



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.



**49%** male  
**51%** female



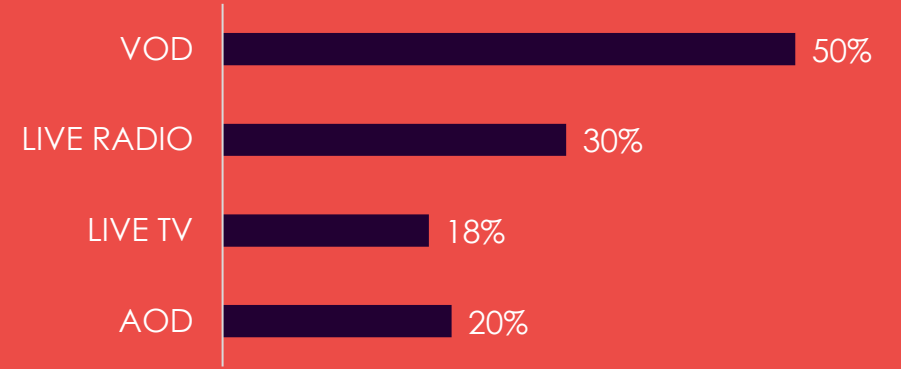
**64%**  
YOUNGER  
THAN 45

13-17: 1%  
18-24: 15%  
25-34: 26%  
35-44: 22%  
45-54: 13%  
55-64: 11%  
65+: 10%

**1 MIO**  
MONTHLY REAL  
USERS

**20 MIO**  
MONTHLY content  
starts

## SHARE PER TYPE



## SHARE PER PLATFORM

