Roularta Media Group

PRESS RELEASE

In July 2015, Knack.be/vif.be reached 1.3 million real users on PC with a considerable mobile growth these last summer months

The CIM Internet figures for July 2015 show that the news website knack.be/vif.be has a total reach of almost 1.3 million real users on PC. More than one out of 7 Belgians older than 18 visited this site during the month of July on a PC. Regardless of the platform, the site remains selective on people with a higher degree (PC 145, Phone 153, Tablet 171).

With a reach of 1.291.041 PC real users, knack.be/vif.be holds its top position in the ranking of the news sites measured by the CIM Internet Survey. It is the third biggest information website, after the popular sites *Het Laatste Nieuws* and *Het Nieuwsblad*. In July, Knack.be/vif.be reached 14,6% of the total population of Belgians older than 18.

On smartphone and tablet, the CIM reveals a nice growth for knack.be/vif.be of respective 118.320 (smartphone) and 71.660 (tablet) real users compared to the figures between February and July 2015.

During the summer months, the website for the first time rounded the cape of half a million real users on smartphone. Since April 2015, the reach keeps on growing as well on smartphone as on tablet.

You will find the total CIM ranking of the news websites for each platform separately below.

Knack.be/LeVif.be works non-stop 24/24 with an editorial staff of 22 fulltime journalists who are installed in the Brussels Media Centre. They are surrounded and supported by 300 journalists working for the different editorial staffs of the Roularta group. Furthermore, they can count on dozens of specialized extra collaborators. A journalist posted in the US takes care of the continuous news coverage.

PC/Laptop net reach

Titles	February 2015	July 2015	July vs Feb	Evolution
HLN.be	2.020.964	2.163.602	+142.638	+7,1%
Nieuwsblad Group	1.783.161	1.726.475	-56.686	-3,2%
Knack/Levif	**1.328.053**	**1.291.041**	**-37.012**	**-2,8%**
De Standaard	979.245	943.782	-35.463	-3,6%
Deredactie.be	841.585	772.877	-68.708	-8,2%
De Morgen	781.874	660.033	-121.841	-15,6%
Gazet van Antwerpen	662.979	657.686	-5.293	-0,8%
Le Soir	571.913	623.816	+51.903	+9,1%
DH.be	655.114	613.815	-41.299	-6,3%
7sur7.be	464.020	510.808	+46.788	+10,1%
Belang van Limburg	435.636	450.713	+15.077	+3,5%
La Libre.be	426.164	428.079	+1.915	+0,4%
De Tijd	395.358	380.788	-14.570	-3,7%
L'Echo	138.064	123.752	-14.312	-10,4%

Phone net reach

Titles	February 2015	July 2015	July vs Feb	Evolution
Nieuwsblad Group	845.648	1.101.917	+256.269	+30,3%
HLN.be	907.922	1.088.246	+180.324	+19,9%
Knack/Levif	**415.056**	**533.376**	**+118.320**	**+28,5%**
Gazet van Antwerpen	304.357	431.761	+127.404	+41,9%
De Standaard	340.539	404.307	+63.768	+18,7%
DH.be	303.014	373.022	+70.008	+23,1%
De Morgen	324.856	352.812	+27.956	+8,6%
Deredactie.be	314.283	309.520	-4.763	-1,5%
Belang van Limburg	207.194	299.319	+92.125	+44,5%
Le Soir	171.101	265.044	+93.943	+54,9%
7sur7.be	176.156	197.436	+21.280	+12,1%
La Libre.be	131.983	169.722	+37.739	+28,6%
De Tijd	66.199	66.107	-92	-0,1%
L'Echo	27.201	24.391	-2.810	-10,3%

Tablet net reach

Titles	February 2015	July 2015	July vs Feb	Evolution
HLN.be	862.438	984.097	+121.659	+14,1%
Nieuwsblad Group	814.078	888.121	+74.043	+9,1%
Knack/Levif	**361.014**	**432.674**	**+71.660**	**+19,8%**
De Standaard	351.540	356.949	+5.409	+1,5%
Gazet van Antwerpen	269.852	305.441	+35.589	+13,2%
Deredactie.be	312.812	291.187	-21.625	-6,9%
De Morgen	282.066	244.219	-37.847	-13,4%
Belang van Limburg	178.113	217.153	+39.040	+21,9%
DH.be	193.702	187.279	-6.423	-3,3%
Le Soir	151.844	180.044	+28.200	+18,6%
De Tijd	118.577	120.487	+1.910	+1,6%
La Libre.be	104.730	115.869	+11.139	+10,6%
7sur7.be	97.677	103.119	+5.442	+5,6%
L'Echo	35.587	31.643	-3.944	-11,1%

Contact	Philippe Belpaire General director Roularta Media	Kevin Ayeni Account director digital
Tel.:	+32 2 467 56 44	+32 2 467 57 02
E-mail	philippe.belpaire@roularta.be	kevin.ayeni@roularta.be

Website	www.roulartamedia.be	www.roulartamedia.be