

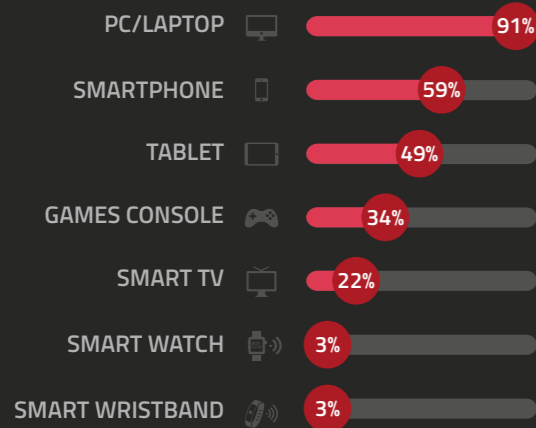


Digital Trends in Belgium

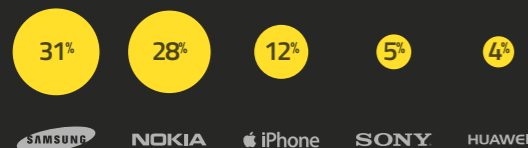
Tracking the latest digital trends and behaviors among Belgium's internet users

DEVICE OWNERSHIP

% who personally own the following:

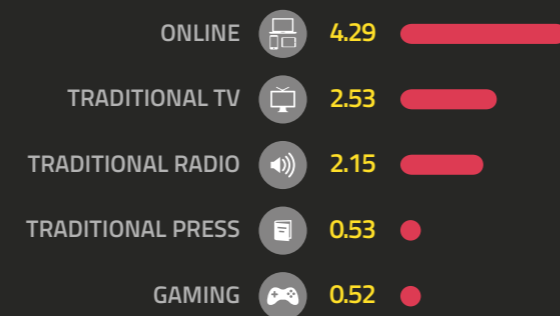


% who have the following handsets

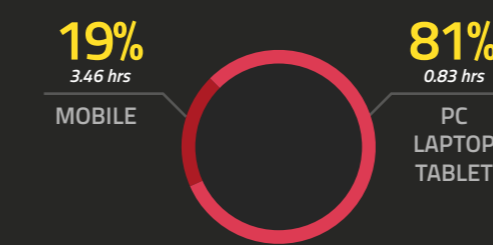


MEDIA CONSUMPTION

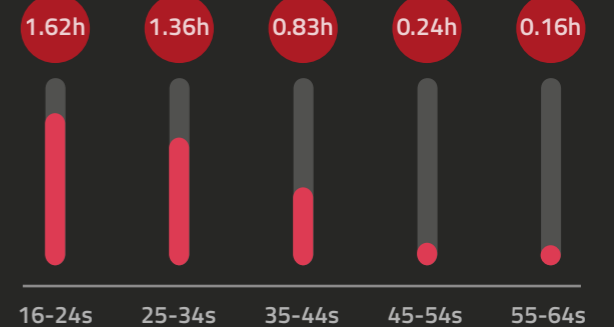
Time typically spent on the following each day (hrs):



Time typically spent online each day:

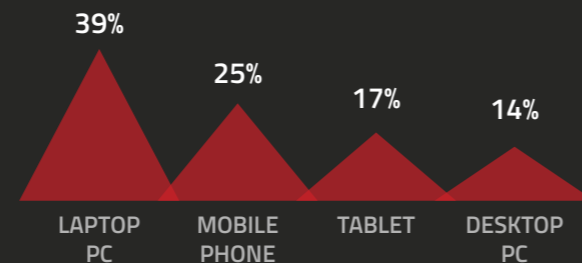


Time typically spent on the mobile web each day (hrs):

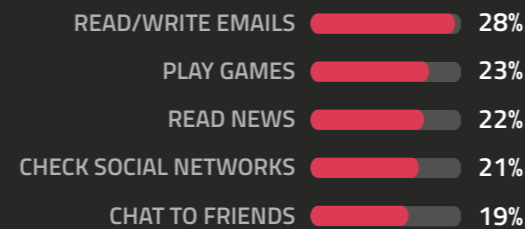


SECOND-SCREENING BEHAVIORS

% who second-screen via the following:

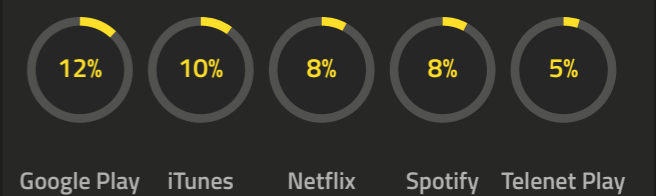


% who do the following while second-screening:



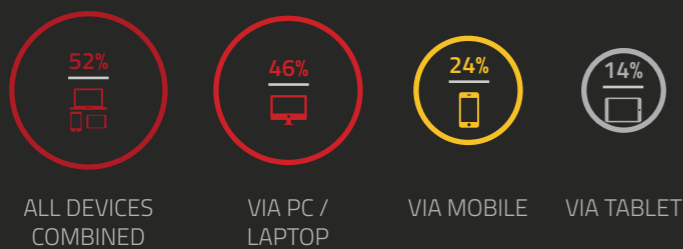
ON-DEMAND MEDIA

% who used the following services last month:

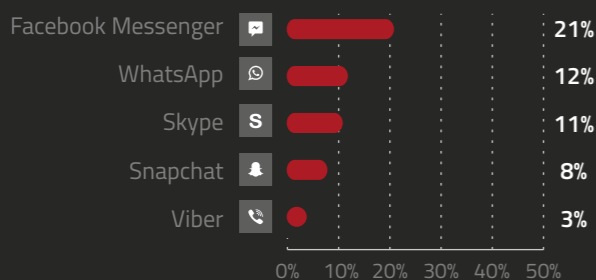


SOCIAL MEDIA

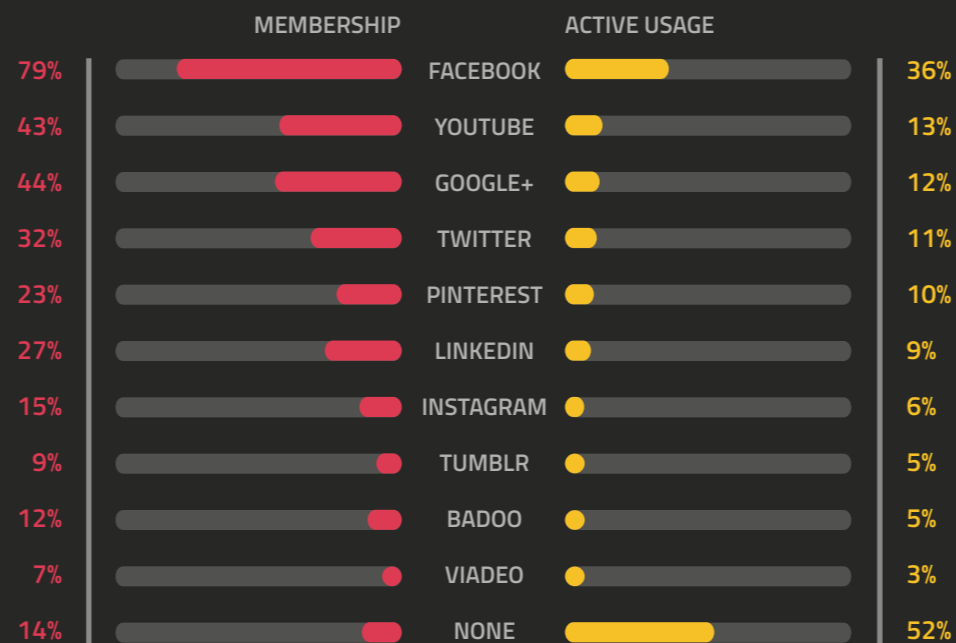
% who used a social network via the following last month:



% who used the following messaging apps last month:

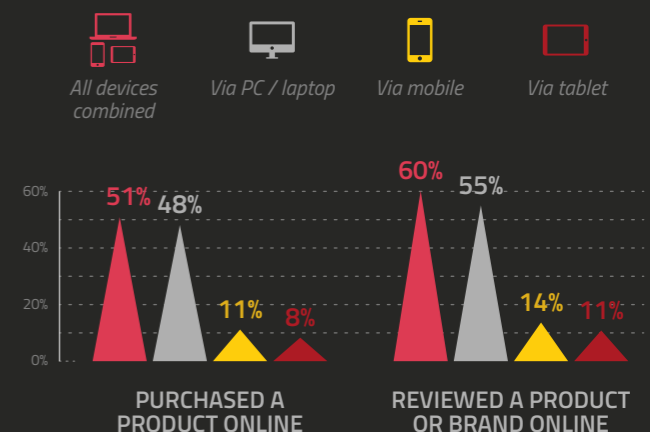


% who are members/active users of the following services:



COMMERCE

% who did the following last month



All figures come from GlobalWebIndex's Q1 2015 wave of online research among 762 Belgian internet users aged 16-64. Data was collected in March and April 2015, with respondents completing an online questionnaire that used stratified sampling techniques to ensure that they were representative of the internet population aged 16 to 64. In the rest of 2015, GlobalWebIndex will be surveying a minimum of 750 Belgians per quarter, bringing the annual sample size to 3,000

