

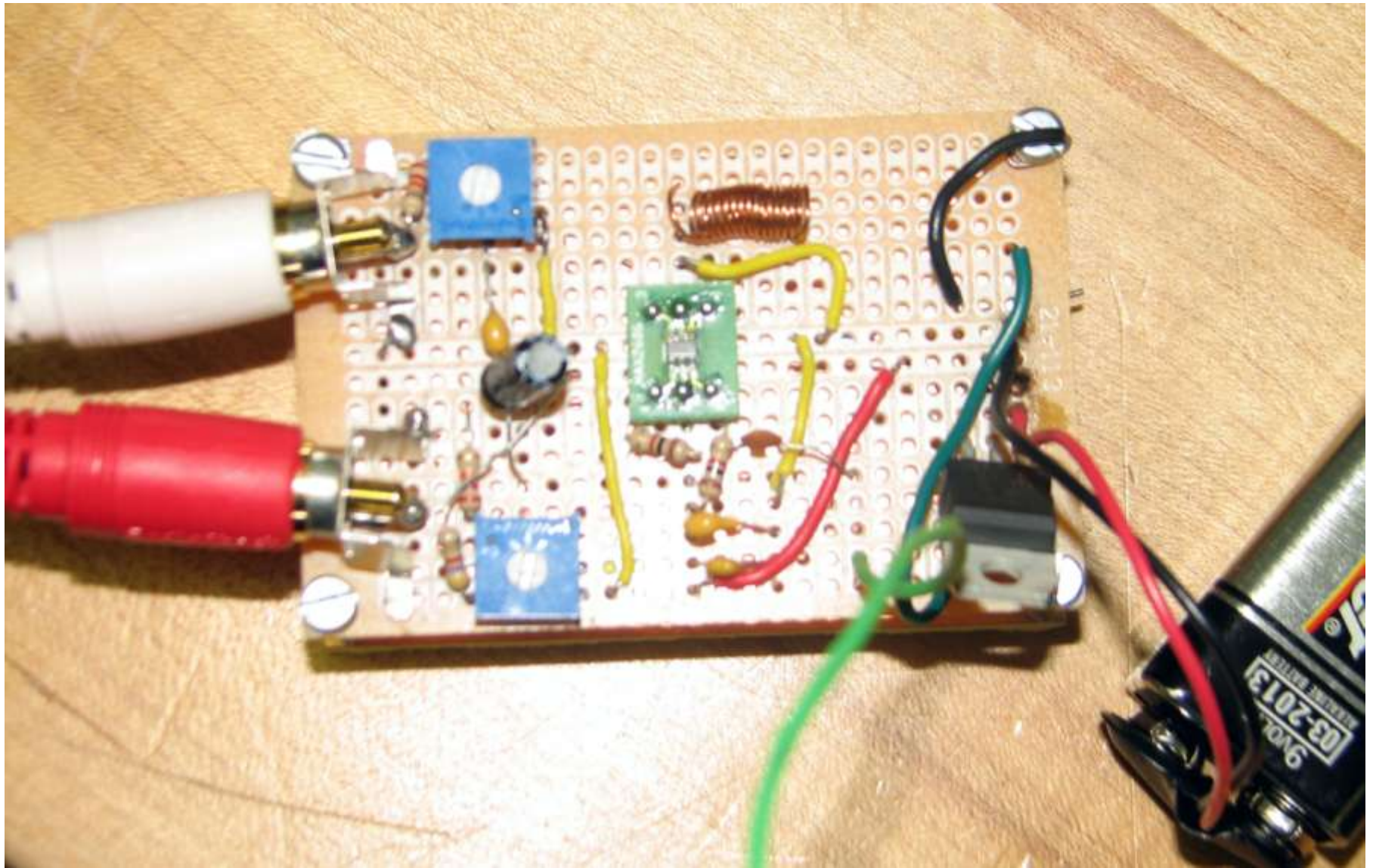
TVRING



2nd Workshop: **Connected TV Services and Apps** @NEM Summit (Brussels, 30th of September 2014)

Radio on a TV is not TV

Floris Daelemans
Radioactive Researcher at VRT



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Is Radio Becoming Television?

(hint:
no)

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(hint:
no)

Listening / minutes per day

| | | |
|--------|----|-------------|
| Radio2 | >> | 260 minutes |
| Stubru | >> | 223 minutes |
| MNM | >> | 171 minutes |

9.6 % PC or laptop

1.8 % tablet

4.9 % smartphone

1.8 % mp3 player

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16.4 % listens to radio on a television



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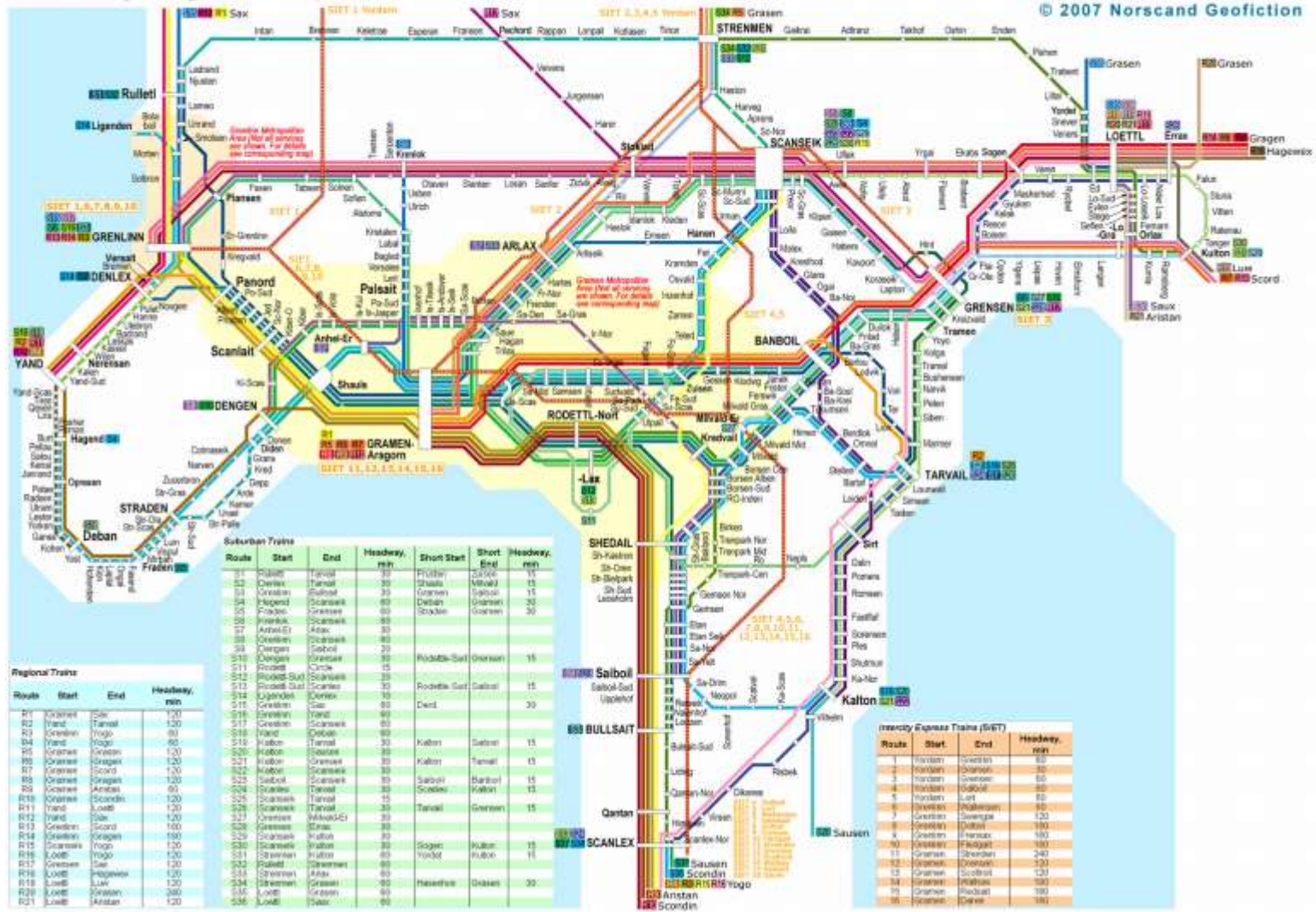


How do we build rich media experiences?

(hint: this is the real question)

Scanseay Regional Rapid Rail Transit

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Thank you!

@florisdaelemans



Vlaamse Radio- en
Televisieomroep

