



By far the biggest channel in the Flemish TV market, with varied and highly rated programmes

Strong on  
**15+**

**1h 22min**  
Average time spent

**47,5%**  
daily reach

**33,1%**  
Market Share

**79%**  
of total viewing on één is live



Broad age mix

Social topics

Unique & local content

High viewing figures

Quality TV



# ÉÉN IN 2023



## HOMO UNIVERSALIS (100K)

Spring & Autumn, mo-fri 19h45

- Integration begin & end, 45 ep
- Gift supplier, Integration R2, social media
- Product placement



## THUIS (60K)

Spring & Autumn, mo-fri 20h10

- Product placement for the whole season:
- Coffee/thee, FMCG, Computers, laptops, package companies, private labels from retailers



## IEDEREEN BEROEMD (60K -185K)

Spring & Autumn, mo-fri 19h40

- Daily on Eén between Journaal and Thuis
- 900K viewers on average

JANUARY

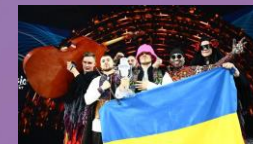
FEBRUARY

MARCH

APRIL

MAY

JUNE



## EUROSONGFESTIVAL

13/05

Final on big screen,  
Waagnatie Antwerpen

LIVE TV

LIVE EVENT

# ÉÉN IN 2023



## DE STOEL (100K)

July – August,  
mo-fri 19h45

- Integration begin & end, 45 ep
- Gift supplier, Integration R2, social media
- Product placement

## DE ZOMER VAN WIM

July – August,



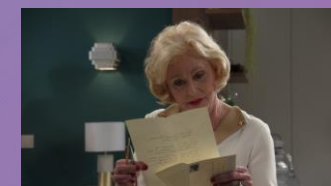
## HOTEL ROMANTIEK

September - October

## IEDEREEN BEROEMD (60K -185K)

Spring & Autumn, mo-fri 19h40

- Dagelijks op één tussen Journaal en Thuis
- Gemiddeld 900K kijkers



## THUIS (60K)

Spring & Autumn, mo-fri 20h10

- Product placement for the whole season:
- Coffee/thee, FMCG, Computers, laptops, package companies, private labels from retailers

## HOMO UNIVERSALIS (100K)

Spring & Autumn, mo-fri 19h45

- Integration begin & end, 45 ep
- Gift supplier, Integration R2, social media
- Product placement

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

## ZOMERHIT (ismw R2)



July - August

LIVE TV

LIVE EVENT