

**MNM**  
music and more

A leader in the radio landscape for connecting with the world of **young people**, and at the same time a stretch to **active population**

**MNM**  
hits

MNM's best hits, non-stop via DAB+ and internet, the largest digital-only radio brand in Flanders,

ON AIR

Strong on  
**18-44**

**624.000**  
weekly listeners  
(28,9%)

**15,6%**  
market share  
(18-44)

Selective reach of  
**18-54**

**788.000**  
weekly listeners  
(26,0%)

**12,7%**  
market share  
(18-54)



Students




Youngsters

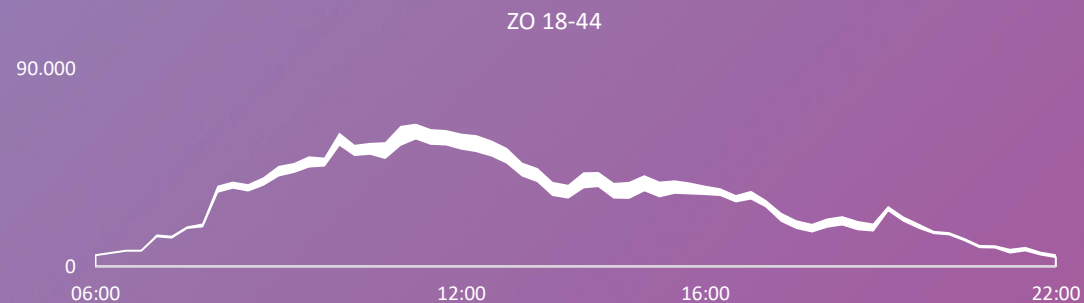
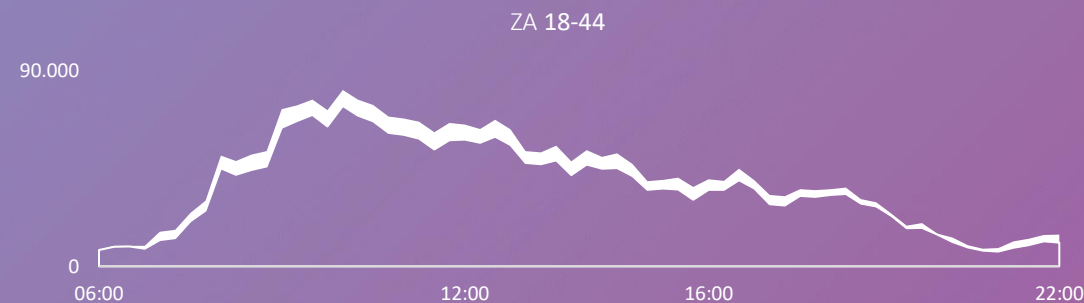
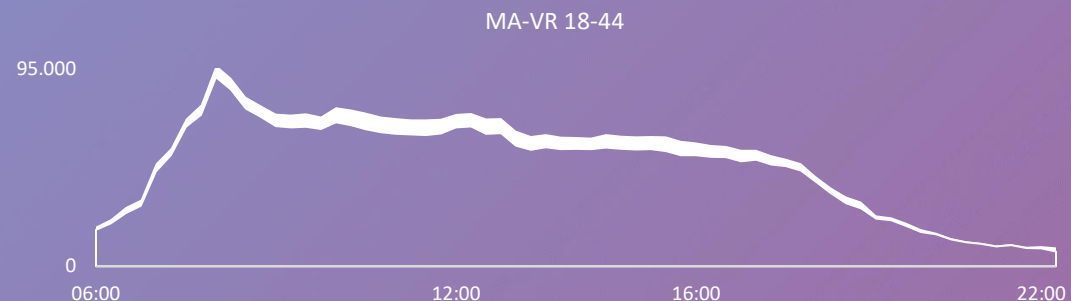
Starters in life (first job, first home, ...)

Employed people

Middle social groups



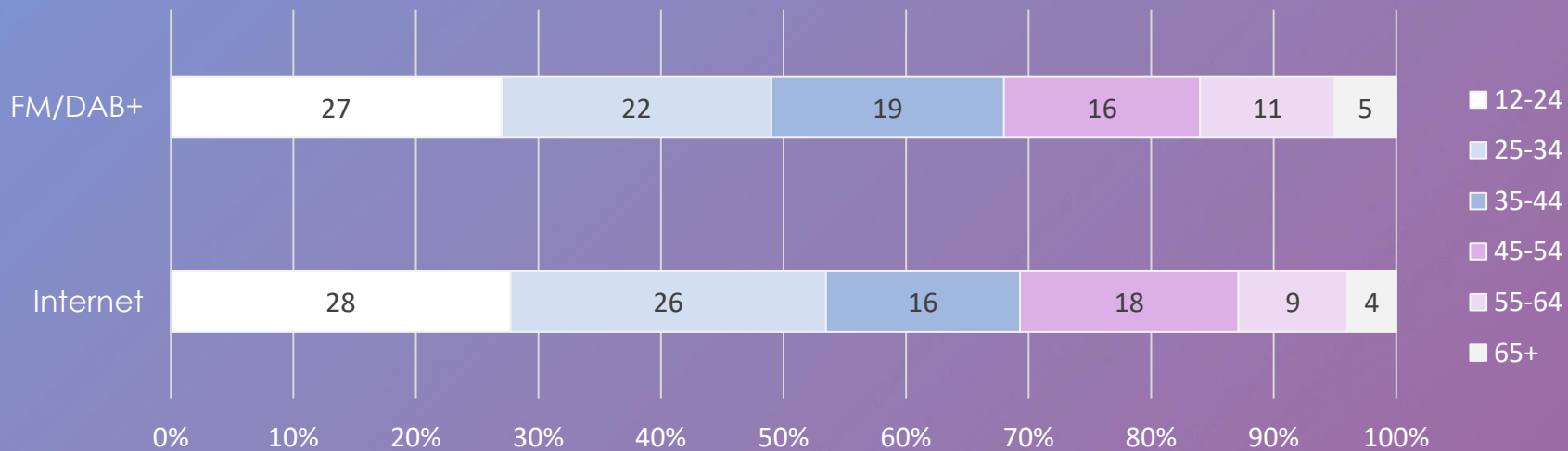
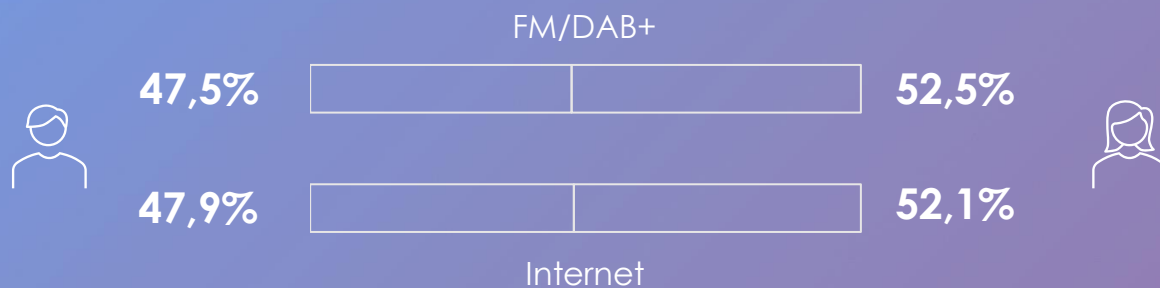
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
06:00						MNM - music and more	
07:00	Kawtar & Keyaert 					MNM Throwback	
08:00							
09:00	Sing Your Song						
10:00	 Brahim					MNM50	Ultratop50
11:00							
12:00	MNM Throwback				FFriday		
13:00	Astrid Demeure				MNM Weekend Countdown	MNM Weekend	
14:00							
15:00							
16:00	Gillis & Govaerts 				Bouger! Bouger!		Aaron Blommaert
17:00							
18:00							
19:00	Generation M				MNM Party	MNM - music and more	
20:00							
21:00	Anke Goergen			MNM R&Beats	MNM Party		
22:00							
23:00				MNM R&Beats			



Dit programmaschema is van kracht tot nader order.

# LISTENING PROFILE

## FM/DAB LISTENER VS STREAMER



# MNM & MNM HITS IN 2023 | Strengths



## Sharpening brand in profile and offering

- Broadcast -> broad appeal
- For everyone -> volume
- 06-16h 🕒 broad and mainstream 18-44
- 16-21h 🕒 additional focus 12-24



## Renewal of programme schedules and personalities

- 04-06h 🕒 Pre-morning show with Manu Van Acker
- Generation M Live! on Thursday



## MNM Hits

- Attractive for 18-44



## Renewal events

- Rumour surrounding fire
- Jumpjavs, Blokhut, Breakout
- De Strafste School



## On demand on VRT MAX

- Expansion of audio offering for VRT MAX from new organisation on demand weekly showbiz podcast



## Focus on youngsters

- Specific and attractive offer for young people in audio and video
- Reaching youth communities through social media and interaction

# MNM & MNM HITS IN 2023

LIVE RADIO

LIVE EVENT



JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

08/04  
#LIKEME  
SPORTPALEIS

WHAT'S NXT?  
17/04 - xx

GROOTSTE  
GALABAL

23/06

# MNM & MNM HITS IN 2023

LIVE RADIO



## MNM SUMMERTIME

July & August

## MNM THE CATCH

End of August

## MNM START TO DJ

August

## MNM JUMPJOBS

September

## DE STRAFSTE SCHOOL

October



JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

LIVE EVENT

## EUROSONG 4U BAND

July - August

## MNM ZOMERTOER

July & August



## MNM THROWBACK

02/12