

2

Your **companion** in **daily life**, emotionally **close** and recognizable from strong **human stories**, **everywhere in Flanders**. By far **the largest radio station** at 12+ and **market leader** at 35-64.

radio2
benebene

Feels and feeds **Flemish society** with a distinct focus on a **Dutch-language** music offering.



Strong on
35-64

761.000
weekly listeners
(**29,0%**)

20,2%
market share
(35-64, market leader)

loyal
reach of
18-64

924.000
weekly listeners
(**23,4%**)

16,7%
market share
(18-64)



Broad reach

Employed people 35+

Local anchoring – regional and nearby

2



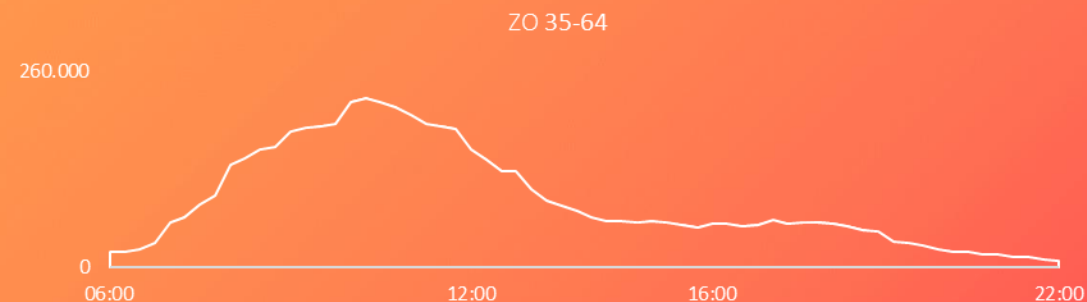
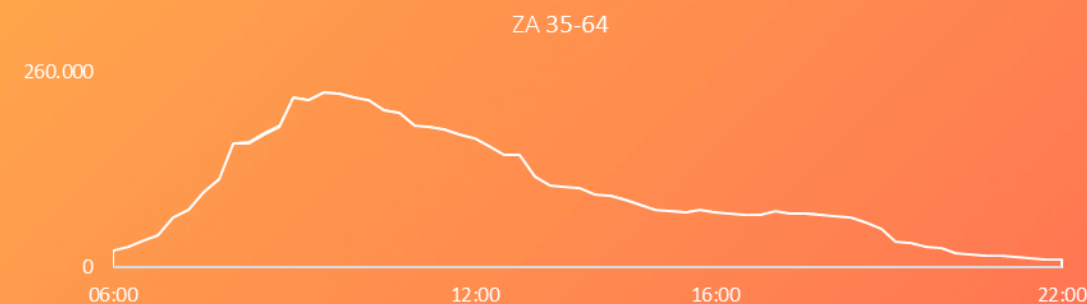
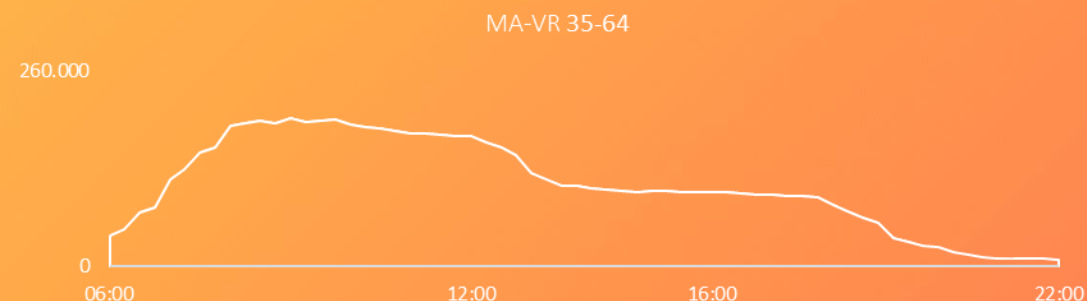
Najaar 2023

Uitzending ProxiSpots

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
06:00	 Goeiemorgen Morgen!					Radio2 Wat een Weekend		
07:00						Weekwatchers 		Radio2 Wat een Weekend
08:00								
09:00	Radio2 Kick-start							
10:00	 Radio2 Ann&Daan					De Zoete Inval	 De Pré Historie	
11:00						Radio2 Top30 		
12:00	Radio2 middag - Regionaal 						Radio2 top2000 kwis 	
13:00	Radio2 Hitmix				 Radio2 Weekend 			
14:00								
15:00								
16:00	 Radio2 Spits  					 Radio2 Select 	Radio2 Vlaamse30	
17:00								
18:00	Radio2 Benebene					Radio2 Album200 	Radio2 The Ratpack	
19:00								
20:00	Radio2 Unwind	Radio2 Wijs			Radio2 80, 90 & nillies	Radio2 80, 90 & nillies	Radio2 Knuffelrock	
21:00								
22:00								

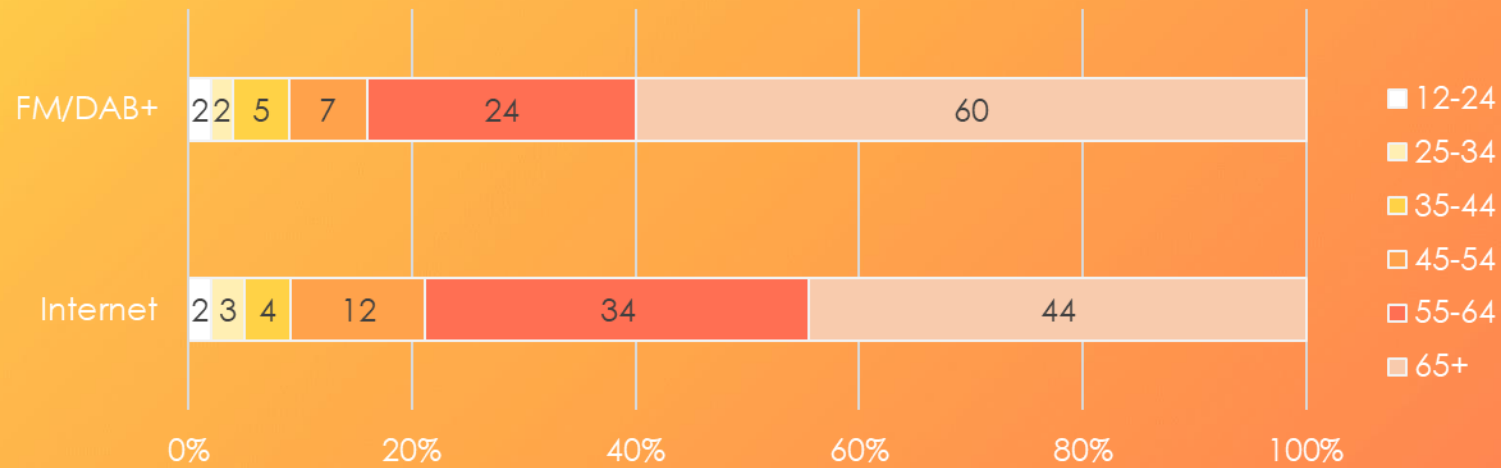
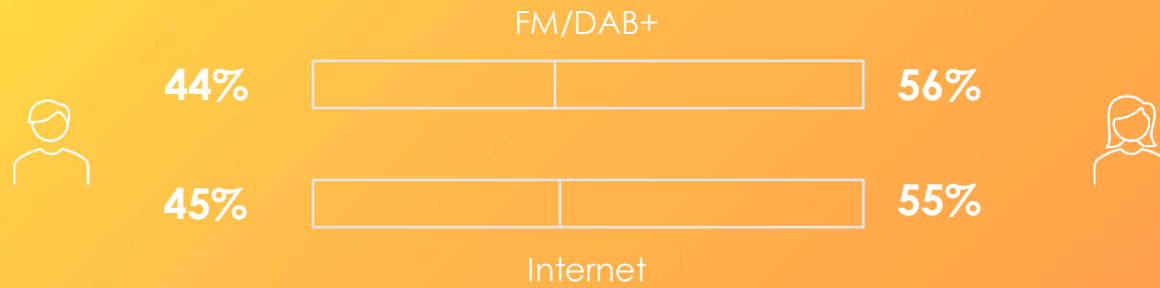
Dit programmaschema is van kracht tot nader order.

CIM RAM, Noorden, Luistercurve, 18-44, Radio 2 en Bene Bene, mei'22-apr'23, ma-vr, za & zo, 6-22u



LISTENING PROFILE

FM/DAB LISTENER VS STREAMER



RADIO2 & BENEbene IN 2023 | Strengths

Radio2: The channel for dynamism and interactivity - with contemporary music



Rejuvenation & Refreshment

- **Goeiemorgen Morgen! (6-9h)**
 - With Peter Van De Veire & Kim Van Oncen
- **Morning show (10-12h)**
 - With Ann & Daan



Digital turnaround region operation with maximum turnaround to VRT NWS

- Reinforcement weekend
- With illustration audio via Select
- Sharpening region-feel in national programs



Wider range of podcasts on topics reflecting Radio2's DNA

- Weekly series – e.g. De Zoete Inval
- Series on regional topics (see Mysteries)
- One-offs (e.g. on regional news topics)



Further expansion of subchannel Radio2 Benebene

- with specific focus on older segment



RADIO2 BENEENE | Live programming

- Cathérine, Herbert & Peter every weekday
- Focus on local music – the best artists & top hits from big stars from Flanders and the Netherlands
- Regular special themed broadcasts

Radio2 Beneene: your resting your quiet spot with more nostalgic music experiences

Herbert Verhaeghe

starts the day with you

Cathérine Vandoorne

provides you an atmospheric morning

Peter Verhulst

guides you through a nostalgic afternoon

During weekdays:

- 6-9: **Klaarwakker**, with Herbert
- 9-10: **Non-stop local artists**, with hits from the 70s and 80s
- 10-12: **Gewoon genieten**, every day with Cathérine
- 12-13: **Non-stop local artists**, with hits from the 90s and nillies
- 13-16: **Topcollectie**, with Peter, a nostalgic mix of hits and classics
- 16-18: **Goed gezind**, with Vanessa Vanhove