



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.

STRONG ON
35-64
SELECTIVITY OF
77

17,0%
MARKET SHARE

709.000
WEEKLY LISTENERS
(27%)

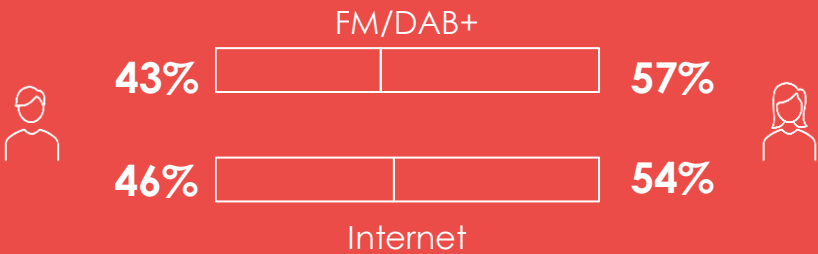
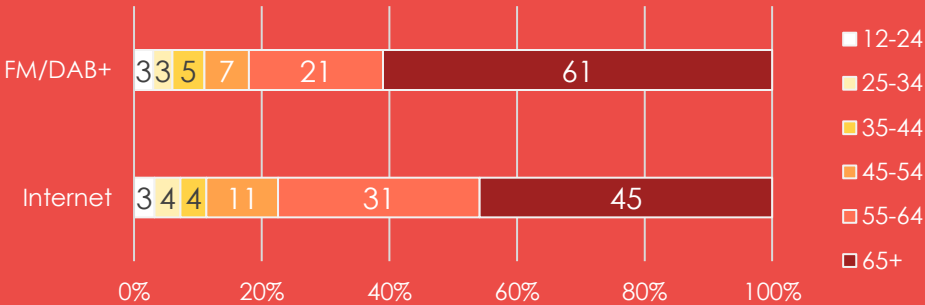
410.000
DAILY LISTENERS
(16%)

111.000
SESSIONS/DAY

f 200K

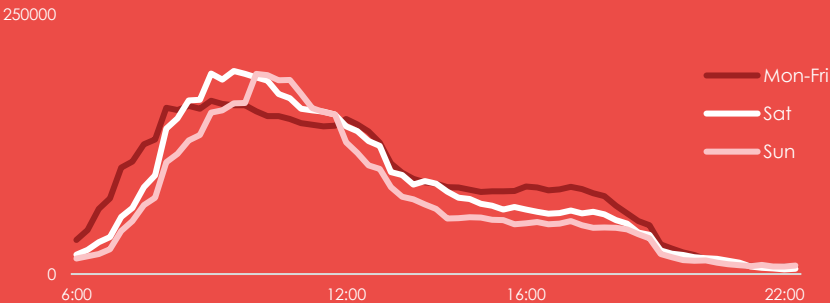


LISTENING PROFILE IN %
FM/DAB+ LISTENER VS STREAMER



CIM RAM, Belgium North, profile (on time spent), Radio2, Jan-Dec'23, Mon-Sun, 6-22h

LISTENING CURVE



CIM RAM, Belgium North, Listening curves, 35-64, Radio 2, Jan-Dec'23, Mon-Fri, Sat & Sun, 6-22h



Uitzending ProxiSpots

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
06:00	Goeiemorgen Morgen!					Radio2 Wat een Weekend	Radio2 Wat een Weekend
07:00							
08:00							
09:00	WinWin					Radio2 Week watchers	
10:00	Radio2 Ann & Daan					De Zoete Inval	De Pré Historie
11:00							
12:00	Radio2 middag (regio)					Radio2 Top30	Radio2 Top2000
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 80s, 90s & 00s	Radio2 Album200	Radio2 The Rat Pack
19:00							
20:00	Radio2 Unwind	Radio2 Wijs		Radio2 80s, 90s & 00s		Radio2 Knuffelrock	
21:00							
22:00	Radio2 Unwind						

CREATIVE PARTNERSHIPS: FOCUS ON



REGIONAL &

TOP TOPICALS



DE BESTE
BUURT



RADIO2
ZOMERHIT



RADIO2
TOP2000

AND MANY MORE...

radio2
benebene



Radio2 Benebene is not only a daily live radio programme on Radio2 but it's also a popular stream on DAB+ and online with a focus on oldies, classics and evergreens mixed with music from local artists.

SELECTIVITY OF

192

AMONG

55+

48.000

WEEKLY LISTENERS

(2,1%)

1,0%

MARKET SHARE

CIM RAM, Belgium North, Jan-Dec'23, Radio2 Bene Bene, 55+, Mon-Sun, 6-22h

MORE INFO? var.be/luistercijfers | var.be/blog | STAY TUNED: var.be/nieuwsbrief