



Ketnet offers a unique 360° experience for all Flemish children aged 0 to 14. Entertainment, play and fun are paramount, but there is also room for social topics.

STRONG ON
4-14

14,9%
MARKET SHARE

1h06min
AVERAGE DAILY TIME
SPENT

123.000
WEEKLY VIEWERS
BETWEEN 4-14Y



SOCIALS

350K 113K 75K

CREATIVE PARTNERSHIPS: FOCUS ON



GROWING YOUNGSTERS



STIP IT



HET GALA VAN
DE GOUDEN K'S



KETNET
HALLOWEEN

AND MANY MORE...



GALA VAN DE GOUDEN K'S
178.000
VIEWERS

52%
MARKET SHARE

Source: CIM TAM: jan-jun 2024, mon-sun, all day, 6-20u, 4-14j
Average time spent & weekly viewers based on 10 minutes consecutive viewing

Source: CIM TAM: Het Gala van de Gouden K'S, 20/01/2024, 4+ (market share = 4-14j)