



VRT 1 is a dynamic channel for all generations with quality and socially relevant programs, Flemish fiction, sports and entertainment.

STRONG ON
VVA 18-54

28,0%
HIGHEST DAILY
REACH FLANDERS

25,9%
HIGHEST MARKET
SHARE FLANDERS

1h35min
AVERAGE DAILY TIME
SPENT

74%
OF TOTAL VIEWING
IS LIVE



STRONG DAILIES



HET WEER



DAGELIJKSE
KOST



IEDEREEN
BEROEMD



BLOKKEN



THUIS

MOST VIEWED

1.	KAMP WAES (3/03/2024)	1.954.000
2.	VB EK: BELGIË – ROEMENIË (22/06/2024)	1.730.000
3.	CHANTAL (4/02/2024)	1.635.000
4.	JULIET (3/03/2024)	1.479.000
5.	GEUBELS GAAT IN BAD (14/01/2024)	1.400.000
6.	CHATEAU PLANCKAERT (10/03/2024)	1.319.000
7.	KAMAL, MAG IK EVEN? (1/01/2024)	1.312.000
8.	DE DROOMFABRIEK (3/02/2024)	1.279.000
9.	FACTCHECKERS (3/01/2024)	1.278.000
10.	VREDE OP AARDE (1/01/2024)	1.276.000
11.	ANDERMANS ZAKEN (29/02/2024)	1.260.000
12.	THUIS (2/01/2024)	1.214.000
13.	RONDE VAN VLAANDEREN H. (31/03/2024)	1.126.000
14.	HET 7 UUR-JOURNAAL (17/01/2024)	1.119.000
15.	HOTEL ROMANTIEK (8/01/2024)	1.059.000