



Focuses on ageless feel-good music. With coverage all over Flanders, the station charms an ever-widening audience. It can be listened to on FM, DAB+, via the app and the online radio player. Play Nostalgie also has a number of 'digital only' theme channels.

STRONG ON
35-54
SELECTIVITY OF
115

4,7%
MARKET SHARE

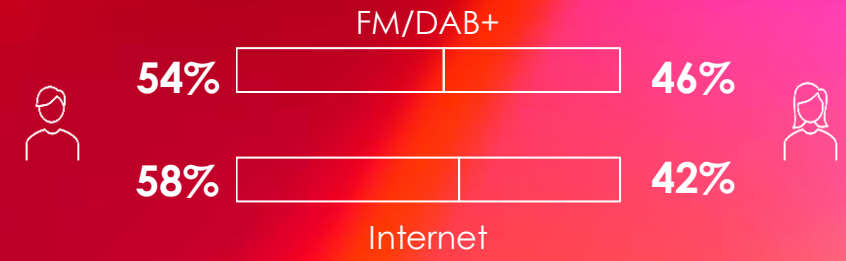
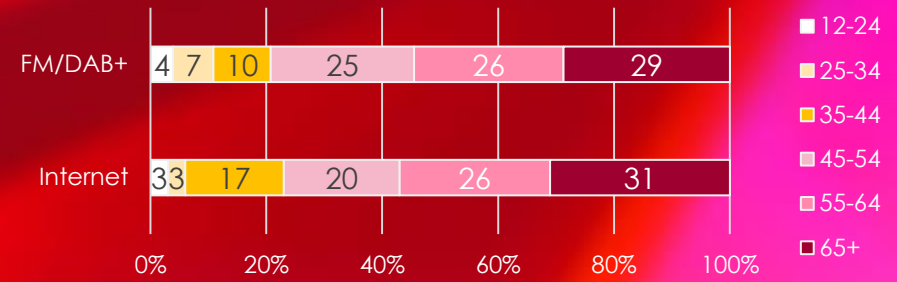
175.000
WEEKLY LISTENERS
(10%)

78.000
DAILY LISTENERS
(5%)

23.900
SESSIONS/DAY

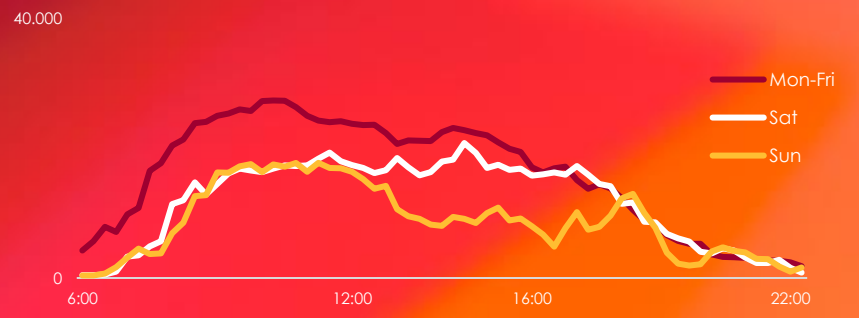


LISTENING PROFILE IN %
FM/DAB+ LISTENER VS STREAMER



CIM RAM, Belgium North, profile (on time spent), Play Nostalgie, May'23-Apr'24, Mon-Sun, 6-22h

LISTENING CURVE



CIM RAM, Belgium North, May'23-Apr'24, Play Nostalgie, 35-54, Mon-Sun, 6-22h
CIM RSM, World, Play Nostalgie, Average Active Sessions/day in May'23-Apr'24

PLAY
NOSTALGIE



Autumn 2024

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
06:00						70s, 80s & 90s Hitweekend	
07:00	Team Ochtend						
08:00							
09:00	Play@work met Sebastian Decrop						
10:00							
11:00	Sean Dhondt						
12:00							
13:00							
14:00	Marcia Bwarody						
15:00							
16:00							
17:00	Leen & Michaël						
18:00							
19:00				Let's Dance		70s, 80s & 90s Hit weekend	
20:00	Larissa Roose						
21:00							

NOSTALGIE
plus



Nostalgie Plus presents itself as the preferred station of a slightly older target audience, with music from the 60s, 70s & 80s.

SELECTIVITY OF

169
AMONG
55+

106.000
WEEKLY LISTENERS
(5%)

2,1%
MARKET SHARE

CIM RAM, Belgium North, May'23-Apr'24, Nostalgie+, 55+, 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, May'23-Apr'24, NRJ Vlaanderen, 18-34, Mon-Sun, 6-22h

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