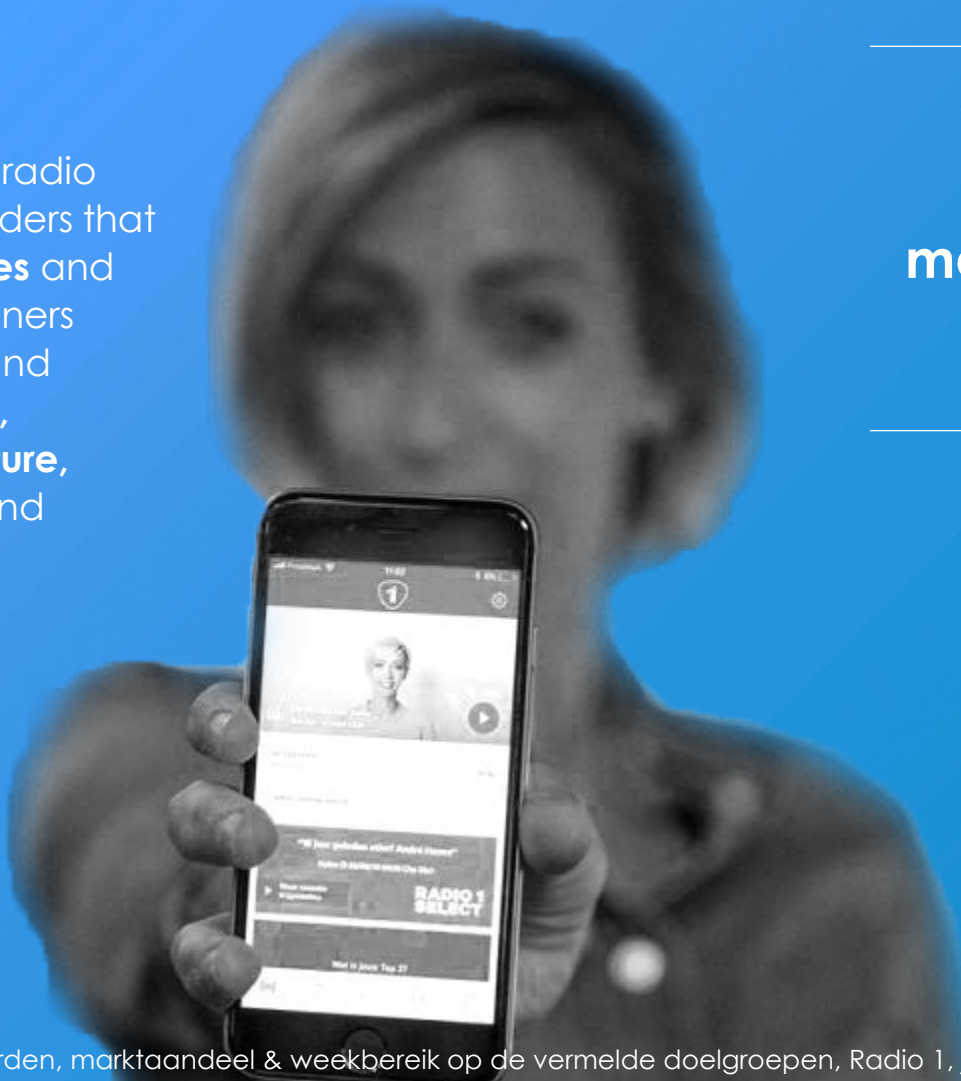




Radio 1 is the radio station in Flanders that informs, **excites** and inspires its listeners about **news** and **current affairs**, **sciences**, **culture**, **technology** and **literature**



Strong on  
**30+**  
SG 1-3

**468.000**  
weekly listeners  
(31,5%)

**16,2%**  
market share



Selective reach of  
**management profiles**

**101.000**  
weekly listeners  
(34,8%)

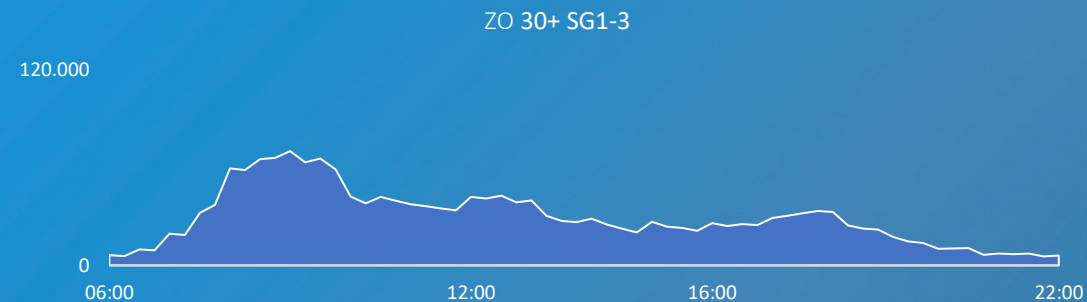
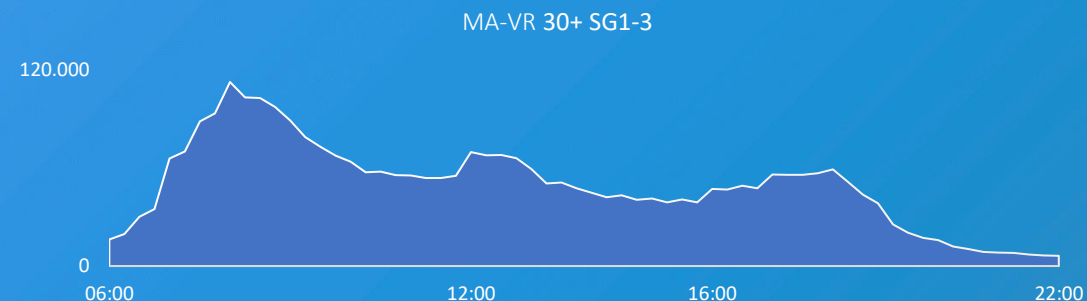
**15,4%**  
market share



Higher educated  
Higher social groups  
Decision makers  
Higher and middle Management  
C-level  
Influencers actua driven



	Mon	Tue	Wed	Thu	Fri	Sat	Sun
06:00						De Nacht	
07:00	De Ochtend					De Ochtend	
08:00							
09:00	Classic Stories					Vox	De Ochtend
10:00	De wereld van Sofie				De mis		
11:00					Het uur vd waarheid	Touché	
12:00	Nieuwe feiten						Compil VP
13:00						Belpop	Sporza
14:00	Ayco				Friday OMM		
15:00							
16:00	De Wereld Vandaag					Classics	
17:00						Sporza	
18:00	Voorproevers				Culture Club		
19:00	De Tribune			Time Out		Time Out Sporza	
20:00	Wonder- land	Wonderland					
21:00							
22:00	Duyster	Zandman					



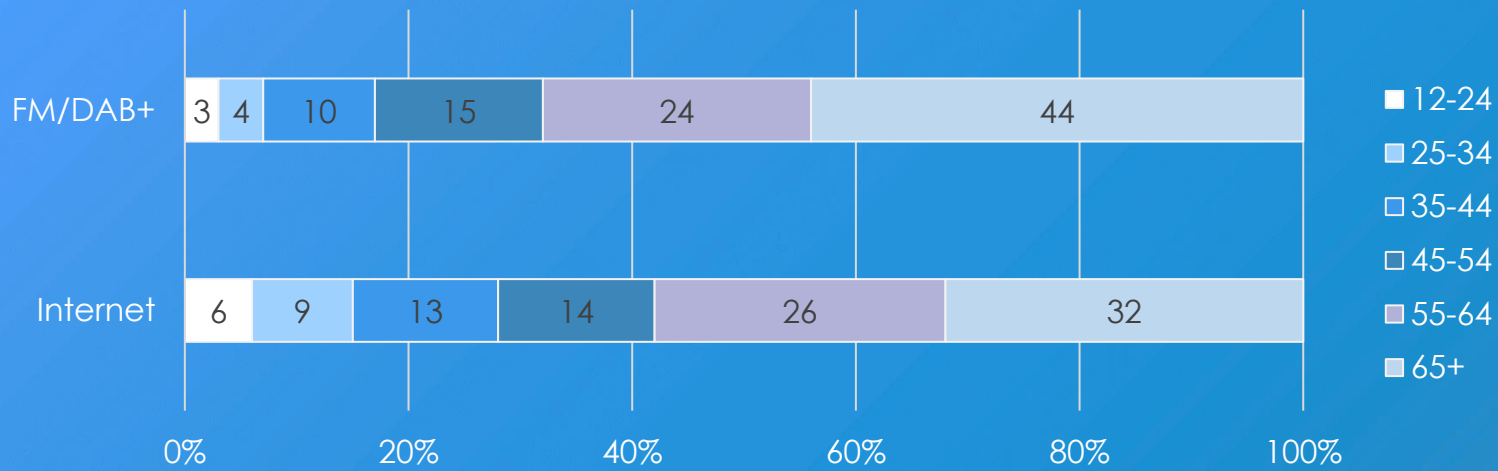
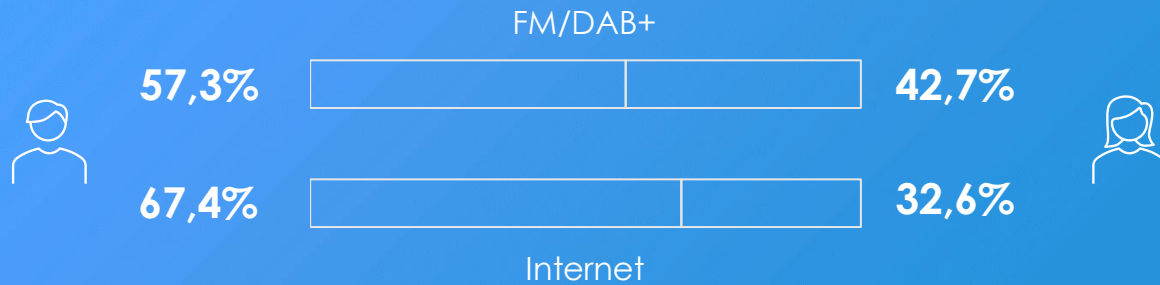
Dit programmaschema is van kracht tot nader order.

CIM RAM, Noorden, Luistercurve, 30+ SG1-3, Radio 1, jan-dec'22, ma-vr, za & zo, 6-22u



# LISTENING PROFILE

## FM/DAB LISTENER VS STREAMER



# RADIO 1 IN 2023 | Strengths



## News, current affairs & topicalities

- Helping you to understand & follow the world in change
  - **De Ochtend**
  - **De Wereld Vandaag**



## Music

- **Classic Stories**
- **Ayco Duyster**



## Background

- **Nieuwe Feiten** at noon
  - Dwell on notable things that didn't make the news right away
- **Voorproevers (18-19h)**
  - Sneak preview of non-fiction books, documentaries & podcasts



## Digital offering VRT MAX & VRT NWS

- Direct publication on VRT NWS during 2023
- Wider podcast offering



## Inspiration

- The softer side of society: inspiration - psychology & sociology
  - **De Wereld van Sofie**



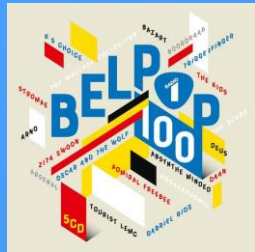
## Radio 1 Select

Further growth of short audio clips to feed VRT NWS and VRT MAX in the future

# RADIO 1 IN 2023

## CULTURE CLUB OP LOCATIE

LIVE RADIO



**BELPOP 100  
& WEEK VAN  
DE BELGISCHE  
MUZIEK**



31/01 – 03/02

**CLASSICS 1000**

03/04 – 14/04



**#WEETIKVEEL**

TBC

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

LIVE EVENT

# RADIO 1 IN 2023

LIVE RADIO

LIVE EVENT

CULTURE CLUB OP LOCATIE

## LAGE LANDENLIJST

Beginning of September



## RADIO 1 SESSIES

