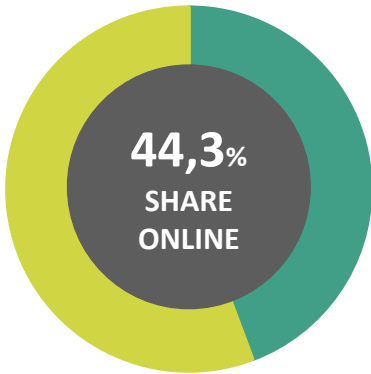
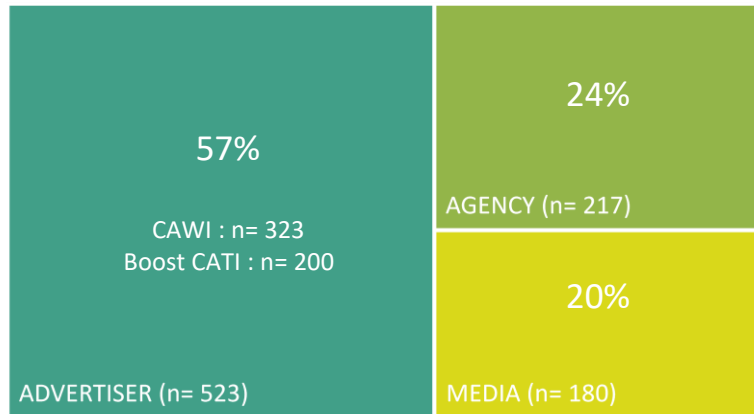


Share of digital % Advertisers (n= 523)

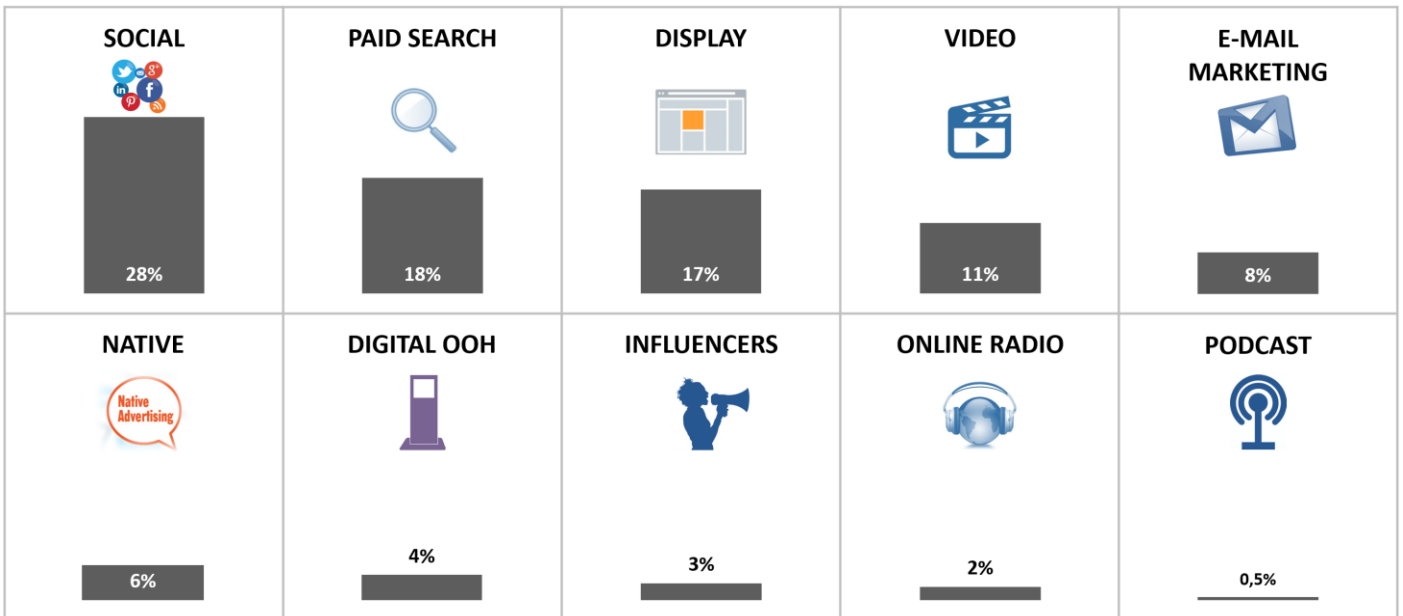
% online % offline



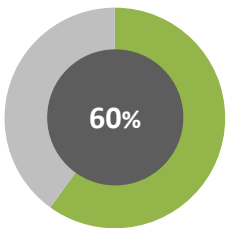
Sample structure Wave 11 (n= 920)



Digital Mix Advertisers (n=523)

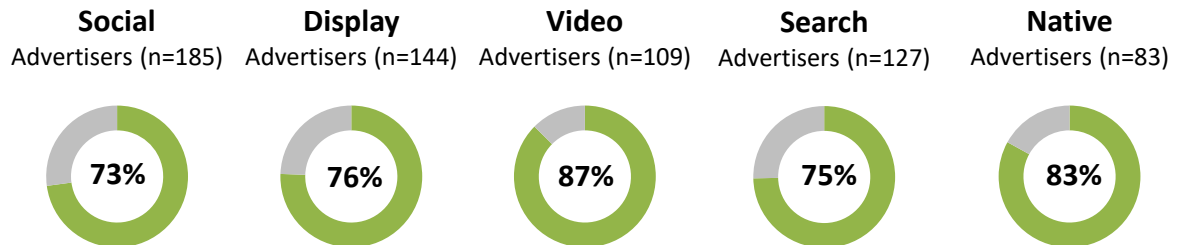


60% of ad spend via agencies

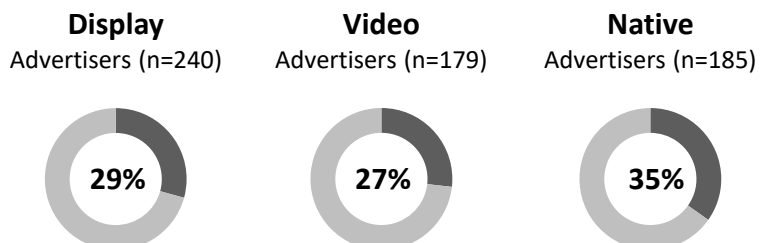


Via agency Direct

On average 77% of the agency digital adspend is invested via UMA agencies



On average, less than 1/3rd of display, video and native ad spend is invested in Belgian information websites



Total Net digital ad spend
2020
= 732,1 M€