



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  
**169**

**2,1%**  
 MARKET SHARE

**106.000**  
 WEEKLY LISTENERS  
 (5%)

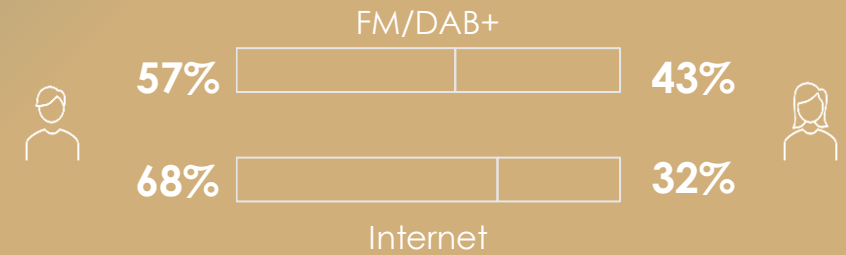
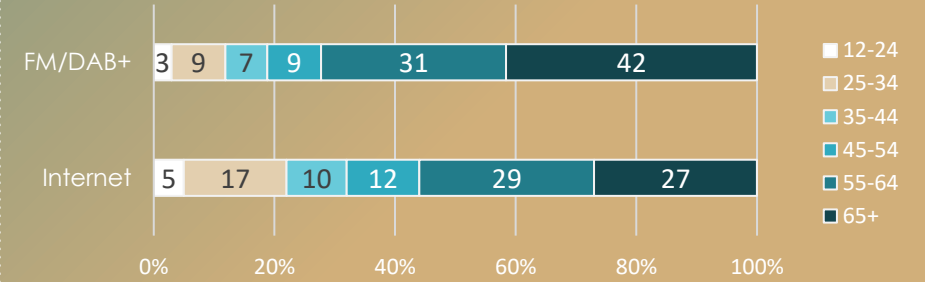
**48.000**  
 DAILY LISTENERS  
 (1,6%)

**1.300**  
 SESSIONS/DAY



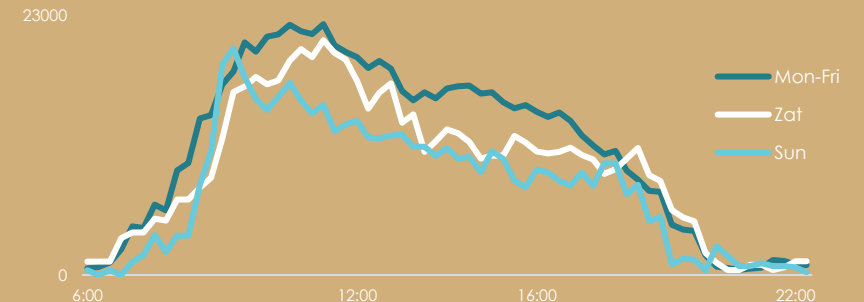
## LISTENING PROFILE IN %

FM/DAB+ LISTENER VS STREAMER



CIM RAM, Belgium North, profile (on time spent), Nostalgie+, May'23-Apr'24, 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



**Autumn 2024**

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
07:00							
08:00			Start me up			Weekend vibes	
09:00							
10:00							
11:00							
12:00			I love music				
13:00							
14:00							
15:00							
16:00						I love music	
17:00			That's the way				
18:00							
19:00				70s @ 7			
20:00				80s @ 8			
21:00						The Soul & Disco show	
22:00		Take it easy					
23:00							Take it easy

**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

**115**  
AMONG  
**35-54**

**175.000**  
WEEKLY LISTENERS  
(10%)

**4,7%**  
MARKET SHARE

CIM RAM, Belgium North, market share & weekly reach on indicated target groups, Play Nostalgie, May'23-Apr'24, 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

**166**  
AMONG  
**18-34**

**18.400**  
WEEKLY LISTENERS  
(1,4%)

**0,4%**  
MARKET SHARE

CIM RAM, Belgium North, market share & weekly reach on indicated target groups, NRJ Vlaanderen, May'23-Apr'24, Mon-Sun, 6-22h