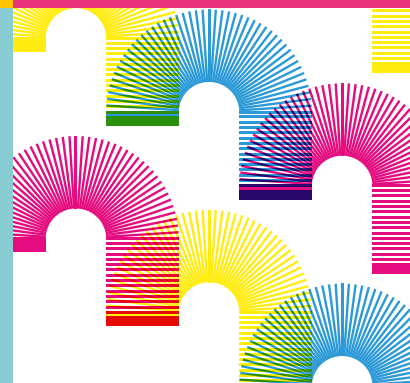




# SOCIAL MEDIA REPORT 2017

Go for it and keep on going. That was our credo for 2017 and this certainly included our social media as well. We continued our posts on Facebook, Twitter and Instagram to answer all your questions, shower you with great tips, be the first to bring you our news and treat you to some great extras. Would you care to take a quick look back on 2017 with us? For clarity's sake, we have subdivided our year into 4 topics:



# TOPICS:



## CONNECTIVITY

News from Telenet HQ, the minor and major campaigns we set up, the apps we launched and the tips we shared ... That is connectivity.



## MEMEX

From funny memes to cool treats: this is the place to be if you want to have a laugh or take a shot at winning a great prize.



## ENTERTAINMENT

Entertainment, fun, enjoyment, events ... Whether it is a look behind the scenes of new Belgian film Gangsta (Patser) or a live screening of Game of Thrones, we want to be there. So we made sure that you did not have to miss a thing in 2017.



## SPORT

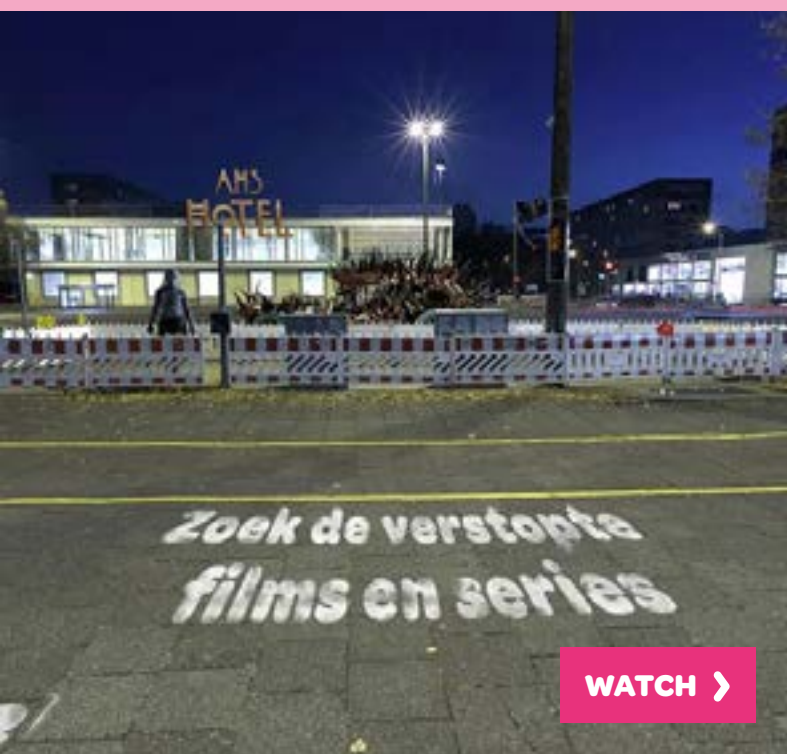
With Play Sports, you get to experience sports more intensely than ever before: on television, but also on the social media. That is where you can experience the most beautiful goals, the most impressive dribbles and the most moving moments whenever you want.

# JANUARY

## SEEK AND YOU WILL FIND ... PLAY MORE!

 Entertainment

Play More got a brand new look. We made a television commercial with the new heroes of Play More and we hid 30 top titles in a 360-degree Facebook post. Can you find the right film or series? 301 other cinema lovers managed it!



 **Guido de Graaf**

Cool gedaan

 **Tom De Waegeneer**

Heb mijn stad liever file-free

 616  
 29  
 210  
 3

JANUARY

## UNDER LOCK AND PLAY

 Entertainment

Play offers a new top film: '10 Cloverfield Lane'. In this thriller, the main characters are locked up for weeks. To experience how that feels, we did exactly the same to Pedro Elias and Gilles Van Bouwel. 775,077 of you joined us to see how they coped.


WATCH >



Om te weten hoe dat voelt,  
sloten wij Pedro Elias  
en Gilles Van Bouwel op.

 2.1K

 41

 258

 Gladys Elskens

Mij mogen ze gerust een  
paar uur opsluiten met de  
Gilles



Ik ga dat niet volhouden.  
Dat is zo... Ik kan dat niet.

 Daphné Dresselaers

hahahahaha dit kijken is een  
leuke blokpauze

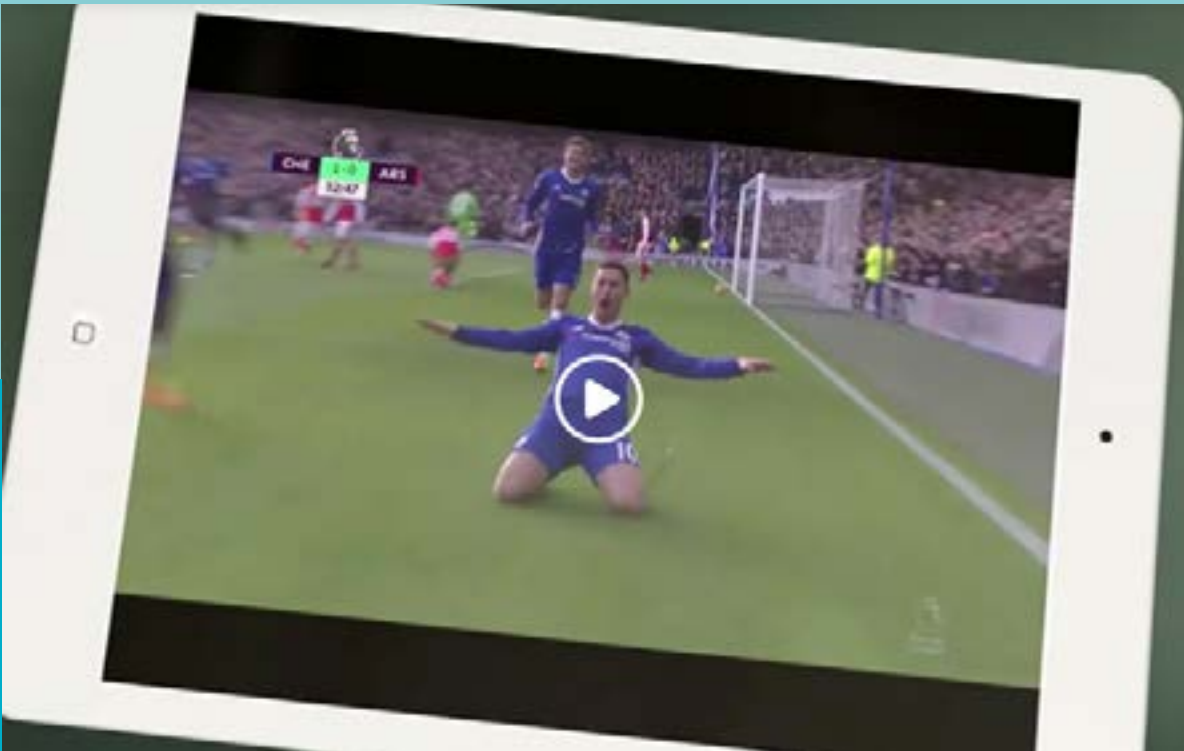
FEBRUARY

LEGENDARY  
GOAAAAAL!



Great shot by Eden! Belgium's top player scored an unforgettable, legendary goal during the sensational Chelsea – Arsenal game. 15,941 of you went completely mad. #proud

WATCH >



7.4K

450

6

282

## FEBRUARY

# HIP HIP FACEBOOK!



Facebook celebrated its 13th anniversary in February, so we felt we had to join the fun. We composed a cheerful Happy Birthday tune using the keys of a mobile. Congratulations! 113 Facebook fans gave their thumbs up or posted happy anniversary wishes.

 **Randy Schillewaert**

Ja hoor groot facebookfeest  
en telenet mag meevieren xd



 **Suzette De Roose**

Congratulations FB...Telenet  
4 jaar ben heel tevreden !!!

**WATCH** >



FEBRUARY

## APPLESAUCE



During the Limburg derby, we had a bit of a laugh during our interviews with KRC Genk. One of the topics was whether Karelis likes applesauce? Turns out only his mother's.



WATCH >

1.7K

41

190



**MARCH**

# **HELLO VICELAND!**

 CONNECTIVITY

Vice magazine got its own television channel on 1 March. That is when it started to broadcast great, cutting-edge reports for young people. Only on Telenet channel 22. Check it out!



 6  
 5

# **VICELAND**

DE TV-ZENDER VAN VICE

**WATCH >**



# MARCH

## BYE BYE #BRANGELINA



OMG! Our favourite Hollywood couple split up in March. Fortunately, we intercepted the very last holiday video of Brad and Angelina. Many of your responses were quite hopeful, as the world's most attractive actor and actress had just become available again.



 **Jana De Laere**

what the heck 🤔😭😭😭

 747  
 33  
 249  
 2

**WATCH >**



MARCH

## FLEMISH LEAGUE AGAINST CANCER

 CONNECTIVITY

24 Telenet employees got on their bikes in order to cycle for charity. They raised money for the Flemish league against cancer #KOTK with a lovely office breakfast. The result was € 4.595.70 and 550 satisfied colleagues: clearly a win-win!



 7  
 2  
 2

WATCH >



# MARCH

## GIRL POWER!

 CONNECTIVITY

Did you know that more than half the Telenet directors are female? All the more reason to put these great women in the spotlight on International Women's Day. #girlboss

 28  
 6  
 2



**WATCH >**



APRIL

## 12,000 X LOL AT PLOPSALAND THEME PARK

### CONNECTIVITY

All of Plopsaland basked in a yellow glow again this year, after we gave away lots of tickets to a huge celebration of Lolly Lolbroek's birthday. It was the most LOL we had seen at a customer day ever.

 **Diana Tierens**

Super leuke dag gehad!  
Bedankt Telenet 👍 😊



WATCH >

 **Jessica de Smet**

Dank u telenet 😊 hier 3 blijde kindjes 😊



APRIL

## LIVE: IMPRESSIVE OFFERS



When pigs fly ... you get to win some great prizes. Our social reporter took to the streets with a flying pig and loads of prizes and was joined by 84,000 fans. 24 of these turned out to be happy as pigs in muck when they managed to trade in their secret code for a Samsung Galaxy S8 or ZTE V8 and 80 fans won a Play Box!



**Thibea Coene**

LETTERLIJK IK WAS DE ENIGSTE DIE HARTJES GAF EN MEGA  
VEEL da verdiend toch wel iets he 😊

295  
 143  
 13  
 5  
 3  
 2

WATCH >



APRIL

# BATMAN VS SUPERMAN

 Entertainment

In April the brand new Batman v Superman became available on Play More, so we put together a hilarious video showing the two heroes making a man cave. It turned out very well and received 1,405 hearts, thumbs up and happy faces!







 **Bram Claes**

Ne frigo vol pintjes en ne fokking pooltafel! Prachtig gewoon!

WATCH >




 **Stefan Renne**

  dees moete egt horen kapot lachen  
   

 1K

 61

 343

 1

MAY

## LIFE QUESTIONS

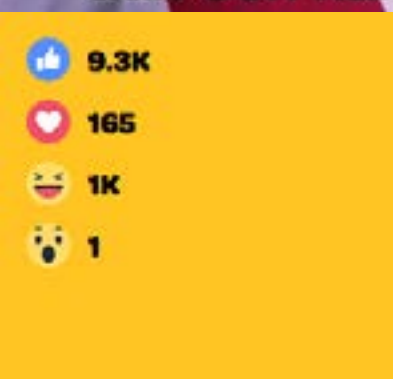
## AT CLUB BRUGGE VS ANDERLECHT



What if ... you shot some questions about life at the football players of Anderlecht and Club Brugge? You would get this really funny video with a top score of more than 10,470 likes and 4,527 shares.



WATCH >



MAY

## GO FOR IT AND KEEP GOING WITH FLOGO!

### CONNECTIVITY

Thanks to FloGo, we can really go for it and keep going. Little Floris proudly presented his invention at Coolest Projects Belgium. The treadmill kept his slinky going forever ... or until his dad's arms eventually gave way.



WATCH >

 Greet Brees

Kei tof

 278  
 33  
 40  
 1



 Max Fauconnier

Dit is schitterend!

MAY

SAY IT

WITH A TILE!



MEMEX

In May, we wanted to treat all mothers to some lovely ... er, tiles. Loads of you shared your favourite quotes for Belgian Mother's Day. The funniest, wittiest and most quirky comments were rewarded with a Play Box. Not a bad Mother's Day present, right?



 **Edith Potocan**

💖 Lieve mama, voor de wereld ben je slechts een persoon, Maar voor mij ben JIJ de wereld!!! 💖

**WATCH** ➤



272



41



# JUNE

## WELCOME TO SFR

### CONNECTIVITY

The Telenet family welcomed a new member: SFR! This Walloon company offers cable and mobile telephony services to families and businesses in Brussels, Wallonia and the Grand Duchy of Luxembourg. The acquisition meant that Telenet extended its cable footprint in 6 municipalities in the Brussels Capital Region and 7 municipalities in the Belgian province of Hainaut.



 **@eriksmets**

Eindelijk @Telenet in @gemeente\_wemmel?

**WATCH >**



JUNE

# HAPPY FATHER'S DAY!



We didn't want any silly rhymes, but a funny, recognisable situation for Belgian Father's Day. Have you still not accepted your dad's friend request? More than 572 understood exactly what we were talking about.

ik zie je  
graag!



WATCH >



JUNE

# FAST, FASTER, FASTEST

## CONNECTIVITY

We are doing all we can to really make our internet unbelievably fast. The internet of the future will reach broadband speeds of up to 1 gigabit per second. You will be able to browse the web, stream and swipe 5 times as fast soon. Quite impressive, don't you think?

 **@pieter\_dirix**

wow, das echt heel nice



 **56**  
 **19**  
 **29**

**WATCH >**

 **Dirk Martens**  
**@dm3700**

Dan zijn onze #selfies nog sneller bij onze #vrienden :)

JUNE

# SOCIAL MEDIA DAY 2017



On Social Media Day, we asked you to tag your furthest Facebook friend. You turned out to have quite an international circle of friends from America to Zimbabwe.



 **Philippe Beeckmans**

Rodrigo Faria :-)) know him for 12 years now 😊

WATCH >

# JUNE

## SWIPE A PRANK

 CONNECTIVITY

If you like to pull a prank on your boyfriend or girlfriend, why not try swiping your favourite soap to the television just as he or she is watching the game. With the free Yelo Play app, it couldn't be easier, but be warned: your chances of sleeping on the sofa later that night will increase considerably.

WATCH >



 **Nicole Lossy**

Heb dat ook al gedaan haha



 255

 21

 97

# JULY

## THUIS VS FAMILIE



Summer had arrived and so had all the exciting season finales! We were wondering which final Belgian soap episode you looked forward to the most: Thuis or Familie? Spoiler alert: Familie won with 3,600 hearts v 2,000 for Thuis. It was also the show most of you looked forward to at the end of the summer.



**Guust Peters**

Ik kijk uit naar de dag dat ze alle 2 stoppen! Voor altijd!!!!  
FC de kampioenen forever!!!!

**WATCH >**

**Britt Teugels Kiewiet**

Naar thuis natuurlijk. Mijn grootouders naar allebei 🥰 ze kijken thuis live en familie nemen ze op 🐼. Ik vind persoonlijk familie er gigantisch over gaan

**289**  
 **2K**  
 **26**  
 **3.6K**  
 **3**



# JULY

## SEASON 7 IS COMING!



Brace yourselves. On 17 July, the highly anticipated season 7 of Game of Thrones arrived on Play More. We organised a live screening night for the die-hard fans and 120 chosen ones got to watch the very first episode in style ... at a castle.



 **Kaatje Welkenhuysen**

Wat een organisatie!  
Complimenten voor  
iedereen aanwezig, het was  
een topnacht 💜

**WATCH >**

 **Van Doesselaere  
Willem**

Een echte "Nightwatch"!



JULY

## VALAR MORGHULIS!



Our Game of Thrones throne could be found at a secret location this summer. To receive this wonderful peace of furniture and a year of free Play More, all you needed to do was get on the throne as soon as possible and shout: 'Valar morghulis!' Watch the live video again here.



WATCH >



JULY

## BEHIND THE SCENES OF GANGSTA (PATSER)



Awesome! We got a sneak peak of Adil El Arbi behind the scenes of Gangsta. According to the flamboyant director, this movie will be 'totally the shit'. Make sure to check it out, bros and girls!



 **Sieglinde Bakkaus**

Super regisseur Adil & co!



WATCH >

JULY

## JACKY TO THE RESCUE



Our wide range of fantastic films and series gave you plenty of treats for the eyes again in 2017. We asked Jacky Lafon for some help to put the brand new Jack Reacher in the spotlight. Jacky's popularity was promptly confirmed by your 924 hearts and likes and 233 shares.

WATCH >



 **Britt Valkenborghs**

DIT IS PRACHTIG, Jacky for president.

 586

 71

 256

 1

 **Ineke Waumans**

"DAT IS TYPISCH VOOR NE CRUISE" HAHHAHA

# AUGUST

## #REDMIJNVAKANTIE



### CONNECTIVITY

We organised another Helemaal Mee Tournee this summer. Our noble mission this time was to save your holiday by avoiding any technological inconveniences. No Wi-Fi in the garden? No problem, our team is on its way!



**Robin Kavi Vantorre**

Deze morgen bezoek gehad van een Telenet installateur. Was super bediening, alst goed is mag het ook gezegd worden. Alle uitleg + supervriendelijk

WATCH >



254



16



22



1



**Maria Renders**

Telenet helemaal mee is bij mij langs geweest en ben zeer goed en vriendelijk geholpen. Nogmaals bedankt aan die vriendelijke behulpzame deskundige techniker



# SEPTEMBER

## THE DIGITAL DIVE

### CONNECTIVITY

Ever feel like taking a dip into the digital world of today and tomorrow? Then our spectacular event in Boom was just up your street. All 10,000 of you slid, swiped, liked, vlogged and gamed to your heart's content. Thank you for attending the #dedigitaleduik!

 **Jeske Jacobs**

is dieje kastiop daar dan?  
Mijne zoon is er zot van

 197  
 22  
 1



WATCH >

SEPTEMBER

# PARENTS VS VS GOOGLE

 CONNECTIVITY

Did you know that 4 out of 10 children would rather get their answers from Google than from their darling mother or father? And 46% of parents think nothing of quietly checking their children's browser history every now and then? Discover even more surprising figures in the article.

 **Lien Halet**

Ik betrap er mezelf op dat ik ook vaak zeg tegen mijn kinderen bij moeilijke vragen: "zoek het eens op Google..."



 16

 6

 1

**WATCH >**

**OCTOBER**

## **INNOVATION CENTRE, COME AGAIN?**

 CONNECTIVITY

In October, we were joined by Deputy Prime Minister Alexander De Croo to open our innovation centre in Brussels. It tests new technology to improve connectivity, entertainment, customer experience, ... and provide you with an even better service.



 16  
 6  
 1

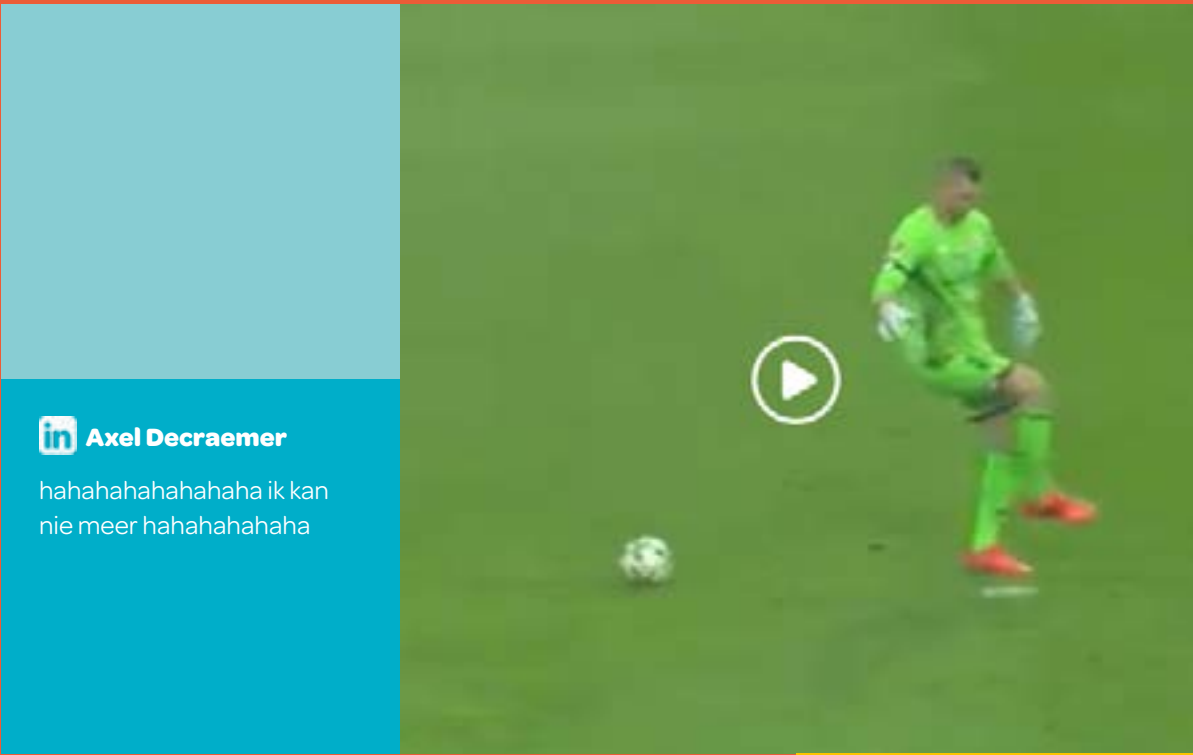
**WATCH >**

# NOVEMBER

## BLOOPER TIME!



During the game against Borussia Mönchengladbach, Zentner failed to keep his eye on the ball, literally! For a brief moment, the Mainz goalkeeper managed to mistake the penalty spot for the ball with a spectacular air-kick. You all had a great laugh with 8,117 responses.



**Axel Decraemer**

hahahahahahaha ik kan  
nie meer hahahahaha

**WATCH >**



**6.4K**



**125**



**1.7K**



**26**





NOVEMBER

## 20 YEARS OF KETNET FUN

 Entertainment

Ketnet is celebrating its 20th anniversary and Telenet joined in! Spring, Samson & Gert, Kulderzipken and other vintage Ketnet series became available again in the TV library, free of charge. The 2,300 hearts and likes showed that you were all up for a nostalgic TV marathon.



 **2.4K**  
 **289**  
 **42**  
 **5**

**WATCH >**

 **Sigrid Hendrix**

Marlies De Win, Karolien De Win, Jonas De Win,...  
laat jullie maar eens terug  
katapulteren naar jullie  
kindertijd aha 👍 (voor heel  
even dan toch, hé)



DECEMBER

## SAINT NICHOLAS WAS COMING

### CONNECTIVITY

Saint Nicholas was coming and he was all over Instagram! You could win tickets to the Great Saint Nicholas Show, see what his aid Pete was up to or take a Saint selfie. Fortunately, there were no naughty children to be found amongst our 3,031 followers!



941 views

 **sofie.schoofs**

Sinterklaas we willen jou (eigenlijk zwarte piet ook omdat hij zou snel kon puzzelen ) bedanken voor de tickets die we gewonnen hebben, we kijken al uit naar de ontmoeting. Ons Emme haar afstelkalender is net gemaakt..

**WATCH >**

# DECEMBER

## DIGITAL ACCELERATION

### CONNECTIVITY

In December we lent quite a few initiatives a digital hand. If you always wanted to know how to set up a web store or create a magnificent Facebook post, our digital experts would visit you absolutely free of charge (although a nice cup of coffee was appreciated).

 **Stijn Martens**

Go Cora Meier 



 167

 22

 1

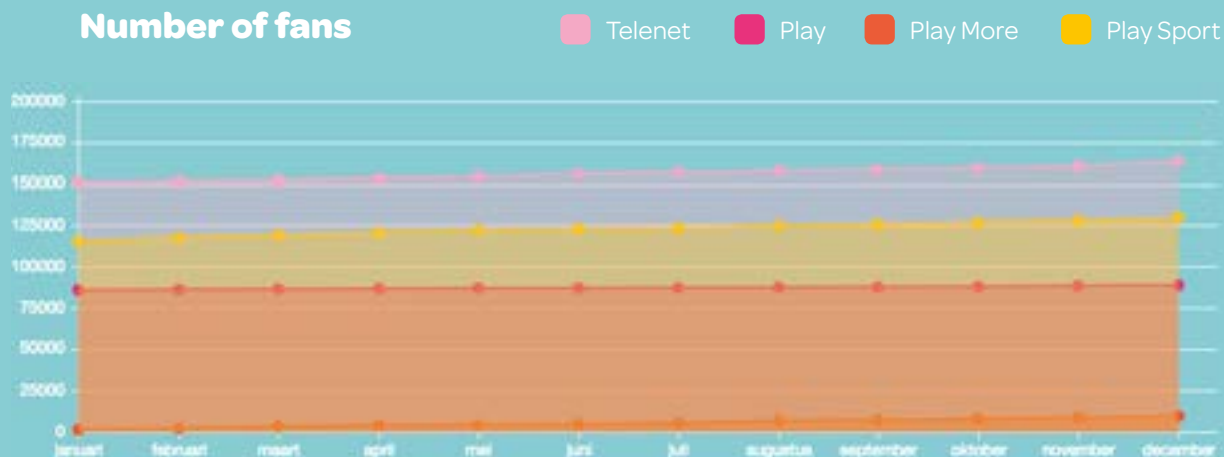
# 2017

## IN NUMBERS

You gave us a massive thumbs up this year. But how many friends and followers are watching on a daily basis? And how often did we strike up a conversation? Find out here!

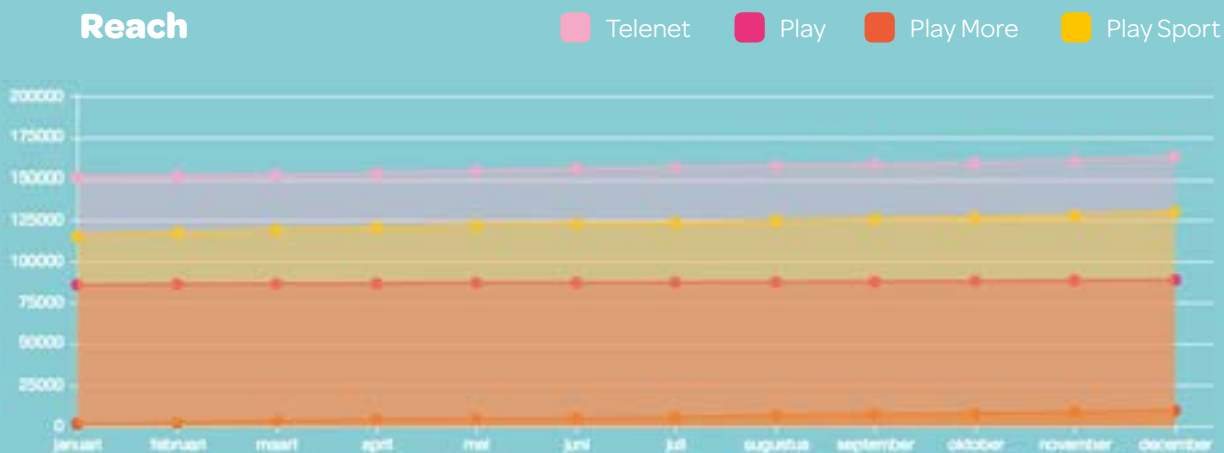
### FACEBOOK

#### Number of fans



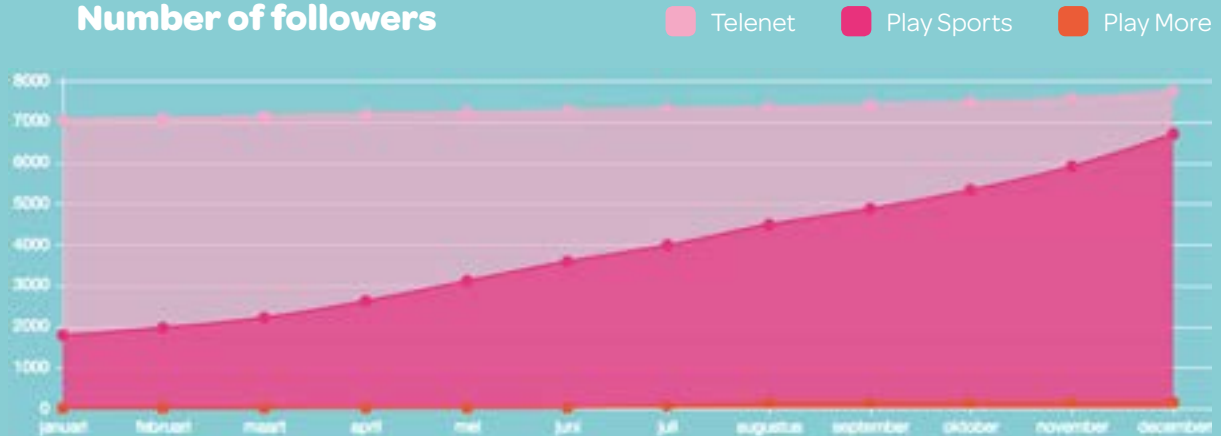
The year started with 151,057 Facebook fans and ended with no fewer than 163,263. The Play Sports and Telenet Entertainment pages clocked up 129,972 and 88,597 fans, respectively. All together, that makes 391,523 fans, which is more than 4 times Wembley Stadium. That deserves a big thumbs up.

#### Reach



# INSTAGRAM

## Number of followers



The Instagram birds happily tweeted away this year. In our opinion, an increase to 7746 @Telenet followers is an excellent performance.

# LINKED IN

## Number of fans



The Telenet LinkedIn page was born in 2014 and attracted more than 19,807 followers in 2017.

# YOUTUBE

## Views



2017 was an excellent year for watching videos. August showed a peak of more than xxxx views.

## Questions

### TELENET

Processed questions Telenet:

**198,323**

Response time:

**84% answered within 1 hour**



### BASE

Processed questions Base:

**34.136**

Response time:

**74% answered within 1 hour**

