



Radio 1 is the radio station in Flanders that informs, excites and inspires its listeners about news and current affairs, sciences, culture, technology and literature.

STRONG ON
30+ SG1-3
SELECTIVITY OF
185

15,0%
MARKET SHARE

455.000
WEEKLY LISTENERS
(30%)

259.000
DAILY LISTENERS
(17%)

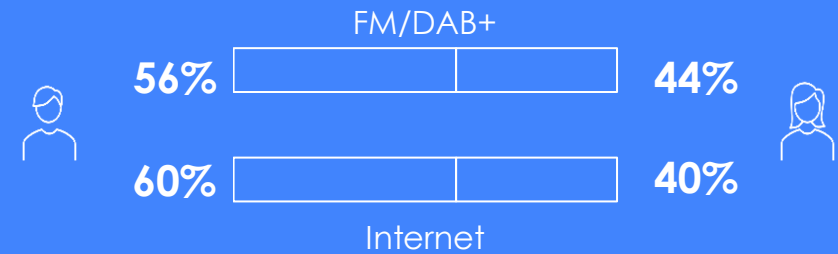
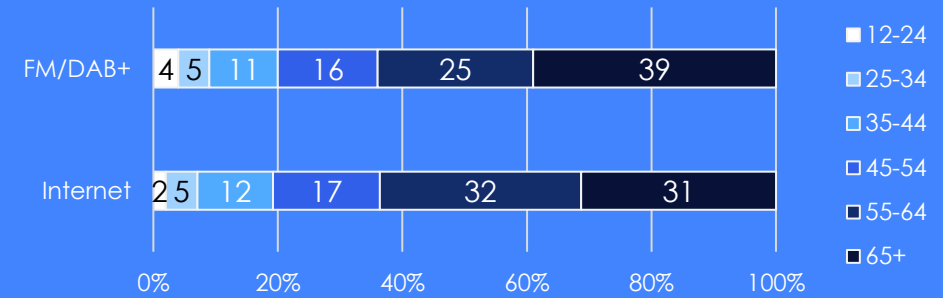
111.000
SESSIONS/DAY



f 99K X 82K i 47K

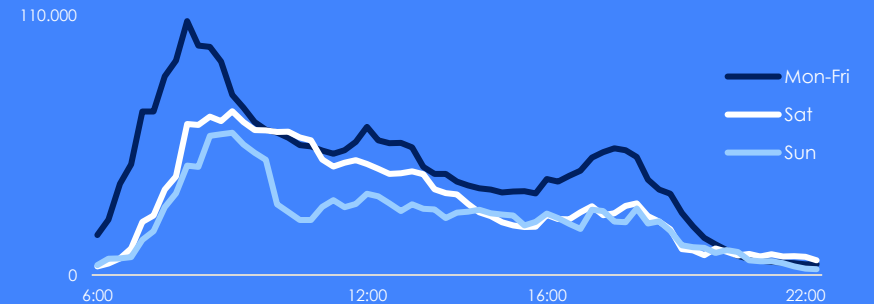
LISTENING PROFILE IN %

FM/DAB+ LISTENER VS STREAMER



CIM RAM, Belgium North, profile (on time spent), Radio 1, May'23-Apr'24, Mon-Fri, 6-22h

LISTENING CURVE



CIM RAM, Belgium North, Listening curve, 30+ SG1-3, Radio 1, May'23-Apr'24, Mon-Fri, Sat & Sun, 6-22h



	Mon	Tue	Wed	Thu	Fri	Sat	Sun
06:00	De Ochtend					De Nacht	
07:00						De Ochtend	
08:00	Leve de lage landen					Radio 1 Lage Landen Lijst	Eucharistie
09:00							
10:00	Nieuwe feiten					Radio 1 Lage Landen Lijst	Sporza
11:00							
12:00	De wereld vandaag					Sporza	Classics
13:00							
14:00	Voorproevers		Sporza	Time out			
15:00	Leve de lage landen					Time out	
16:00							Sporza
17:00	Zandman		Belpop Late Night				
18:00	Duyster	Belpop Late Night					
19:00	Belpop Late Night						
20:00						Belpop Late Night	
21:00	Belpop Late Night						
22:00						Belpop Late Night	
23:00	Belpop Late Night						

CREATIVE PARTNERSHIPS: FOCUS ON



MUSIC & CULTURE



RADIO 1 SESSIES



CULTURE CLUB ON TOUR

AND MANY MORE...