



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**

**26,3%**  
HIGHEST DAILY  
REACH FLANDERS

**26,2%**  
HIGHEST MARKET  
SHARE FLANDERS

**1h35min**  
AVERAGE DAILY TIME  
SPENT

**74%**  
OF TOTAL VIEWING  
IS LIVE



## STRONG DAILIES



HET WEER



DAGELIJKE  
KOST



IEDEREEN  
BEROEMD



BLOKKEN



THUIS

## MOST VIEWED

1.	KAMP WAES (3/03/2024)	1.954.000
2.	VB EK: BELGIË – ROEMENIË (1/07/2024)	1.911.000
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.	HET 7 UUR JOURNAAL (1/07/2024)	1.178.000
14.	RONDE VAN VLAANDEREN H. (31/03/2024)	1.126.000
15.	OS 2024 OPENINGSCEREMONIE (26/07/2024)	1.092.000

Source: CIM TAM, Jan - sep 2024, mon-sun, all day, live+7, incl guests, north 4+, rat# incl web

Source: CIM TAM: jan-sep 2024, mon-sun, all day (market share = 18-24h), live+7, incl.guests, North MS 18-54  
Average time spent & daily reach based on 10 minutes consecutive viewing