

Establishment Survey

Media trends in video, audio and digital

October 2022



Household Media equipment



CIM ES 2022

TV Set



95,5%

Smartphone



88,1%

Laptop



77,6%

Tablet



52,7%

Landline



48,7%

DVD player



39,7%

Console



38,5%

PC



37,3%

Portable console



26,2%

GSM



20,7%

Google Chromecast



19,3%

MP3 player



15,8%

Smart Speaker



12,7%

Apple TV box



5,1%

58% of Belgian households declare to have a smart TV

Smartphone continues to increase and is largely used to consume media (see next slide)

No major differences between North and South of the country

Device usage



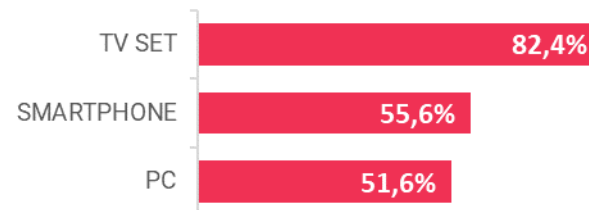
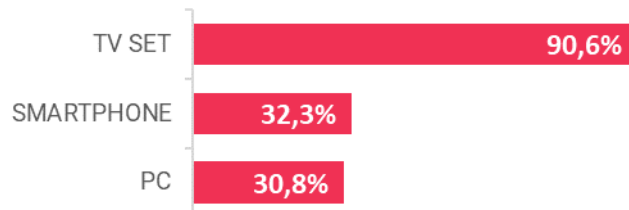
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12+

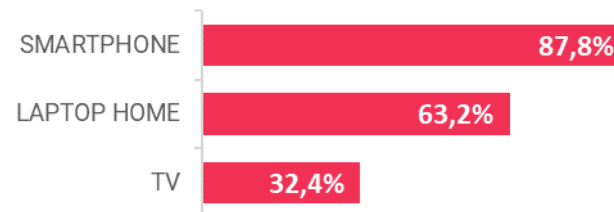
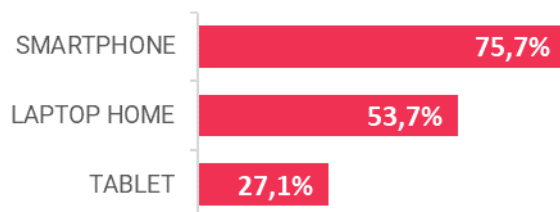
12-34



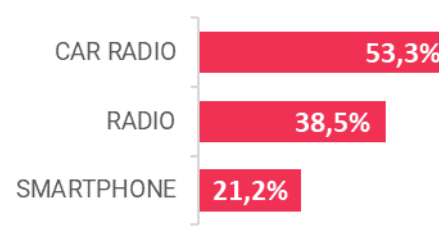
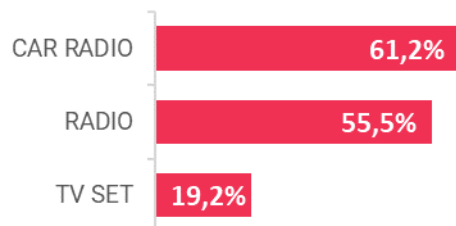
TV/Video



Internet



Audio



TV set is the most used device to watch video content

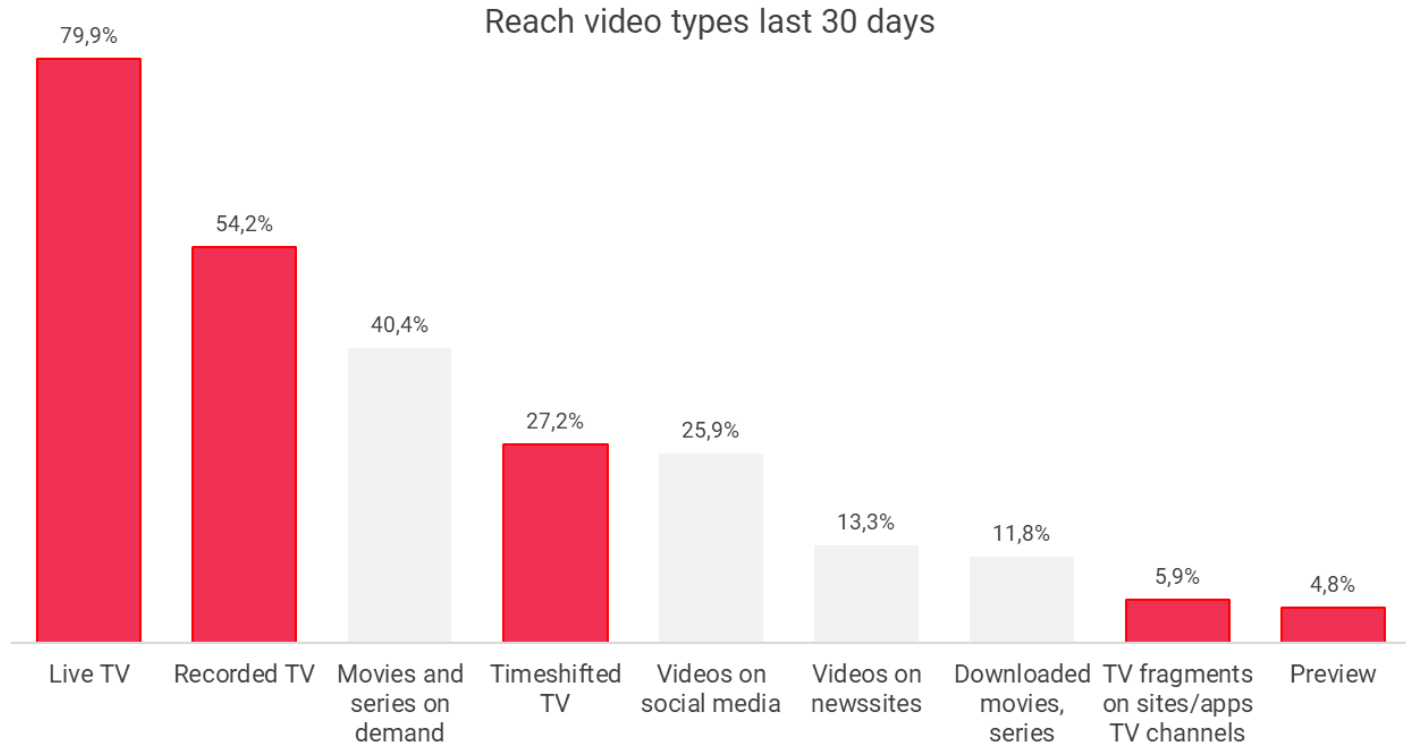
Smartphone is now the first screen for internet consumption and the second screen for TV consumption

Usage of smartphone is significantly higher in younger age groups

Video consumption



CIM ES 2022



Source: CIM Belgium

97% say they watched video in the last 30 days

Live TV remains the most watched video type, but other forms represent a significant part of TV consumption today (recorded, TSV, ...)

Video consumption



CIM ES 2022

International video players penetration rate

Beside TV, international video players and streaming services have also a significant penetration

TikTok is now used by 60,7% of the 12-24 age group

 **YouTube**

57,7%

NETFLIX

38,1%

 **TikTok**

19,0%

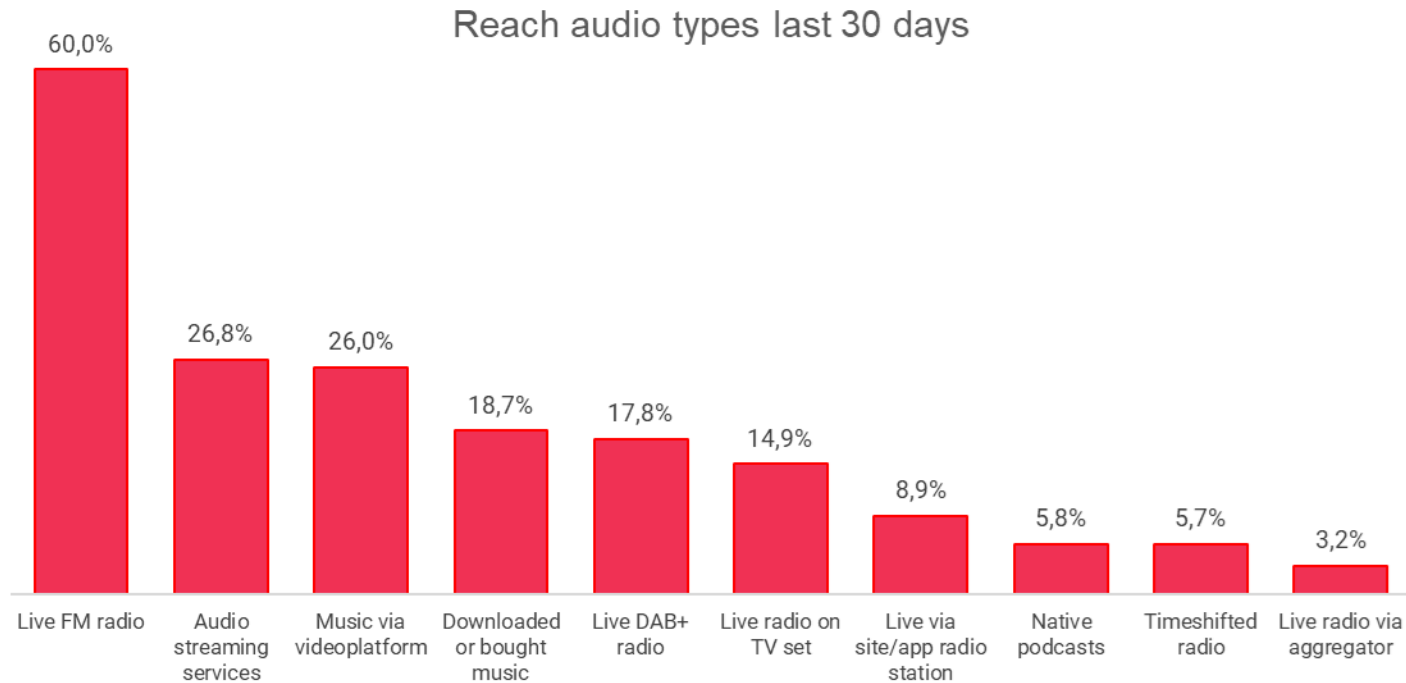


11,9%

Audio consumption



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Source: CIM Belgium

86,3% of the 12+ population listened to audio in the last 30 days

Podcast is used the most by younger people

Spotify it the most used streaming platform in Belgium (22%, YouTube Music 7,3%, Deezer 2,2%)

International players



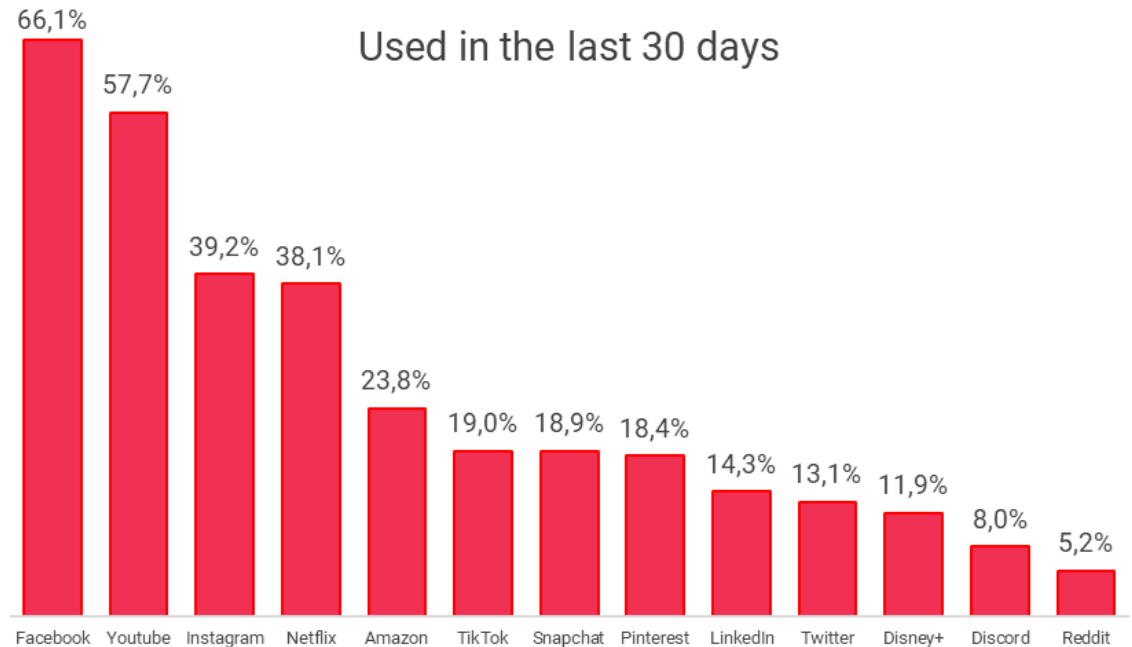
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One third of 65+ use Facebook

Facebook and LinkedIn are the only two social media that are more used by older group than by 12-24

Pinterest is clearly the most feminine social media (25,3% female users vs 11,2% male users)

LinkedIn, Twitter, Discord and Reddit are most used by the male population



Source: CIM Belgium

More figures and information on our website

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<https://www.cim.be/fr/establishmentsurvey>

<https://www.cim.be/nl/establishmentsurvey>