

een

CANVAS



Jean Philip De Tender / 28 janvier 2015 / CSA Plan TV

A close-up portrait of a man with short, light-colored hair and blue eyes. He is wearing a dark blue suit jacket over a white collared shirt. The background is blurred, showing warm colors like yellow and orange.

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jpdetender.com

**één**

**CANVAS**



position de la dans la marchée audiovisuel Flamande

**vtm**

**2E**

**VIER**

**VIJF**

**Acht**

**Vitaya**



**STORIES & EMOTIONS**

**INFORMATION**

**MARKET SHARE: 30,5 %**



**FLEMISH FICTION**



CANVAS

SHOWS THE COMPLEX WORLD

INFORMATION, ANALYSIS  
AND PERSPECTIVE

MARKET SHARE: 7,6 %



VIEWS ON INSIGHT



Ketnet

DEVELOPMENT OF  
CHILDREN

INFORMATION, CULTURE,  
EDUCATION, FLEMISH, ...

MARKET SHARE: 24,4%



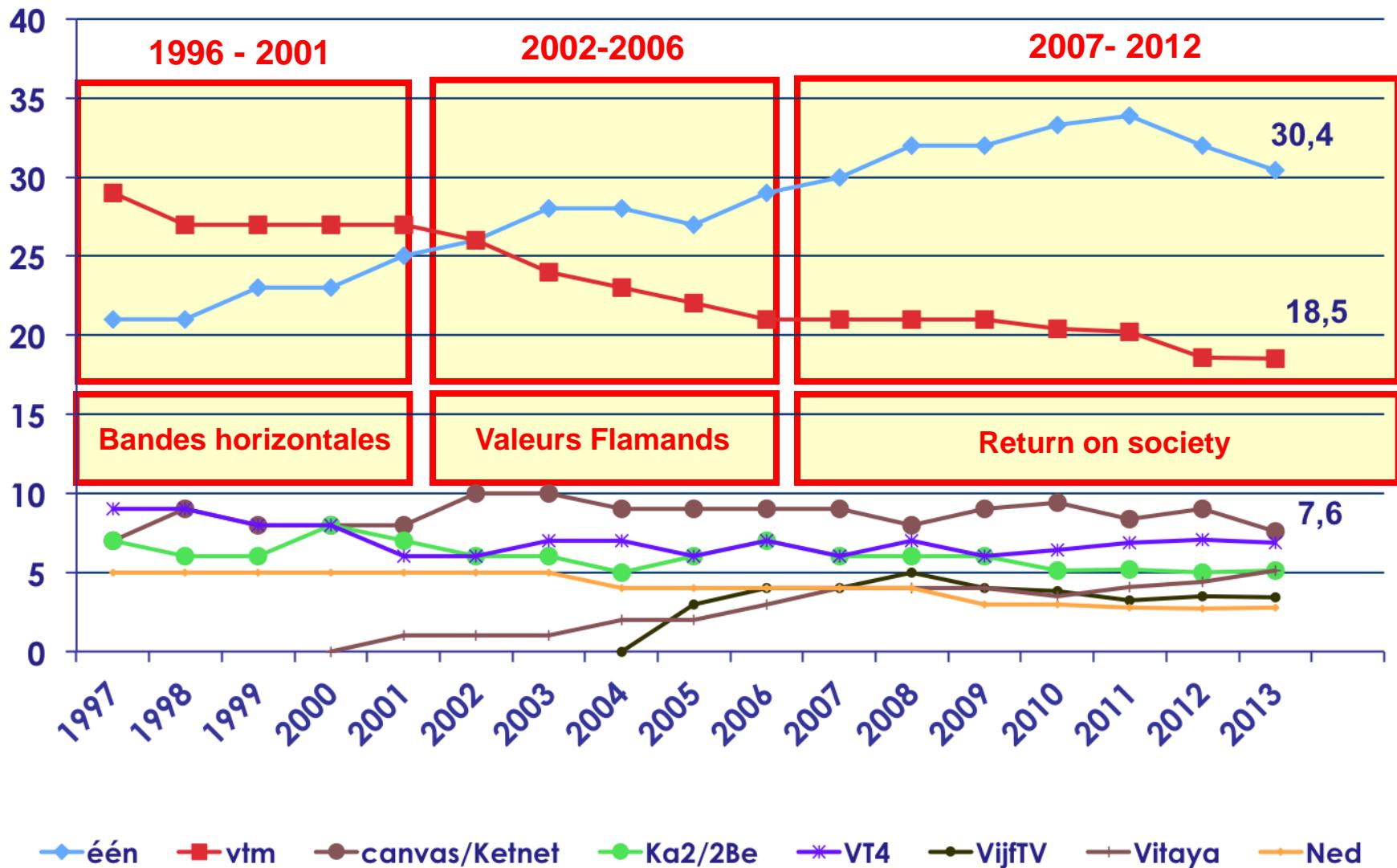
360° -CONTENT



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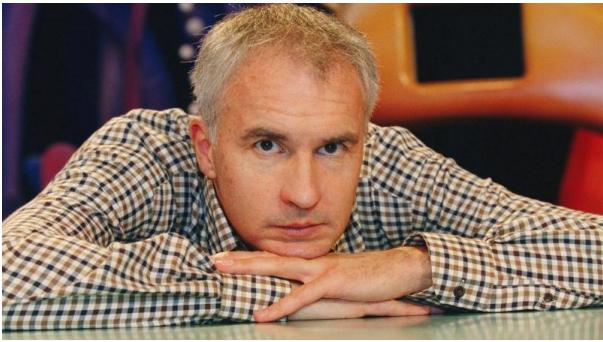
# évolution parts de marché 24U / 4+





75% VRT - 25% marché audiovisuel indépendante







**un intérêt commun**

**budget research & development**

**une croissance commune**

**talent pool**

**une stratégie à long terme**

....

**désavantages ?**



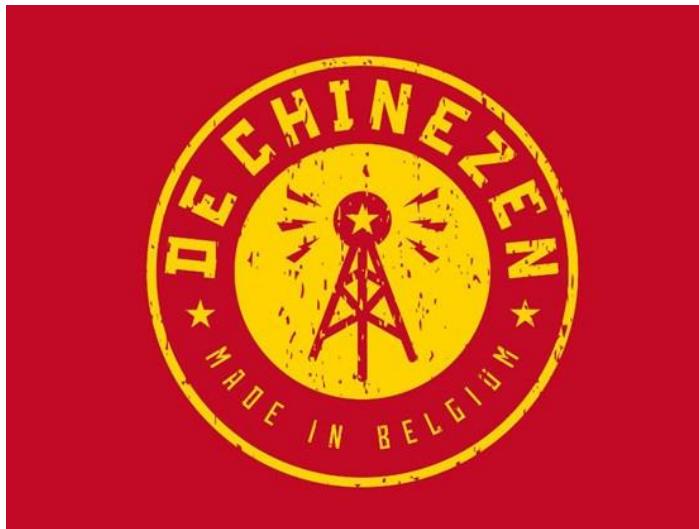
2012: WOESTIJNVIS achète SBS





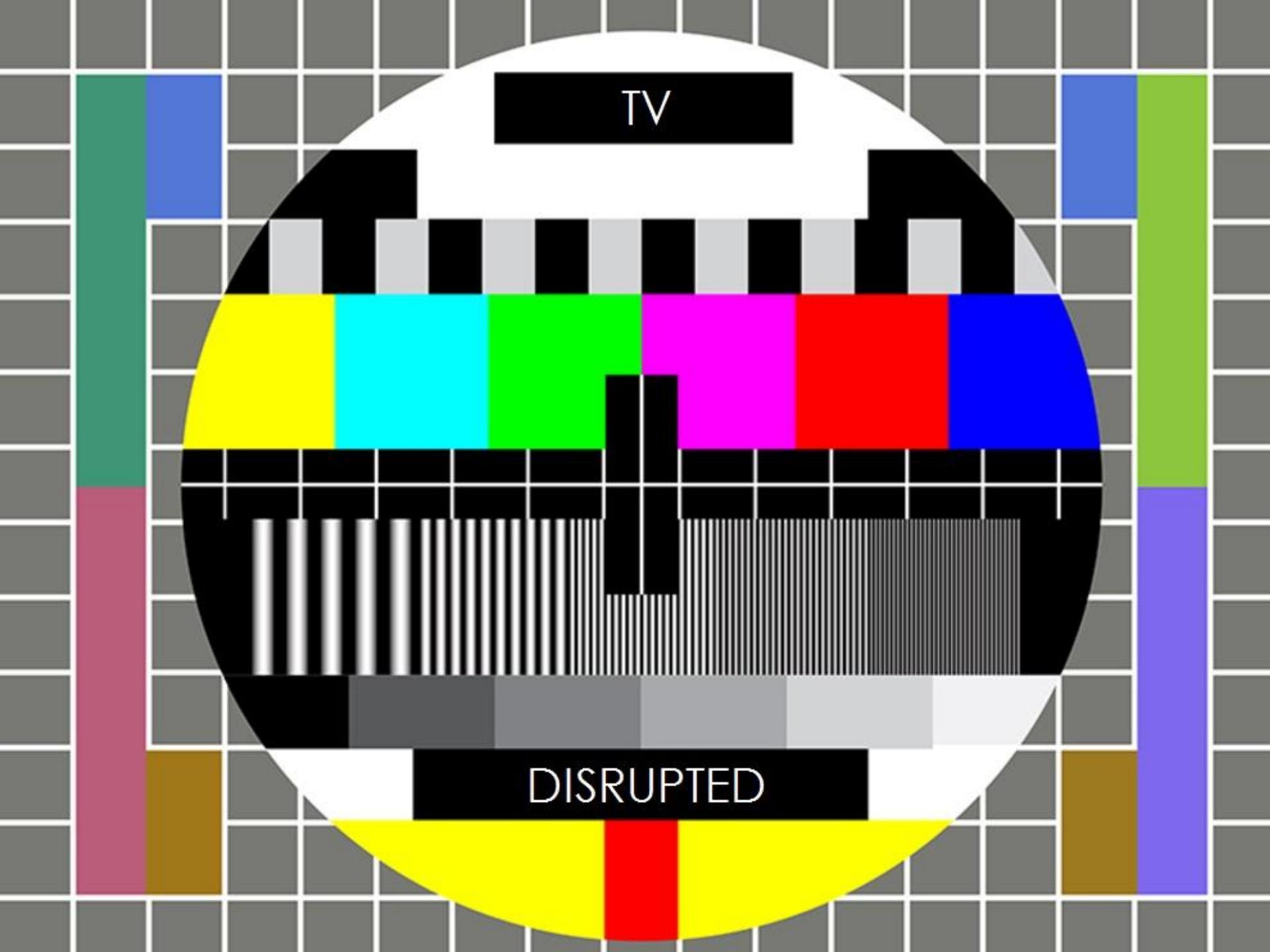
HOTEL HUNGARIA

Koeken Troef! ♠









TV

DISRUPTED