mobile browsers in December 2023. Figures can change quickly as people start to replace phones running an operating system provided by Samsung, Bada, Nokia, etc. Android and iOS percentage shares have been rounded to the nearest 0.1 percent; all other shares have been rounded to the nearest 0.01 percent. Year-on-year (YOY) change metrics are also based on rounded figures and represent absolute change, not relative change. Data has been combined in a basket sample of 50% worldwide cellular usage and 50% mobile cellular. All figures represent full months and the absolute change is based on full month figures. Year-on-year change is based on the absolute change between December 2022 and December 2023.\*

**\*\*Digital 2024 Belgium\*\*** \*\*82 sur 131\*\*

**Icons:**

- Français icon (language option)
- Arrows and dots (navigation and pagination)

**Logos:**

- We Are Social
- Meltwater

Chart Location: Belgium

Belgium Flag IconJAN 2024

MOBILE APP MARKET OVERVIEW

HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023  
BELGIUM

TOTAL NUMBER OF MOBILE APP DOWNLOADS  
360.0 MILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS  
+1.2% +4 MILLION

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)  
\$463.0 MILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP  
PURCHASES  
+16.7% +\$66 MILLION

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI NOTES: FIGURES PRESENT  
COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE  
IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN  
JANUARY AND DECEMBER 2023. "CONSUMER SPEND" ONLY INCLUDES SPEND  
ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE  
REVENUES FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING.  
CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

we are social Meltwater

Digital 2024 Belgium

84 sur 131

© françaisJAN 2024

BELGIUM

APP RANKING: DOWNLOADS

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF  
DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

| # MOBILE APP               | COMPANY      |
|----------------------------|--------------|
| 01 TEMU                    | PDD HOLDINGS |
| 02 SHEIN                   | SHEIN        |
| 03 CAPCUT                  | BYTEDANCE    |
| 04 TIKTOK                  | BYTEDANCE    |
| 05 WHATSAPP MESSENGER      | META         |
| 06 WAZE                    | GOOGLE       |
| 07 MY BPOST                | BPOST        |
| 08 GOOGLE MAPS             | GOOGLE       |
| 09 INSTAGRAM               | META         |
| 10 MICROSOFT AUTHENTICATOR | MICROSOFT    |

| # MOBILE GAME                     | COMPANY |
|-----------------------------------|---------|
| 01 MONOPOLY GO: FAMILY BOARD GAME | SCOPELY |



|                                 |               |
|---------------------------------|---------------|
| 02 BLOCK BLAST ADVENTURE MASTER | HUNGRY STUDIO |
| 03 ROBLOX                       | ROBLOX        |
| 04 ROYAL MATCH                  | DREAM GAMES   |
| 05 MY PERFECT HOTEL             | SAYGAMES      |
| 06 SUBWAY SURFERS               | TENCENT       |
| 07 WATERMELON GAME: MONKEY LAND | G.GSUM STUDIO |
| 08 GARDENSCAPES BY PLAYRIX      | PLAYRIX       |
| 09 MAGIC TILES 3                | AMANOTES      |
| 10 STUMBLE GUYS                 | SCOPELY       |

SOURCE: DATA.AI INTELLIGENCE. SEE DATA AI. NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

Digital 2024 Belgium 86 sur 131 JAN 2024 APP RANKING: CONSUMER SPEND

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN 01 JANUARY AND 31 DECEMBER 2023

Flag: Belgium

# MOBILE APP - COMPANY

|                               |               |
|-------------------------------|---------------|
| 01 TIKTOK                     | - BYTEDANCE   |
| 02 TINDER                     | - MATCH GROUP |
| 03 GOOGLE ONE                 | - GOOGLE      |
| 04 DISNEY+                    | - DISNEY      |
| 05 YOUTUBE                    | - GOOGLE      |
| 06 DUOLINGO: LEARN LANGUAGES  | - DUOLINGO    |
| 07 STRAVA RUNNING AND CYCLING | - STRAVA      |
| 08 BUMBLE APP                 | - BUMBLE      |
| 09 LINKEDIN                   | - MICROSOFT   |
| 10 NETFLIX                    | - NETFLIX     |

# MOBILE GAME - COMPANY

|                                   |                       |
|-----------------------------------|-----------------------|
| 01 CANDY CRUSH SAGA               | - ACTIVISION BLIZZARD |
| 02 COIN MASTER                    | - MOON ACTIVE         |
| 03 ROBLOX                         | - ROBLOX              |
| 04 MONOPOLY GO: FAMILY BOARD GAME | - SCOPELY             |
| 05 GARDENSCAPES BY PLAYRIX        | - PLAYRIX             |
| 06 ROYAL MATCH                    | - DREAM GAMES         |
| 07 POKÉMON GO                     | - Niantic             |
| 08 CLASH OF CLANS                 | - TENCENT             |
| 09 HOMESCAPES                     | - PLAYRIX             |
| 10 PUBG MOBILE                    | - TENCENT             |

SOURCE: DATA AI INTELLIGENCE. SEE DATA AI. NOTES: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND

APPLE APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023.  
CONSUMER SPEND ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES  
VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR  
MOBILE ADVERTISING.

Digital 2024 Belgium  
Page 87 sur 131``markdown  
JAN 2024 WEEKLY ONLINE SHOPPING ACTIVITIES  
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN  
SELECTED ECOMMERCE ACTIVITIES EACH WEEK

BELGIUM

PURCHASED A PRODUCT OR SERVICE ONLINE:  
43.4%

ORDERED GROCERIES VIA AN ONLINE STORE:  
12.9%

BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE:  
15.7%

USED AN ONLINE PRICE COMPARISON SERVICE:  
18.4%

USED A BUY NOW, PAY LATER SERVICE:  
8.8%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet  
users aged 16 to 64. See GWI.COM. Comparability: Methodology changes, see Notes  
on Data.

Digital 2024 Belgium  
90 sur 131  
français  
``JAN 2024  
FINANCIAL INCLUSION FACTORS  
PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES  
EACH PRODUCT OR SERVICE

[Belgium flag]

ACCOUNT WITH A FINANCIAL INSTITUTION  
99.0%  
FEMALE 98.7% MALE 99.4%

#### CREDIT CARD OWNERSHIP

49.8%

FEMALE 44.2% MALE 55.6%

#### DEBIT CARD OWNERSHIP

96.2%

FEMALE 95.9% MALE 96.5%

#### MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)

[N/A]

FEMALE [N/A] MALE [N/A]

#### MADE A DIGITAL PAYMENT (PAST YEAR)

97.3%

FEMALE 97.1% MALE 97.5%

#### MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)

68.3%

FEMALE 66.0% MALE 70.7%

#### USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)

57.1%

FEMALE 54.2% MALE 60.1%

#### USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)

78.2%

FEMALE 75.3% MALE 81.2%

SOURCE: WORLD BANK. NOTES: SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE. MOBILE MONEY ACCOUNTS ONLY REFER TO SERVICES THAT USE FUNDS HELD IN AN ELECTRONIC WALLET TIED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR 'MADE DIGITAL PAYMENTS' DO NOT INCLUDE PAYMENTS THAT USE INTERNET-MOBILE PAYMENT SERVICES SUCH AS APPLE PAY, GOOGLE PAY OR SAMSUNG PAY.

[Digital 2024 Belgium]

[89 sur 131]

[We are social logo] [Meltwater logo]Jan 2024

#### PAYMENT METHODS USED FOR ECOMMERCE

PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2022 COMPLETED USING EACH TYPE OF PAYMENT METHOD

## BELGIUM

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO  
DIGITAL AND MOBILE WALLETS

15.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT  
AND CREDIT CARDS

47.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK  
TRANSFERS

17.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-  
ON-DELIVERY

3.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO  
OTHER PAYMENT METHODS

18.0%

SOURCE: IPRO. NOTE: FIGURES REPRESENT SHARE OF THE TOTAL NUMBER  
OF B2C ECOMMERCE TRANSACTIONS IN 2022.

we are social

Meltwater

Digital 2024 Belgium

93 sur 131JAN 2024

ECOMMERCE: CONSUMER GOODS CATEGORIES

ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE  
CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)

Belgium - Drapeau belge (image)

ELECTRONICS

\$2.64 BILLION

Year-on-year change

+10.0% (+\$240 MILLION)

FASHION

\$2.81 BILLION

Year-on-year change

+15.2% (+\$370 MILLION)

#### FOOD

\$280.0 MILLION

Year-on-year change

[UNCHANGED]

#### BEVERAGES

\$190.0 MILLION

Year-on-year change

-5.1% (-\$10 MILLION)

#### DIY & HARDWARE

\$460.0 MILLION

Year-on-year change

-4.2% (-\$20 MILLION)

#### FURNITURE

\$890.0 MILLION

Year-on-year change

+20.3% (+\$150 MILLION)

#### PHYSICAL MEDIA

\$190.0 MILLION

Year-on-year change

-13.6% (-\$30 MILLION)

#### BEAUTY & PERSONAL CARE

\$490.0 MILLION

Year-on-year change

+8.9% (+\$40 MILLION)

#### TOBACCO PRODUCTS

[N/A]

Year-on-year change

[N/A]

#### TOYS & HOBBY

\$230.0 MILLION

Year-on-year change

+4.5% (+\$10 MILLION)

#### HOUSEHOLD ESSENTIALS

\$100.0 MILLION

Year-on-year change

+25.0% (+\$20 MILLION)

#### OVER-THE-COUNTER PHARMACEUTICALS

\$210.0 MILLION  
Year-on-year change  
+5.0% (+\$10 MILLION)

LUXURY GOODS  
\$230.0 MILLION  
Year-on-year change  
+15.0% (+\$30 MILLION)

EYE-WEAR  
\$100.0 MILLION  
Year-on-year change  
[UNCHANGED]

SOURCE STATISTA ECOMMERCE MARKET, SEE STATISTA.COM  
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR REPORTS BASED  
IN U.S. DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR.  
THE NEWSPAPER CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR  
STREAMING. COMPARABILITY: SIGNIFICANT BREAK REVISIONS AND MAJOR  
CATEGORY DEFINITION CHANGES.  
FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

Digital 2024 Belgium  
92 sur 131

Statista - logo (image)  
We are social - logo (image)  
Meltwater - logo (image)  
Français - icône de langue (image)Jan 2024

## ONLINE PURCHASE DRIVERS

Percentage of Internet Users Aged 16 to 64 Who Say Each Factor Would Encourage  
Them to Complete an Online Purchase (Belgium)

1. Free Delivery - 68.5%
2. Coupons and Discounts - 43.6%
3. Loyalty Points - 36.8%
4. Easy Returns Policy - 36.6%
5. Next-Day Delivery - 36.2%
6. Simple Online Checkout - 33.4%
7. Customer Reviews - 28.6%
8. Guest Checkout - 17.8%
9. Click and Collect - 16.8%
10. Eco-Friendly Credentials - 12.3%
11. Social Likes & Comments - 9.5%

- 12. Interest-Free Payments - 8.6%
- 13. Exclusive Content or Services - 4.6%
- 14. Social Buy Buttons - 3.9%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of Internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See Notes on Data.

Digital 2024 Belgium  
91 sur 131  
We Are Social  
MeltwaterJAN 2024

## ONLINE RIDE-HAILING OVERVIEW HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES  
1.26 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE  
USERS  
+4.1%  
+50 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)  
\$165.4 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS  
+11.9%  
+\$18 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD,  
2023)  
\$131

Digital 2024 Belgium 96 sur 131

Note: In this context, "ride-hailing" encompasses on-demand transportation facilitated via mobile apps and online platforms. Values include the booking of passenger vehicles (i.e., Uber, Grab) and traditional taxi services, only includes bookings that were made via online services. Figures represent estimates for full-year 2023. Values are in U.S. dollars. Comparability: Base and category definition changes. Figures are not comparable with previous reports.

Source: Statista Mobility Market Outlook. See [statista.com](https://www.statista.com).JAN 2024  
ONLINE TRAVEL AND TOURISM

ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS,  
FULL-YEAR 2023)

BELGIUM

Flights

\$2.11 BILLION

YEAR-ON-YEAR CHANGE

+32.7% (+\$520 MILLION)

Trains

\$94.12 MILLION

YEAR-ON-YEAR CHANGE

+40.0% (+\$27 MILLION)

Car Rentals

\$173.6 MILLION

YEAR-ON-YEAR CHANGE

+11.6% (+\$18 MILLION)

Long-Distance Buses

\$27.17 MILLION

YEAR-ON-YEAR CHANGE

+40.1% (+\$7.8 MILLION)

Hotels

\$3.12 BILLION

YEAR-ON-YEAR CHANGE

+15.1% (+\$410 MILLION)

Package Holidays

\$2.53 BILLION

YEAR-ON-YEAR CHANGE

+25.6% (+\$515 MILLION)

Vacation Rentals

\$732.5 MILLION

YEAR-ON-YEAR CHANGE

+15.9% (+\$101 MILLION)

Cruises

\$15.45 MILLION

YEAR-ON-YEAR CHANGE

+36.2% (+\$4.1 MILLION)

SOURCE: Statista Digital Market Outlook; Statista Mobility Market Outlook;  
see.statista.com



NOTES: Figures represent estimates of full-year revenues for 2023 in U.S. dollars, and comparisons with current values for the previous calendar years. Values do not include revenues associated with public transport, non-commercial flights, ferries, taxis, ride-sharing, ride-hailing, or chauffeur services. The comparability and categorization of platform changes; figures are not comparable with previous reports.

Digital 2024 Belgium

95 sur 131

We Are Social / MeltwaterJAN 2024

TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH  
ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

# SEARCH QUERY INDEX vs. TOP QUERY

|            |     |
|------------|-----|
| 01 NIKE    | 100 |
| 02 IPHONE  | 53  |
| 03 AMAZON  | 49  |
| 04 SAMSUNG | 48  |
| 05 IKEA    | 40  |
| 06 LEGO    | 39  |
| 07 JORDAN  | 39  |
| 08 ACTION  | 36  |
| 09 ADIDAS  | 32  |
| 10 BOL.COM | 30  |

# SEARCH QUERY INDEX vs. TOP QUERY

|               |    |
|---------------|----|
| 11 TV         | 24 |
| 12 PS5        | 23 |
| 13 DECATHLON  | 22 |
| 14 ZALANDO    | 21 |
| 15 MEDIAMARKT | 18 |
| 16 BRICO      | 18 |
| 17 PS4        | 17 |
| 18 SHEIN      | 16 |
| 19 HUBO       | 16 |
| 20 BOL        | 16 |

SOURCE: GOOGLE TRENDS, BASED ON SHOPPING SEARCHES CONDUCTED  
ON GOOGLE SEARCH BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023.

NOTES: ANY LANGUAGE VARIATIONS OR SPELLING ERRORS IN QUERIES ARE  
AS PUBLISHED BY GOOGLE TRENDS. AND ARE SHOWN "AS IS" TO ENABLE  
READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE  
IN THEIR SEARCH ACTIVITIES. GOOGLE DOES NOT PUBLISH ABSOLUTE  
SEARCH VOLUMES, BUT THE INDEX 100 OF EACH QUERY SHOWS RELATIVE

SEARCH VOLUME FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

we are social Meltwater

Digital 2024 Belgium 94 sur 131 JAN 2024  
DIGITAL HEALTH TREATMENT & CARE OVERVIEW  
HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED  
HEALTHCARE TREATMENTS AND CARE

## BELGIUM

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE  
4.99 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE  
+13.7%  
+600 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD,  
2023)  
\$316.3 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE  
MARKET  
+12.0%  
+\$34 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)  
\$63.40

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM

NOTES: INCLUDES DIGITAL TOOLS THAT ARE USED TO DIAGNOSE, TREAT, AND  
MANAGE MEDICAL CONDITIONS, INCLUDING BIOMETRIC SENSORS AND  
DIGITAL CARE MANAGEMENT. DOES NOT INCLUDE SMARTPHONES, SMART  
WATCHES, OR SMART WEARABLES. FIGURES REPRESENT ESTIMATES FOR  
FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE  
PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN US DOLLARS.  
PERCENTAGE CHANGE VALUES ARE RELATIVE, '+' VALUES SHOW ABSOLUTE  
CHANGE.

Digital 2024 Belgium  
97 sur 131

[Icons for social media and other functionalities at the bottom of the slide]

JAN 2024

## ONLINE DOCTOR CONSULTATIONS OVERVIEW

### HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

BELGIUM

NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES  
370.0 THOUSAND

YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION SERVICES  
+8.8% +30 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)  
\$120.5 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE, ONLINE DOCTOR CONSULTATIONS  
+10.3% +\$11 MILLION

AVERAGE ANNUAL VALUE PER USER, ONLINE DOCTOR CONSULTATIONS (USD, 2023)  
\$327

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: INCLUDES TELEMEDICINE AND OTHER DIGITAL TOOLS THAT ENABLE PATIENTS TO CONSULT WITH DOCTORS REMOTELY. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN USD. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE. '000'S' VALUES SHOW ABSOLUTE CHANGE.

Digital 2024 Belgium  
98 sur 131

we are social  
Meltwater\*\* JAN 2024 DIGITAL CONTENT PURCHASES\*\*

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

\*\*Movie or TV Streaming Service\*\* 30.4%

\*\*Music Streaming Service\*\* 20.7%

\*\*Mobile App\*\* 7.4%

**\*\*Music Download\*\* 6.5%**  
**\*\*Mobile Game\*\* 6.1%**  
**\*\*Study Programs and Learning Materials\*\* 5.4%**  
**\*\*E-Book\*\* 5.2%**  
**\*\*News Service\*\* 4.7%**  
**\*\*Software Package\*\* 4.4%**  
**\*\*Premium Web Service\*\* 4.1%**  
**\*\*In-App Purchases\*\* 4.0%**  
**\*\*Online Magazine Subscription\*\* 3.6%**  
**\*\*Dating Service\*\* 2.7%**  
**\*\*Digital Gifts\*\* 1.9%**

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See Notes on Data.

Belgium flag

We Are Social logo  
Meltwater logo

Digital 2024 Belgium

100 sur 131 (bottom center)JAN 2024

DIGITAL MEDIA SPEND

FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS  
(IN U.S. DOLLARS)

BELGIUM

TOTAL

\$1.85 BILLION

YEAR-ON-YEAR CHANGE

+16.4% (+\$260 MILLION)

VIDEO GAMES

\$620.0 MILLION

YEAR-ON-YEAR CHANGE

+19.2% (+\$100 MILLION)

VIDEO-ON-DEMAND

\$670.0 MILLION

YEAR-ON-YEAR CHANGE

+21.8% (+\$120 MILLION)

EPUBLISHING

\$410.0 MILLION  
YEAR-ON-YEAR CHANGE  
+7.9% (+\$30 MILLION)

DIGITAL MUSIC  
\$160.0 MILLION  
YEAR-ON-YEAR CHANGE  
+6.7% (+\$10 MILLION)

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM NOTES:  
FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S.  
DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS  
CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND SUBSCRIPTIONS TO  
STREAMING SERVICES AND ONLINE PUBLISHERS. DOES NOT INCLUDE  
PHYSICAL MEDIA OR USER-GENERATED CONTENT. COMPARABILITY ISSUE  
AND CATEGORY DEFINITION CHANGES; FIGURES ARE NOT COMPARABLE WITH  
PREVIOUS REPORTS.

we are social  
Meltwater

Digital 2024 Belgium  
101 sur 131 Bien sûr, voici la retranscription textuelle de l'image:

---

JAN 2024

## DIGITAL FITNESS & WELL-BEING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING  
DEVICES AND SERVICES

[BELGIAN FLAG]

NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND  
SERVICES  
3.98 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING  
USERS  
+8.7% +320 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD,  
2023)  
\$358.4 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE, DIGITAL FITNESS & WELL-BEING MARKET  
+10.7% +\$35 MILLION

AVERAGE ANNUAL VALUE PER USER, DIGITAL FITNESS & WELL-BEING (USD, 2023)  
\$90.17

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM NOTES

NOTES INCLUDE SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRISTWEAR, SMART SCALES, FITNESS APPS THAT TRACK REQUIREMENTS, NUTRITION APPS (E.G. CALORIE COUNTING), AND MEDITATION AND WELL-BEING APPS (DO NOT INCLUDE SMART CLOTHING, SMART SUITES, SMART EYEWEAR, HEALTH TRACKING APPS, ELPAR, TREATMENTS & DEVICES THAT PROVIDE CLINICAL MONITORING APPROACHES AND THERAPIES). MARKET FIGURES AND INSIGHTS PROVIDED BY STATISTA DIGITAL MARKET OUTLOOK. ALL VALUES FOR THE PREVIOUS YEAR ARE FINANCIAL VALUES IN USD (\$). DOLLAR FIGURES ARE CONVERTED FROM LOCAL CURRENCY TO USD. CHANGES TO EQUIPMENT VALUES FOR THE PREVIOUS YEAR ARE DOLLAR VALUES. DUE TO ROUNDING, SOME VALUES WILL SHOW ABSOLUTE CHANGE.

we are social | Meltwater

Digital 2024 Belgium

99 sur 131

---

françaisJAN 2024

## SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

SEARCH ENGINES: 37.8%  
WORD-OF-MOUTH: 33.2%  
TV ADS: 30.4%  
EMAILS OR PHYSICAL MAIL: 21.2%  
PRODUCT SAMPLES OR TRIALS: 20.2%  
RETAIL WEBSITES: 20.2%  
SOCIAL MEDIA ADS: 20.2%  
PRODUCT COMPARISON WEBSITES: 18.9%

BRAND WEBSITES: 18.6%  
RADIO ADS: 17.7%  
PRINT PRESS ADS: 17.2%  
ADS ON WEBSITES: 15.3%  
CONSUMER REVIEW SITES: 15.3%  
IN-STORE PROMOS: 15.3%  
PRODUCT BROCHURES: 14.7%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BRAND SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

we are social Meltwater

Digital 2024 Belgium

103 sur 131

françaisJAN 2024

ENGAGEMENT WITH DIGITAL MARKETING

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN EACH KIND OF ONLINE ACTIVITY

BELGIUM

1. Research brands online before making a purchase
  - 50.8%
  - YOY: +4.1% (+200 BPS)
2. Visited a brand's website in the past 30 days
  - 58.9%
  - YOY: +3.0% (+170 BPS)
3. Clicked or tapped on a banner ad on a website in the past 30 days
  - 9.4%
  - YOY: +3.3% (+30 BPS)
4. Clicked or tapped on a sponsored social media post in the past 30 days
  - 10.6%
  - YOY: +16.5% (+150 BPS)
5. Downloaded or used a branded mobile app in the past 30 days
  - 11.4%
  - YOY: +17.5% (+170 BPS)

Source: GWI Q3 2023. Figures represent the findings of a broad survey of internet

users aged 16 to 64. See GWI.com for details. Notes: "YOY" figures represent year-on-year change. Percentage change values are comparable change. For example, an increase of 20% from a starting value of 10% would equal 12.0%, not 30%. "BPS" values represent basis points, and indicate the absolute change values. Comparability: methodology changes: see notes on data.

Icons: GWI, Meltwater

Digital 2024 Belgium<sup>TMTMTM</sup> 104 sur 131\*\* JAN 2024\*\*

## **\*\*MAIN CHANNELS FOR ONLINE BRAND RESEARCH\*\***

**\*PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS\***

- **\*\*SEARCH ENGINES\*\***: 61.5%
- **\*\*SOCIAL NETWORKS\*\***: 30.2%
- **\*\*CONSUMER REVIEWS\*\***: 30.0%
- **\*\*PRODUCT & BRAND WEBSITES\*\***: 29.3%
- **\*\*PRICE COMPARISON SITES\*\***: 28.4%
- **\*\*DISCOUNT VOUCHER SITES\*\***: 20.9%
- **\*\*MOBILE APPS\*\***: 16.2%
- **\*\*SPECIALIST REVIEW SITES\*\***: 14.0%
- **\*\*Q&A SITES\*\***: 12.1%
- **\*\*FORUMS & MESSAGE BOARDS\*\***: 9.0%
- **\*\*VIDEO SITES\*\***: 8.0%
- **\*\*BRAND & PRODUCT BLOGS\*\***: 8.0%
- **\*\*ONLINE PINBOARDS\*\***: 5.1%
- **\*\*MESSENGER SERVICES\*\***: 4.6%
- **\*\*MICRO-BLOGS\*\***: 2.9%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See notes on data.

## **\*\*Digital 2024 Belgium\*\***

105 sur 131L'image fournit des informations sur les dépenses publicitaires en Belgique pour janvier 2024, en comparant les dépenses totales à celles du digital. Voici la retranscription textuelle :

---

Jan 2024

## **ADVERTISING SPEND: TOTAL vs. DIGITAL**

Total ad spend across all channels, with detail for digital ad spend (U.S. Dollars, full-year 2023)



[Icon: Haut-parleur]

TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)

\$3.59 billion

[Icon: Flèche vers le haut et vers le bas]

YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)

+1.7%

+\$60 million

[Icon: Globe]

DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)

\$1.49 billion

[Icon: Flèches circulaires autour d'un symbole dollar]

YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND

+8.1%

+\$112 million

[Icon: Engrenage]

DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND

41.5%

---

Source: Statista Market Outlooks: see [statista.com](https://www.statista.com) Notes: figures represent estimates for full-year 2023, and comparisons with equivalent values for the previous calendar year. Financial values are in U.S. Dollars. Percentage changes were calculated using average exchange rates for each calendar year. COVID-19's impact may be reflected in the relative performance figures. Figures for online job ads represent the channels running the ads rather than advertising spend on job listings. #Note: IAB US framework and activation tags. This definition of digital ad spend excludes certain ad types (e.g., digital out-of-home ads).

---

106

Digital 2024 Belgium

106 sur 131

[Icons en bas: favori, télécharger, options de partage, zoom, français, icône de Statista]

---

wearesocial™

Meltwater``

JAN 2024

## PROGRAMMATIC ADVERTISING OVERVIEW

### SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

BELGIUM

ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)

\$1.13 BILLION

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)

+8.2%

+\$85 MILLION

PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

75.6%

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

+0.07%

+5 BPS

108

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM.

NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE BASED ON NOMINAL YEAR-ON-YEAR DIFFERENCE AS A PERCENTAGE OF 2023 ACTIVE USERS. VALUES REPRESENT SPEND BANDS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY BASE CHANGE FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social

Meltwater

Digital 2024 Belgium 108 sur 131

``JAN 2024

## SEARCH ADVERTISING OVERVIEW

### SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

BELGIUM

Annual Spend on Online Search Advertising (USD)

\$323.8 MILLION

Year-on-Year Change in Online Search Advertising Spend

+9.4%

+\$28 MILLION

Online Search's Share of Total Digital Advertising Spend

21.7%

Year-on-Year Change in Online Search's Share of Total Digital Advertising Spend

+1.2%

+26 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK, SEE STATISTA.COM

NOTE: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FOREIGN CURRENCY VALUES ARE BASED IN THE AVERAGE EXCHANGE RATE FOR 2023, FROM A STARTING VALUE OF \$100, WOULD EQUAL 80%, NOT 79%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE.

COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

Digital 2024 Belgium 109 sur 131

We Are Social MeltwaterJAN 2024

SOCIAL MEDIA ADVERTISING OVERVIEW

SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

BELGIUM

1. ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD)

\$510.0 MILLION

2. YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND

+8.5%

+\$40 MILLION

3. SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

34.2%

4. YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

+0.4%

+13 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM.  
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND  
COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR  
YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE  
VALUES ARE BASED ON IMPACTED COMPARISONS.

Meltwater logo, We Are Social logo.

Digital 2024 Belgium

110 sur 131 JAN 2024

DIGITAL ADVERTISING SPEND

ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL  
YEAR 2023)

Belgium

Total Annual Spend on Digital Ads (All Types)

\$1.49 Billion

Y-O-Y CHANGE IN SPEND +8.1% (+\$112 Million)

Annual Spend on Online Search Ads

\$323.8 Million

Y-O-Y CHANGE IN SPEND +9.4% (+\$28 Million)

Annual Spend on Digital Video Ads

\$277.6 Million

Y-O-Y CHANGE IN SPEND +8.0% (+\$21 Million)

Annual Spend on Digital Banner Ads

\$510.0 Million

Y-O-Y CHANGE IN SPEND +8.9% (+\$42 Million)

Annual Spend on Online Influencer Activities

\$92.35 Million

Y-O-Y CHANGE IN SPEND +13.7% (+\$11 Million)

Annual Spend on Online Classifieds

\$95.42 Million

Y-O-Y CHANGE IN SPEND +0.7% (+\$650 Thousand)

Annual Spend on Digital Audio Ads

\$24.06 Million

Y-O-Y CHANGE IN SPEND +14.7% (+\$3.1 Million)

Share of Total Digital Ad Spend: Mobile Devices\*  
49.7%  
Y-O-Y CHANGE IN SPEND +2.7% (132 BPS)

Share of Total Digital Ad Spend: Social Media  
34.0%  
Y-O-Y CHANGE IN SPEND -0.6% (-21 BPS)

Share of Total Digital Ad Spend: Programmatic  
75.6%  
Y-O-Y CHANGE IN SPEND +0.07% (+5 BPS)

\*NOTE: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT ESTIMATES FOR FULL-YEAR SPEND IN 2022. "ADVERTISING SPEND" FIGURES REPRESENTS BRANDS' AD INVESTMENT, NOT EQUIVALENT OF AD NETWORK REVENUES. "Y-O-Y CHANGE IN SPEND" INDICATES THE PERCENTAGE CHANGE IN 2023 VS. 2022. "DIGITAL PRODUCT CLASSES" & FORMATS" DESCRIPTIONS MAY DIFFER FROM CATEGORIES USED BY STATISTA. FOR MORE DETAILS, SEE STATISTA'S ONLINE DATABASE.

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK; SEE STATISTA.COM.  
NOTE: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT ESTIMATES FOR FULL-YEAR SPEND IN 2022. "ADVERTISING SPEND" REPRESENTS BRANDS' AD INVESTMENT, NOT EQUIVALENT ESTIMATES FOR FULL-YEAR SPEND IN 2022. "ADVERTISING SPEND" REPRESENTS BRANDS' AD INVESTMENT, NOT EQUIVALENT OF AD NETWORK REVENUES. "Y-O-Y CHANGE IN SPEND INDICATES THE PERCENTAGE CHANGE IN 2023 COMPARISONS WITH EQUIVALENT 2023. DIGITAL PRODUCT "CLASSES" AND FORMATS" DESCRIPTIONS MAY DIFFER FROM CATEGORIES USED BY STATISTA. FOR MORE DETAILS, SEE STATISTA'S ONLINE DATABASE. THE REPORT COMPLIES WITH AVIOUR'S DISCLOSURE STATEMENT OF STATISTA'S OUTLOOK METHODOLOGY GUIDE. COMPARABILITY OF HISTORICAL & PROJECTED DATA MAY BE CONSTRAINED VIA SOURCES & METHOD CHANGES.

Digital 2024 Belgium

© 2024 STATISTA. ALL RIGHTS RESERVED

107 sur 131

We Are Social Statista Meltwater

JAN 2024

## INFLUENCER ADVERTISING OVERVIEW

### SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND THEIR SHARE OF THE DIGITAL ADVERTISING MARKET

Belgium

1. **\*\*Annual Spend on Influencer Advertising (USD)\*\***
  - \$92.35 million
  - Icon: Blue circle with a dollar sign
2. **\*\*Year-on-Year Change in Influencer Advertising Spend\*\***
  - +13.7%
  - +\$11 million
  - Icon: Orange circle with rotating arrows
3. **\*\*Influencer Advertising's Share of Total Digital Ad Spend\*\***
  - 6.2%
  - Icon: Red circle with a badge
4. **\*\*Year-on-Year Change in Influencer Advertising's Share of Total Digital Ad Spend\*\***
  - +5.2%
  - +31 BPS
  - Icon: Green circle with up and down arrows

**\*\*Source:\*\***

STATISTA ADVERTISING & MEDIA OUTLOOK, SEE STATISTA.COM. [Note: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FIGURES IN USD. FIGURES REPRESENT THE NOMINAL VALUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND DO NOT INCLUDE THE VALUE OF PRODUCT GIFTING OR THE VALUE OF RELATED PRODUCTION AND DISTRIBUTION COSTS.]

DISCLAIMER: FIGURES AND TOTALS PRESENTED IN THIS REPORT MAY DIFFER FROM THOSE PUBLISHED IN OTHER SOURCES. THESE FIGURES SHOULD NOT BE REGARDED AS OFFICIAL VALUES. MELTWATER AND WE ARE SOCIAL HAVE EXERCISED DUE CARE IN COMPELLING THIS REPORT; HOWEVER, MELTWATER AND WE ARE SOCIAL MAKE NO WARRANTY AS TO THE ACCURACY OR COMPLETENESS OF THE INFORMATION AND DO NOT ACCEPT ANY LIABILITY FOR ANY LOSS WHICH MAY ARISE FROM RELIANCE ON IT.]

111. Digital 2024 Belgium; 111 sur 131

Prepared by Meltwater and We Are Social JAN 2024

**\*\*ATTITUDES: ADS AND AD TRACKING\*\***

HOW INTERNET USERS AGED 16 TO 64 FEEL ABOUT ADS, AND THE STEPS

## THEY TAKE TO AVOID ADVERTISING AND AD TRACKING

### **\*\*BELGIUM\*\***

1. **\*\*Feel represented in the advertising that they see or hear\*\***
  - **\*\*5.3%\*\***
  - YEAR-ON-YEAR CHANGE: **\*\* -8.6% (-50 BPS)\*\***
  - (GWI symbol)
2. **\*\*Use an ad blocker for at least some online activities\*\***
  - **\*\*30.0%\*\***
  - YEAR-ON-YEAR CHANGE: **\*\* -2.0% (-60 BPS)\*\***
  - (Ad blocker symbol)
3. **\*\*Decline cookies at least some of the time\*\***
  - **\*\*45.9%\*\***
  - YEAR-ON-YEAR CHANGE: **\*\* +6.3% (+270 BPS)\*\***
  - (Kepios symbol)
4. **\*\*Use a Virtual Private Network (VPN) for at least some online activities\*\***
  - **\*\*18.5%\*\***
  - YEAR-ON-YEAR CHANGE: **\*\* -9.3% (-190 BPS)\*\***
  - (VPN shield symbol)

#### Sources and Information:

- Source: GWI Q4 2023 (FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM).
- Notes: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 50% FROM A STARTING VALUE OF 2% WOULD EQUAL 0.02 \* 1.5 = 0.03 NOT 2% + 50%).  
VALUES REPRESENT BASEPOINTS, AND INDICATE THE ABSOLUTE CHANGE.
- Comparability: METHODOLOGY CHANGES. SEE NOTES ON DATA.

### **\*\*Digital 2024 Belgium\*\***

112 sur 131

(français icon)

(Icon bar with symbols for table of contents, search, navigation, settings, download, info, sharing)

**\*\*we are social\*\***

**\*\*Meltwater\*\***