

THE POWER OF DIGITAL



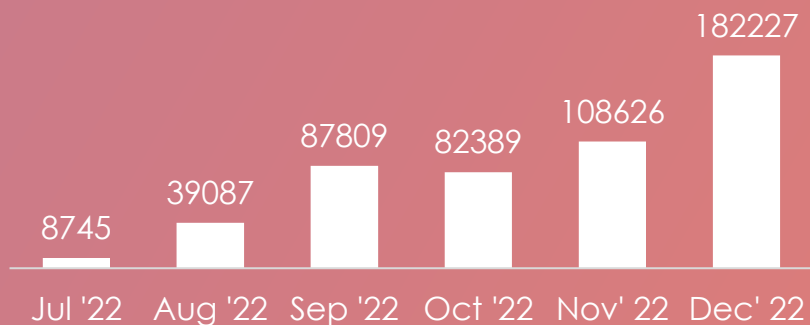
Combining live and on demand audio and video on one platform

AUDIO only recently introduced on VRT Max, but steadily growing



LIVE AUDIO

Content starts – evolution since launch

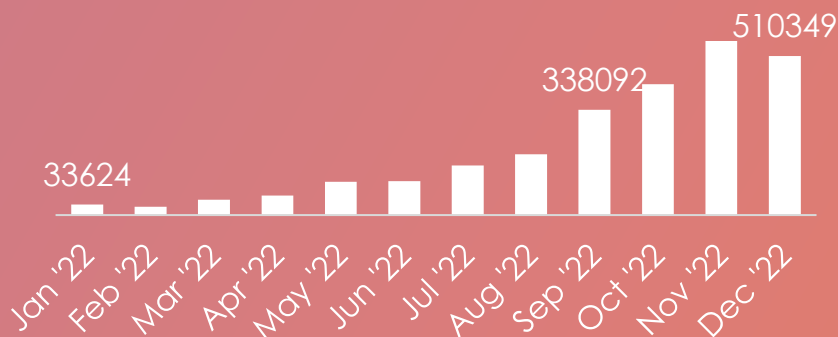


December Peak (DWW, End of year lists)



AUDIO ON DEMAND

Content starts – evolution since launch



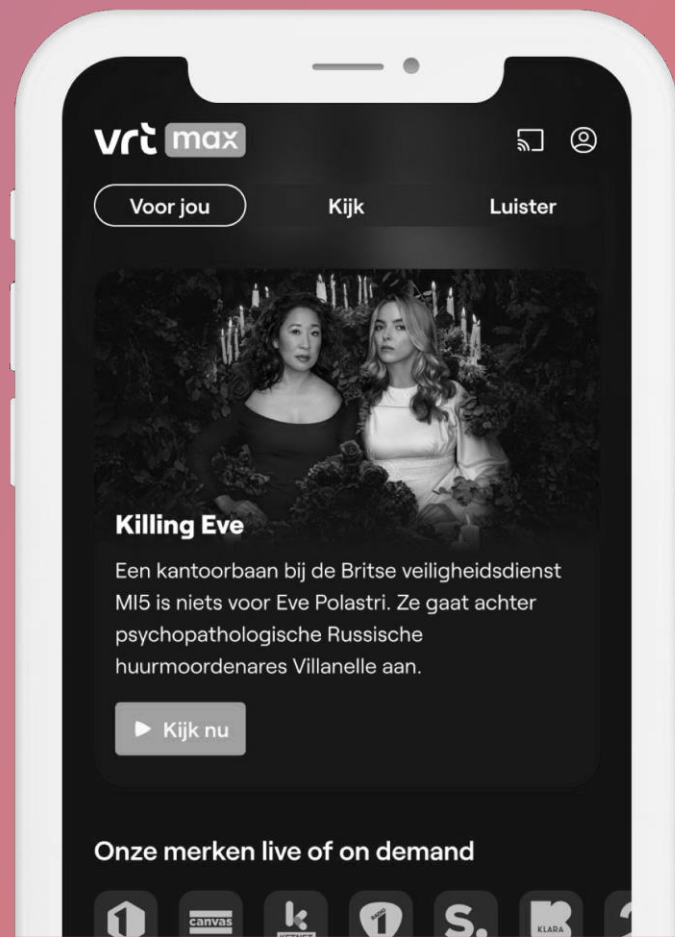


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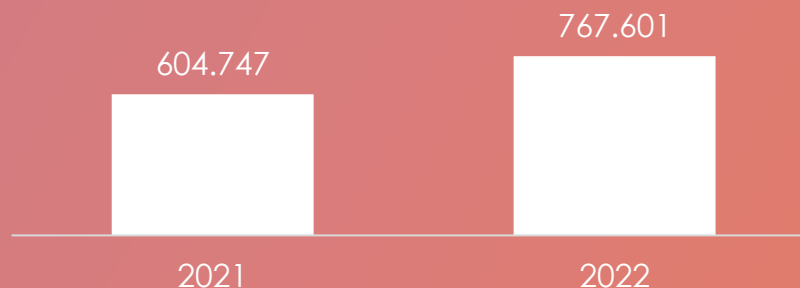


Combining live and on demand audio and video on one platform

VIDEO Rebranding and new user interface since Aug 31, 2022

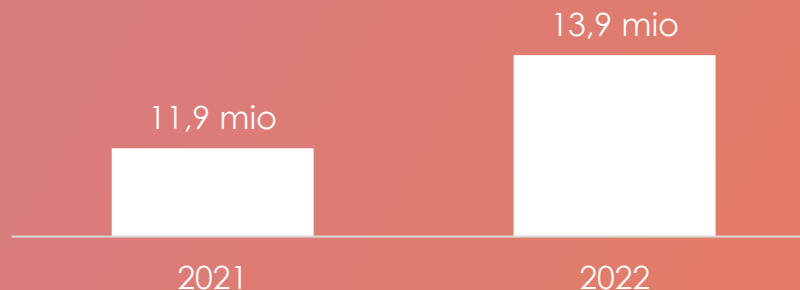


Unique VRT profiles per month (jan-dec)



= **+27%**
vs 2021

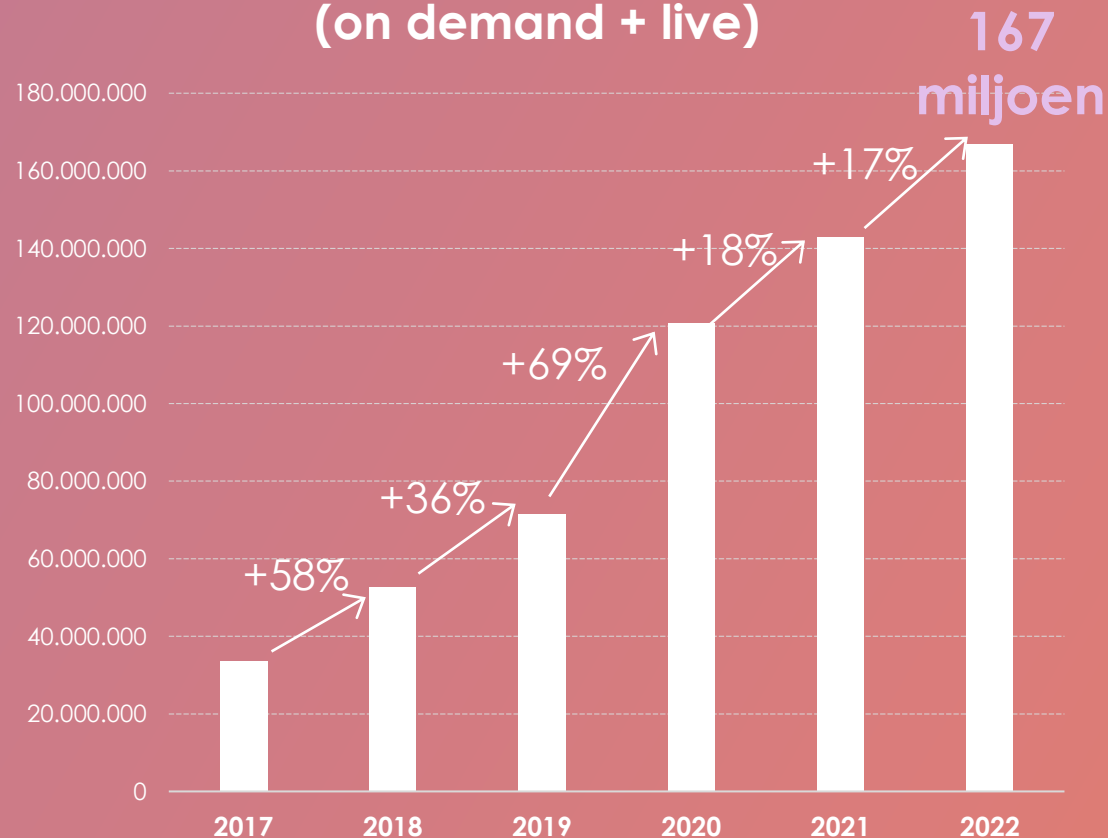
Content starts per month (jan-dec)



= **+17%**
vs 2021

VRT max | Facts & figures

Content starts per year on VRT MAX
(on demand + live)



Strong growth continues
in **2022** (jan-dec)
+17%



THE POWER OF DIGITAL

VRT max | Content

Top 20 most viewed sellable programs on VRT MAX – ON DEMAND

CONTENT STARTS

fc de kampioenen	15.564.949	taboe	1.298.125
thuis	14.632.174	de ideale wereld	1.052.042
dertigers	6.621.336	château planckaert	970.522
twee zomers	2.756.661	andermans zaken	963.727
flikken	2.489.915	onder vuur	907.693
down the road	2.079.358	vive le vélo	852.096
reizen waes	1.657.197	factcheckers	764.771
chantal	1.619.127	my brilliant friend	745.774
witse	1.388.676	first dates	664.528
undercover	1.354.843	junior op zoek naar de liefde	578.416

