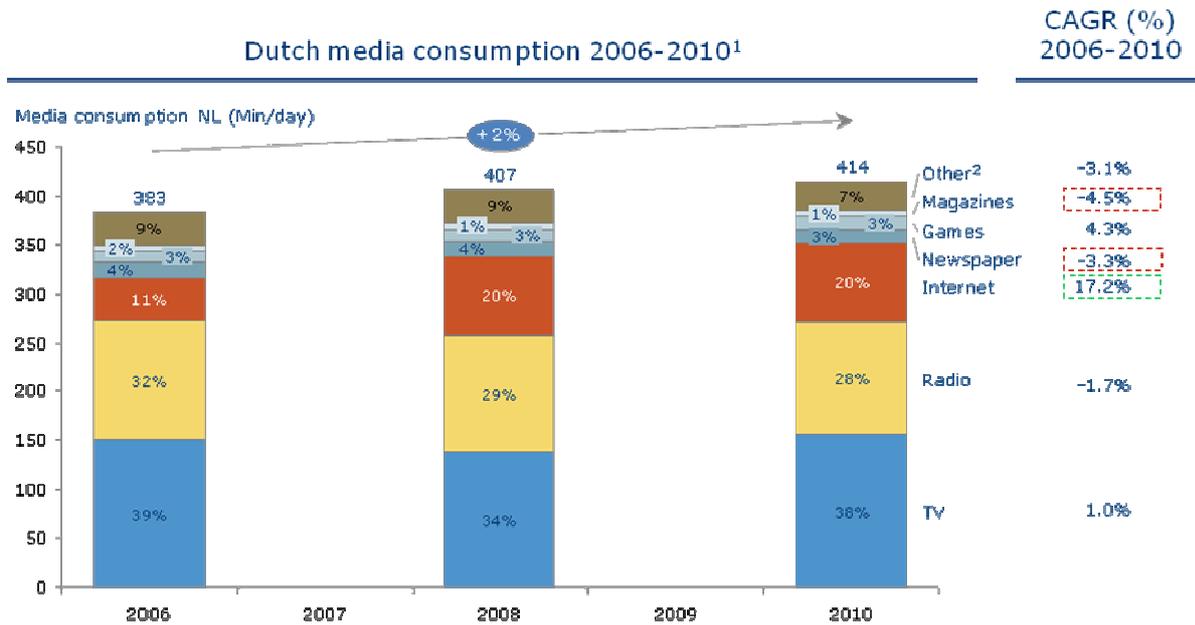


Media Time Spent


1. Data derived from survey among ~3,000 adults (20-65) who were asked to track their daily time spending habits for several weeks
 2. 'Other' includes reading books, calling/texting and listening to music

Source: SPOT Tijdsbestedingsonderzoek 2010

Advertising Expenditure 2010 (EUR at current prices)¹

	Total	Newspapers	Magazines	TV	Radio	Cinema	Outdoor	Internet
	3,467	909	297	1,414	399	26	254	168
Y-on-y % change	9.1	3.0	5.3	13.4	11.5	4.3	2.4	24.5
% of total ad spend (2010)	100.0	26.2	8.6	40.8	11.5	0.7	7.3	4.8
	3,808	1,177	547	863	230	5	150	835
Y-on-y % change	2.8	-0.6	-4.2	10.6	5.0	0.5	1.0	5.0
% of total ad spend (2010)	100.0	30.9	14.4	22.7	6.0	0.1	3.9	21.9

¹ Source: ZenithOptimedia Advertising Expenditure Forecasts April 2011.

Key Media Players²

Television		Magazines	Online & mobile media
			
1.	 (Flanders)	1. 	1. 
2.	 (Wallonia)	2. 	2. Other ³
3.	 (Flanders) <small>member of ProSiebenSat.1 Media Group</small>	3. 	
			
1.		1. 	1. 
2.		2. 	2. 
3.	 (Dutch public broadcasting) ⁴	3. 	3. 

² Sources: Zenith Optimedia Global Multichannel Forecast, 2009; SNL Kaplan; BCG analysis; SMB analysis

³ Next to clear market leader Google, the market is fragmented across many smaller player including Sanoma Media - Belgium

⁴ In The Netherlands, Public Broadcasting is co-funded with advertising money.