



A leader in the radio landscape for connecting with the world of young people, also stretching to active population.

STRONG ON
18-44
SELECTIVITY OF
145

11,4%
MARKET SHARE

548.000
WEEKLY LISTENERS
(25%)

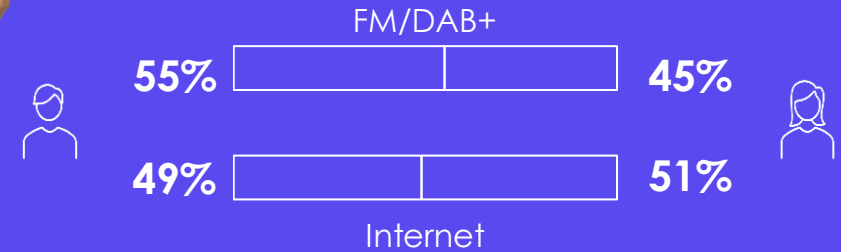
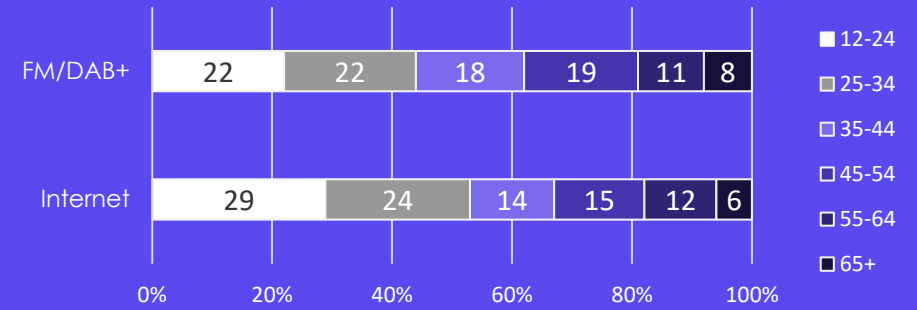
242.000
DAILY LISTENERS
(11%)

46.800
SESSIONS/DAY

263K 242K 167K

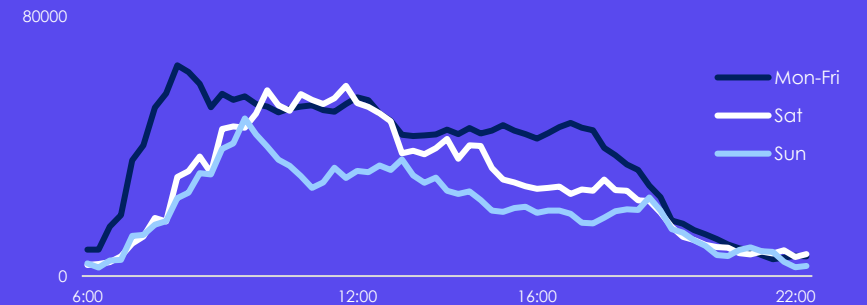


LISTENING PROFILE IN % FM/DAB+ LISTENER VS STREAMER



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

LISTENING CURVE



CIM RAM, Belgium North, Listening curves, 18-44, MNM, Jan-Dec'23, Mon-Fri, Sat, Sun, 6-22h



Spring 2024

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
04:00	Storms staat op					MNM Music & More (geen programma)	
05:00							
06:00	Kawtar & Keyaert					MNM Throwback	
07:00							
08:00							
09:00	Sing Your Song					MNM50	Ultratop 50
10:00	Brahim						
11:00							
12:00	De middag met Imane				FFriday	De MNM Weekendploeg	
13:00	Maureen Vanherberghen				Anke Goergen		
14:00							
15:00							
16:00	Gillis & Govaerts				Manu op vrijdag	Alexandra Gadzina	
17:00							
18:00	Alles Geven Tussen Zes en Zeven						
19:00	Generation M				MNM Party	MNM Party	R&Beats
20:00							
21:00	MNM Happy Hits				MNM Party Hits		MNM R&Beats
22:00	MNM Relax Hits						MNM Relax Hits

CREATIVE PARTNERSHIPS: FOCUS ON



STUDENTS & GROWING YOUNGSTERS



MNM
BLOKHUT



MNM
JUMPJOB



DE STRAFSTE
SCHOOL

AND MANY MORE...

MNM
hits



MNM's best hits, non-stop via DAB+ & internet, one of the biggest digital-only radio brands in Flanders.

SELECTIVITY OF

138
AMONG
18-54

144.000
WEEKLY LISTENERS
(5%)

1,5%
MARKET SHARE

CIM RAM, Belgium North, Jan-Dec'23, MNM Hits, 18-54, Mon-Sun, 6-22h

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