



VRT MAX is the destination for all of VRT's video and audio content, plus its own exclusive content specifically aimed at a younger audience. The best stories from VRT - and more - can be found anytime, anywhere, on one platform.



**55%** male  
**45%** female



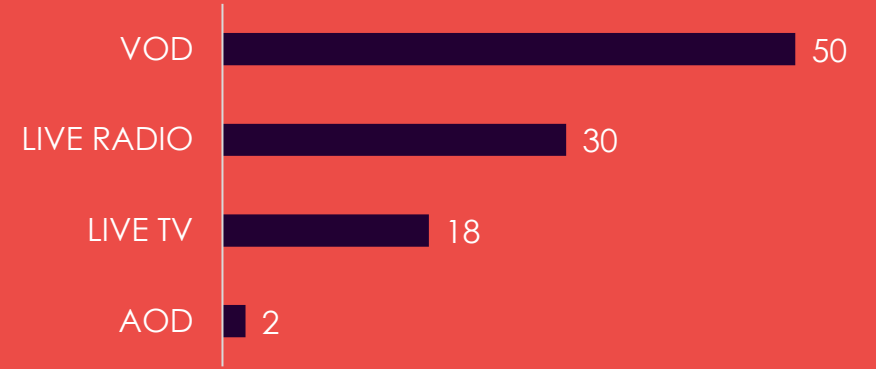
**54%**  
YOUNGER  
THAN 45

- 13-17: 1%
- 18-24: 11%
- 25-34: 22%
- 35-44: 21%
- 45-54: 16%
- 55-64: 16%
- 65+: 14%

**1,4 MIO**  
MONTHLY REAL  
USERS

**24 MIO**  
MONTHLY content  
starts

## CONSUMPTION TIME PER TYPE



## CONSUMPTION TIME PER PLATFORM

