

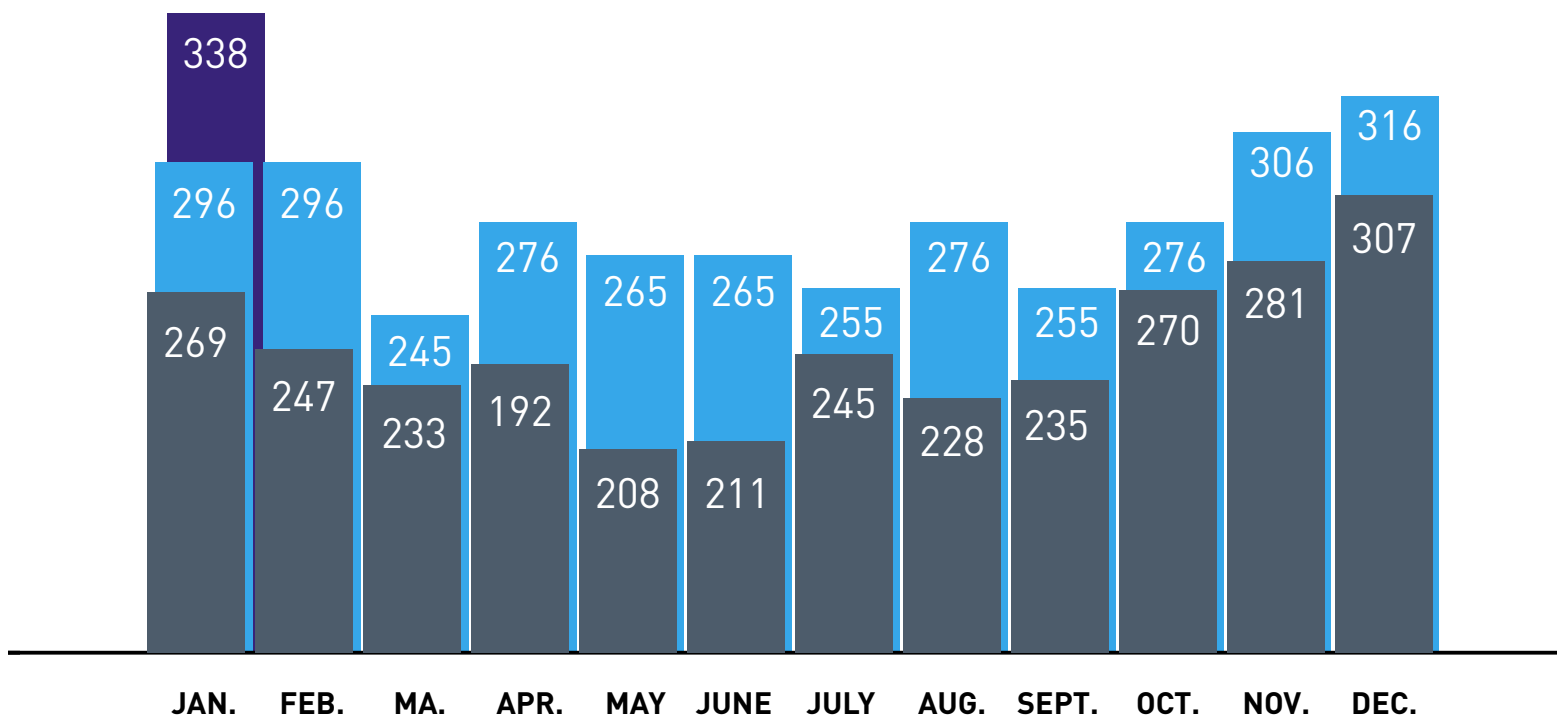


CANAL Z - KANAAL Z IN THE SMALL AUDIMETRY



Daily reach in 000

2011 2012 2013



- Each day, 338,000 Belgians watch Kanaal Z or Canal Z.
- In one week, Kanaal Z or Canal Z reach more than 1,5 million Belgians.
- 35.6 % of the Belgians have watched Kanaal Z or Canal Z after one month.

Source SMALL AUDIMETRY Survey 2011-2012-2013 – audience 1 minute in 000. on total universe 4+
(10 104 000 p. 2011 & 10 208 000 p. in 2012 & 10 253 000 p in 2013)