



Studio Brussels encourages a young active population to look creatively at the world, with music driving it.



Focus on music & artists, collective & strong community, generational & open audience: hard to earn, hard to lose



Strong on  
**18-44**

**493.000**  
weekly listeners  
(22,8%)

**14,5%**  
market share  
(18-44)

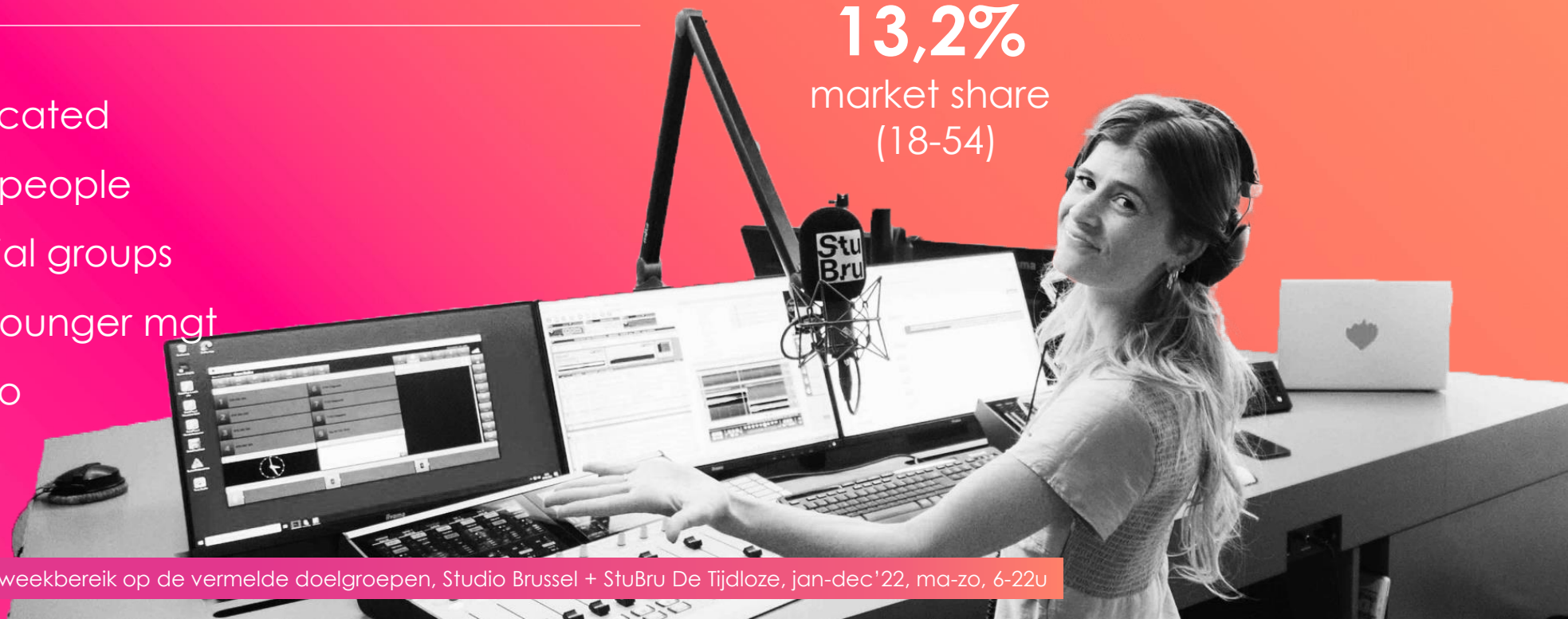
Selective reach of  
**18-54**

**677.000**  
weekly listeners  
(22,4%)



- Highly educated
- Employed people
- Higher social groups
- Middle & younger mgt
- Office radio

**13,2%**  
market share  
(18-54)

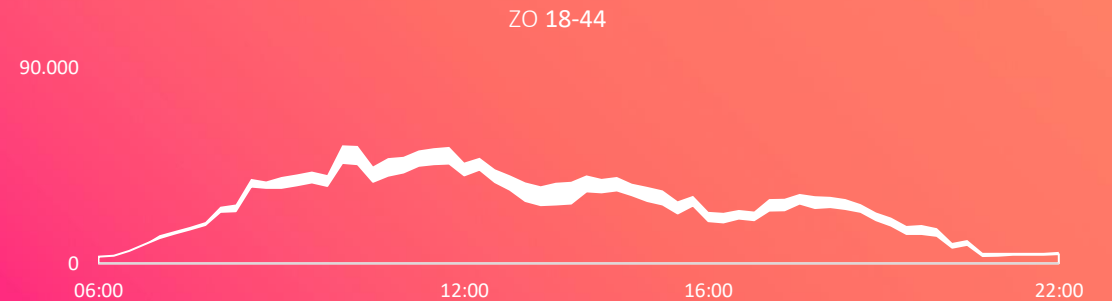
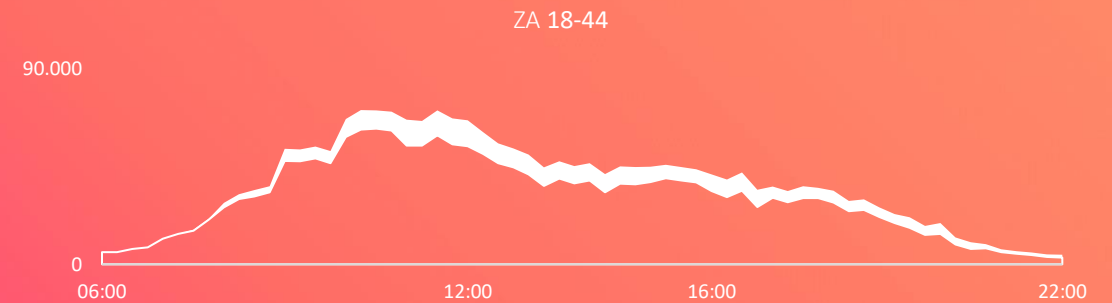
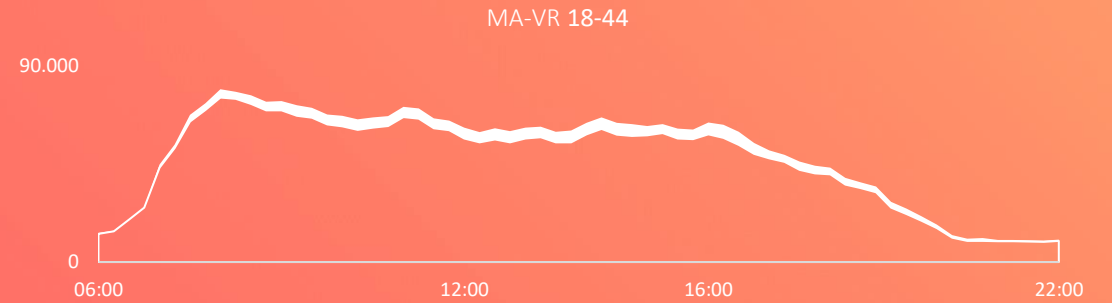




	Mon	Tue	Wed	Thu	Fri	Sat	Sun
06:00						Life is Music	
07:00	Fien & Thibault					De Tijdloze op zaterdag	De Tijdloze op zondag
08:00							
09:00						De Afrekening	Everyhting but the hits
10:00	Joris Brys						
11:00							
12:00	De Piencode						De Zeverende Dag
13:00						De zaterdag van Studio Brussel	De zondag van Studio Brussel
14:00	Kirsten Lemaire						
15:00							
16:00	Eva & Sander				Bijna Weekend		
17:00							
18:00	De Jaren Nul					Gunther D	#ikluisterbelgisch
19:00	Radar				Hallo met Flo		
20:00						Black Mamba	
21:00					Untz		Vuurland
22:00	De Zwaarste Show	Rik de Bruycker	Abattoir Anvers	Jeroen Delodder			
23:00							

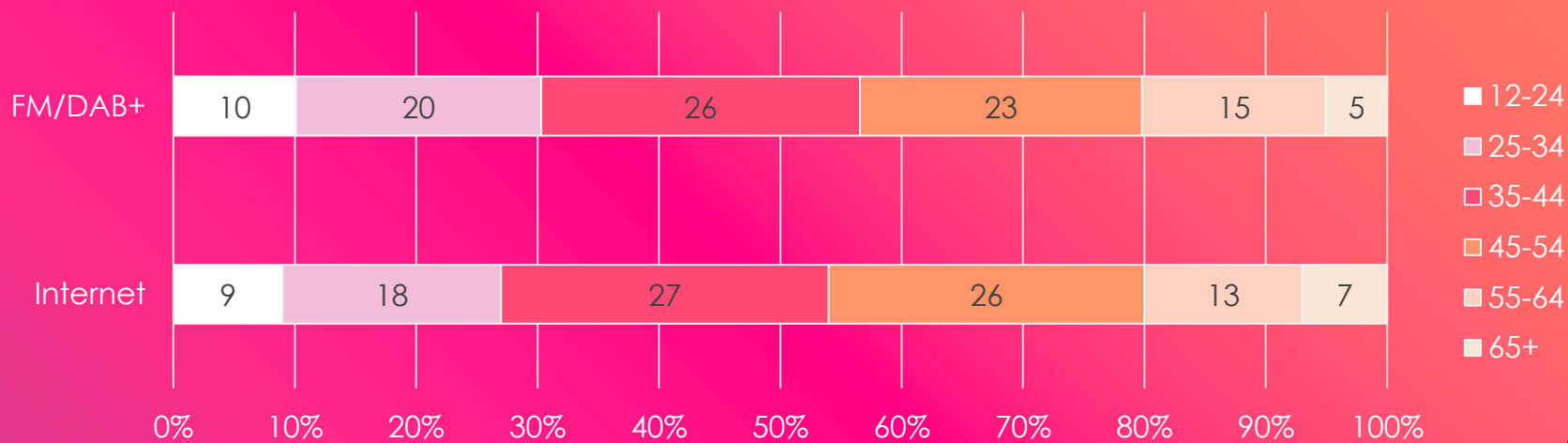
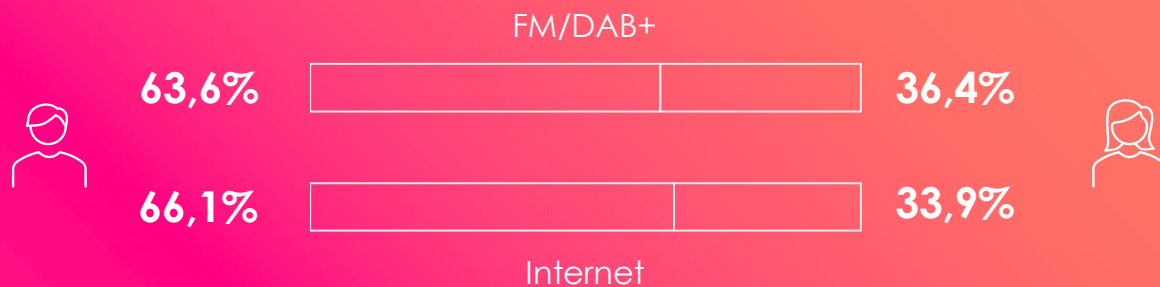
Dit programmaschema is van kracht tot nader order.

CIM RAM, Noorden, Luistercurve, 18-44, Studio Brussel + De Tijdloze, jan-dec'22, ma-vr, za & zo, 6-22u



# LISTENING PROFILE

## FM/DAB LISTENER VS STREAMER



# STUBRU & DE TIJDLOZE IN 2023

## Strengths



### The Office Radio of Flanders

- **Traffic radio (6-9h + 16-18h):** strengthening the morning block with Fien
- **Office radio (9-16h):** best office companionship & lunch with Pien Lefranc
- Cross-brand use of TV as accelerator



### De Tijdloze

- Separate from StuBru + further expansion
- New evening rush hour with Stijn
- Interaction as pilot project at VRT MAX



### Softer and broader nostalgic music line during daytime and in traffic hours

- **Afterwork party:** in the car & at home
- More recognizable music in pop and classic rock genres
- Sam De Bruyn: De Jaren Nul (18-19)



### Podcasts

- Wider podcast offer around music content for VRT MAX
- Popcast, crazy vibes



### Music discovery in the evening

- Michele Cuvelier: Radar (19-21)



### VRT MAX & music

- Feed VRT MAX with music, moods, playlists
- New on-demand music format
- New on-demand humor format
- New format 'young & social' with MNM

# STUBRU & DE TIJDLOZE IN 2023

LIVE RADIO

LIVE EVENT

**DE NIEUWE LICHTING**



31/01 – 03/02

WIE IS DE WEKKER?

STUBRU AT WORK

27/02 – 27/03



40 JAAR STUDIO BRUSSEL

07/04

DE ZWAARSTE LIJST  
Easter Monday

DE FESTIVALZENDER  
May, June, July & August

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE



30/01 – 05/02

WEEK VAN DE BELGISCHE MUZIEK

DE TIJDLOZE @ STAD  
TBC (ism Canvas)

5x STUBRU LIVE

# STUBRU & DE TIJDLOZE IN 2023

LIVE RADIO

LIVE EVENT

## DE FESTIVALZENDER

May, June, July, August



## SUNRISE SESSIE

1st week of sept

## DE JAREN NUL

October

## THE GREATEST SWITCH

November



## DE TIJDLOZE COUNTDOWN

26/12 – 31/12

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

## DE APÉRO

July & August

## FIEN EN THIBAUT OP WEEKEND

October

## DE TIJDLOZE DANSANT



26/12 – 30/12