



Nostalgie Plus presents itself as the preferred station of a slightly older target audience, with music from the 60s, 70s & 80s. The station recently introduced completely new programming. It is no longer a purely digital station but can now also be listened to via FM (and via the app and online radio player).

STRONG ON  
**55+**  
SELECTIVITY OF  
**154**

**1,6%**  
MARKET SHARE

**81.000**  
WEEKLY LISTENERS  
(4%)

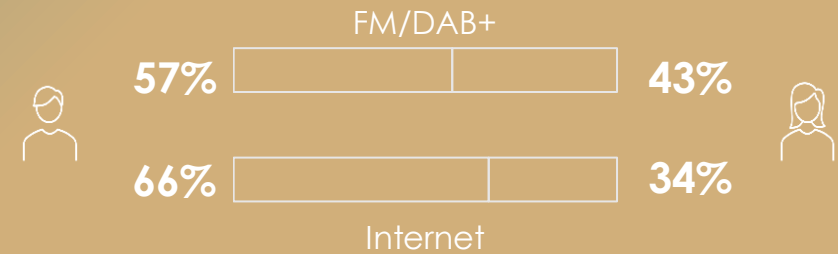
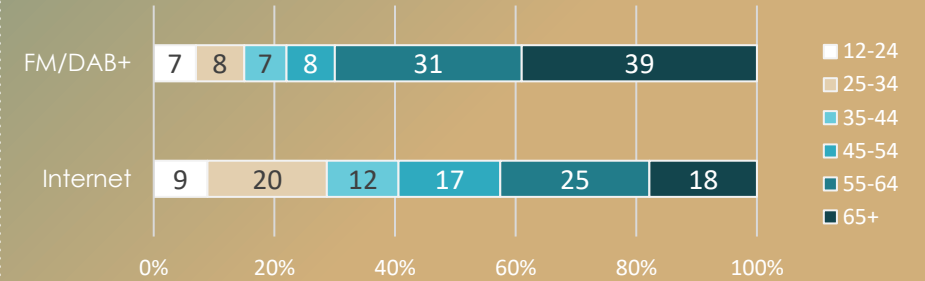
**37.000**  
DAILY LISTENERS  
(1,6%)

**1.500**  
SESSIONS/DAY



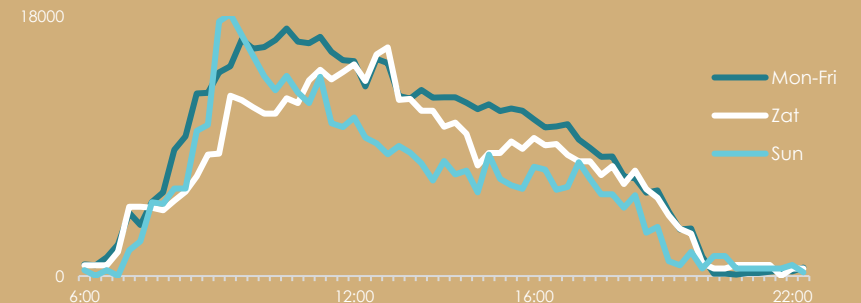
## LISTENING PROFILE IN %

FM/DAB+ LISTENER VS STREAMER



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

## LISTENING CURVE



CIM RAM, Belgium North, listening curves, 55+, Nostalgie+, Jan-Dec'23, Mon-Fri, Sat & Sun, 6-22h

**NOSTALGIE**  
plus



**Voorjaar 2024**

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
06:00		Take it Easy					
07:00		Start Me Up					
08:00							
09:00							
10:00						Weekend Vibes	
11:00							
12:00		I Love Music					
13:00							
14:00							
15:00							
16:00						Domino	
17:00		That's The Way...(I Like It)					
18:00							
19:00			70s@7				
20:00			80s@8				
21:00							
22:00		Take it Easy			The Soul & Disco Show		Take It Easy
23:00							

**PLAY**  
**NOSTALGIE**



Focuses on ageless feel-good music. With coverage all over Flanders, the station charms an ever-widening audience. Play Nostalgie also has a number of 'digital only' theme channels.

SELECTIVITY OF

**106**  
AMONG  
**35-54**

**210.000**  
WEEKLY LISTENERS  
(12%)

**5,5%**  
MARKET SHARE

CIM RAM, Belgium North, market share & weekly reach on indicated target groups, Play Nostalgie, Jan-Dec'23, Mon-Sun, 6-22h

**NRJ**  
HIT MUSIC ONLY!



NRJ is a digital channel through which we target a younger, beats-loving audience that enjoys the hits of the last decade.

SELECTIVITY OF

**134**  
AMONG  
**18-34**

**20.000**  
WEEKLY LISTENERS  
(2%)

**0,4%**  
MARKET SHARE

CIM RAM, Belgium North, market share & weekly reach on indicated target groups, NRJ Vlaanderen, Jan-Dec'23, Mon-Sun, 6-22h

MORE INFO? [var.be/luistercijfers](https://var.be/luistercijfers) | [var.be/blog](https://var.be/blog) | STAY TUNED: [var.be/nieuwsbrief](https://var.be/nieuwsbrief)