

APPENDIX 1

INTENSITY CATEGORIES – CIM CROSSMEDIA

	National	North	South
TELEVISION			
6 categories			
Total TV	X	X	X
3 categories			
TV Documentary	X	X	X
TV Entertainment	X	X	X
TV Fiction	X	X	X
TV Lifestyle	X	X	X
TV Music	X	X	X
TV News	X	X	X
TV Reality	X	X	X
TV Soaps	X	X	X
TV Sport	X	X	X
RADIO			
6 categories			
Radio All Time	X	X	X
3 categories			
Radio Prime	X	X	X
Radio Non-Prime	X	X	X
PRESS			
6 categories			
Press Dailies	X	X	X
Press Weeklies	X	X	X
Press (Two-)Monthlies	X	X	X
Press Freesheets	X	X	X
Press Magazines (Monthlies + Weeklies)	X	X	X
INTERNET (BE CAREFUL, THE INTERNET CATEGORIES ARE BASED ON THE AVAILABLE WEBSITES IN THE METRIPROFIL 2012Q1 : SEE APPENDIX 2)			
6 categories			
Total Internet	X	X	X
3 categories			
Internet Classified	X	X	X
Internet Culture & entertainment	X	X	X
Internet Health	X	X	X
Internet News	X	X	X
Internet Portal	X	X	X
Internet Services	X	X	X
Internet Social media	X	X	X
Internet Special content for men	X	X	X
Internet Special content for women	X	X	X
Internet Special interest travel/tourism	X	X	X
Internet Sport	X	X	X



APPENDIX 1 INTENSITY CATEGORIES – CIM CROSSMEDIA

	National	North	South
OUT-OF-HOME			
6 categories			
OOH All Week - All Transport	x	x	x
3 categories			
OOH All Week - car, taxi, van, truck, moto	x	x	x
OOH All Week - foot, scooter, bicycle	x	x	x
OOH All Week - metro	x	x	x
OOH All Week - train	x	x	x
OOH All Week - tram, bus	x	x	x
OOH Weekday - All Transport	x	x	x
OOH Weekend - All Transport	x	x	x
CINEMA			
6 categories			
Cine Park National	x		
Cine Park 5 Big Cities	x		
Cine Park Small Cities	x	x	x

APPENDIX 2

INTERNET INTENSITY CATEGORIES – COMPOSITION

Categories	Website
Classified	autoscout24 clickyourcar ebay groupplusbelgium hebbes_broadcast immoweb jobat jobstoday kapaza koopjeskrant_broadcast meetic monster occasiemarkt regiojobs_broadcast rendez-vous_broadcast rnews stepstone streekpersoneel tweedehands vacref_broadcast vdab_broadcast vlan_broadcast
Culture & entertainment (part 1)	4gamers agenda allocine anne canalplus canvas_broadcast chief cielradio cinebel cinenews cobra_broadcast fragland freegamez funradio gameonly gamequarter gamerz gunk humo ikbe internetradio

APPENDIX 2

INTERNET INTENSITY CATEGORIES – COMPOSITION

Categories	Websites
Culture & entertainment (part 2)	iwatch jim joe kanaal2 ketnet kinopolis klara lives9 mnm_broadcast monprogram mtv netevents nightcode nostalgie nostalgieeu nrj petitmoutard playstationpure plopsa plopsaland qmusic quefaire radio1_broadcast radio2_broadcast radiocontact sevendgames sherpa stubru_broadcast studio100 telepro tmf tv1_broadcast tvbe tvblad ultratop_broadcast utopolisbe video vitaya vrt vt4 vt5 vtm vtmkzoom

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INTERNET INTENSITY CATEGORIES – COMPOSITION

Categories	Websites
Health	doctissimo egezondheid esante gezondheid medisurf
News	analist beursduivel beurgazet boursier capitale demorgen dhnet_broadcast echonet_broadcast express focuswtv gava_broadcast hbvl_broadcast hln_broadcast krantenkoppen lalibre lameuse lejdd lemonde lesoir_broadcast meteoonline meteoX netecho nieuwsavenir_broadcast nordeclair nouvellegazette province rnews_broadcast rtbf_broadcast rtlinfo soir_ligne standaard_broadcast sudpresse_broadcast2 tbx tijd_broadcast vandaag vijf vrtnieuws

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INTERNET INTENSITY CATEGORIES – COMPOSITION

Categories	Websites
Portal	breedband_broadcast dailymotion_broadcast msnbe_broadcast opladis seniorennet skynet_broadcast wl_broadcast xpaths
Services	12071307_broadcast beslist carbu ccm cityplug hotmail_broadcast infobel_broadcast kieskeurig mappy monshopping openingsuren_broadcast pocketresto promobutler resto routenet truvo-wp truvo-yp_broadcast vergelijk viamichelin webmail zone02 zone03 zone09
Social media (part 1)	bibliotheca blogspace celibatpassepasparmoi defilmblog dorothydancing emmecomme enfantsbienvenus facebox forumjv iceandgreen johnnydeceulaerde kidswelkom

APPENDIX 2

INTERNET INTENSITY CATEGORIES – COMPOSITION

Categories	Websites
Social media (part 2)	lablogueusemode lacuisinedefrancoise leblogjeuvideo leredacteurauto miladyrenoir musicblog mywonderland oorgetuige sambabd simpleetfunky skynetcoupleofpixels skynetfootballclub skyrock_broadcast sofille somethingnew soupcondébalsamique strictlypersonal travelblog
Special interest (part 1)	airport aufeminin bruairport che clint elle essentielle feeling femistyle femmes flair flairfr fundalize genieten goedele goedgevoel grande libelle men01 menzo neckermann net01 nina pmagazine routeyou

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INTERNET INTENSITY CATEGORIES – COMPOSITION

Categories	Websites
Special interest (part 2)	she_broadcast spotter teemix thomascook thomascookairlines vakantiekanaal vliegtuigtickets voyages zoover
Sport	clubbrugge football footbel footgoal2 nr10 rsca_broadcast soccerbe spirou-sudpresse sportbe sportblog sports sporza_broadcast standard-sudpresse voetbalkrant zamante