

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

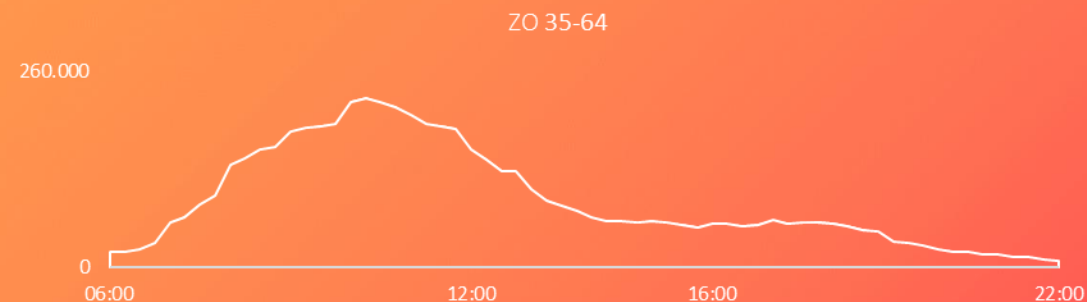
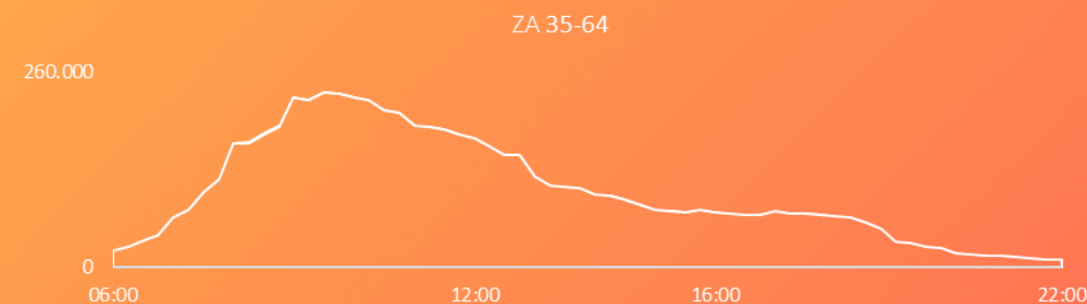
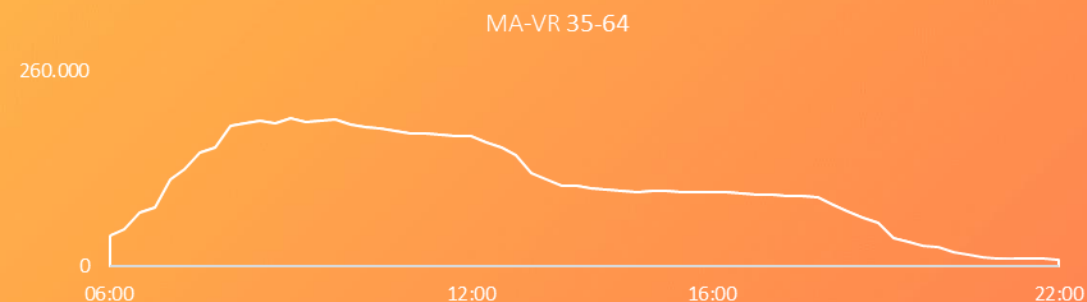


Uitzending ProxiSpots

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
06:00						Radio2 Wat een Weekend	
07:00	Goeiemorgen Morgen!					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 Weekend	
14:00	Radio2 Hitmix						
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 Wijs			Radio2 80, 90 & nillies	Radio2 80, 90 & nillies	Radio2 Knuffelrock
21:00	Radio2 Unwind						
22:00							

Dit programmaschema is van kracht tot nader order.

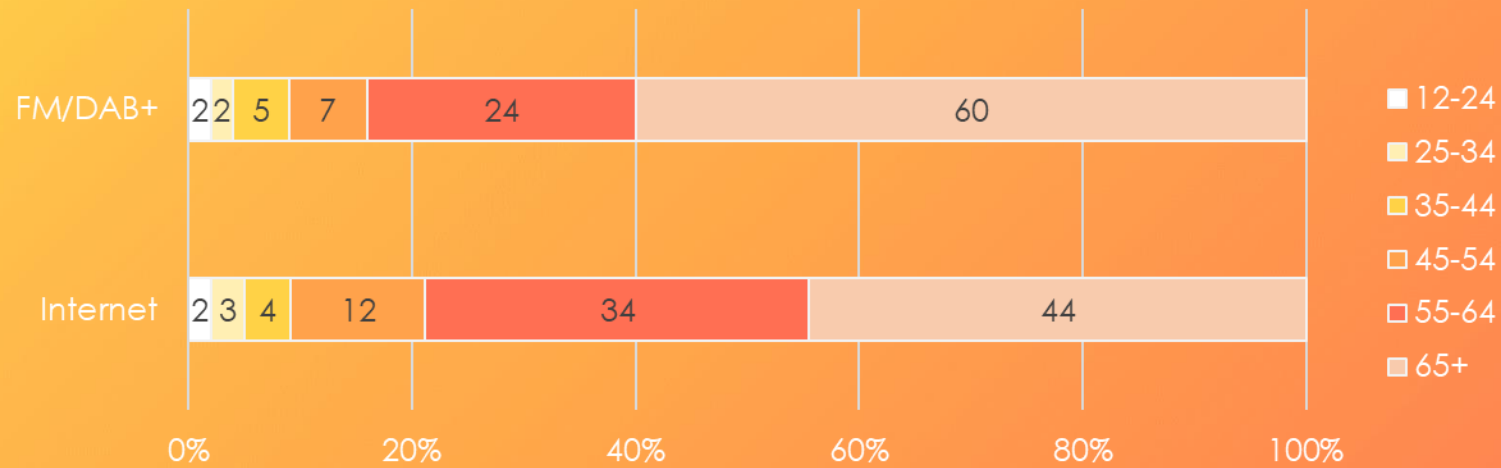
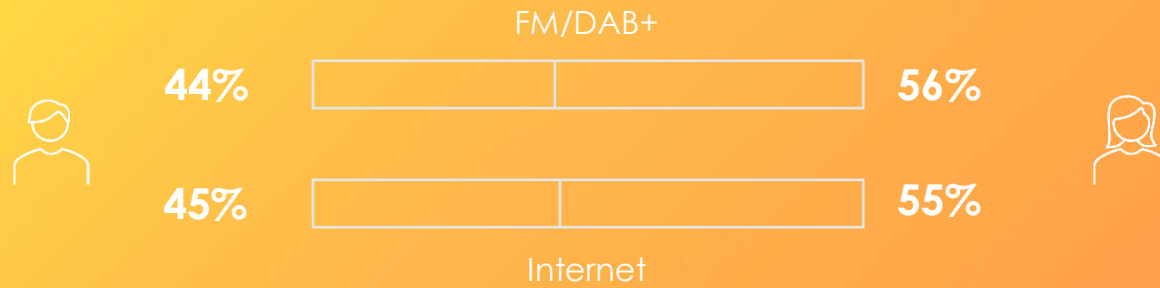
CIM RAM, Noorden, Luistercurve, 18-44, Radio2 en Benebene, mei'22-apr'23, ma-vr, za & zo, 6-22u



LISTENING PROFILE

FM/DAB LISTENER VS STREAMER

2



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 programmes



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 BENEbene | 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 Benebene: your resting your quiet spot with more nostalgic music experiences

Herbert Verhaeghe

starts the day with you

Cathérine Vandoorne

provide 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