



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



Strong on
15+

1h 25min
Average time spent

49,2%
daily reach

33,4%
Market Share

77%
of total viewing on één is live



Broad age mix

Social topics

Unique & local content

High viewing figures

Quality TV



VRT 1 IN 2023

LIVE TV



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

LIVE EVENT



EUROSONGFESTIVAL

13/05

Final on big screen,
Waagratie Antwerpen

VRT 1 IN 2023

LIVE TV



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,



HOMO UNIVERSALIS (100K)

Spring & Autumn, mo-fri 19h45

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

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

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

ZOMERHIT (ismw R2)



July - August

LIVE EVENT

