



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
174

2,4%
MARKET SHARE

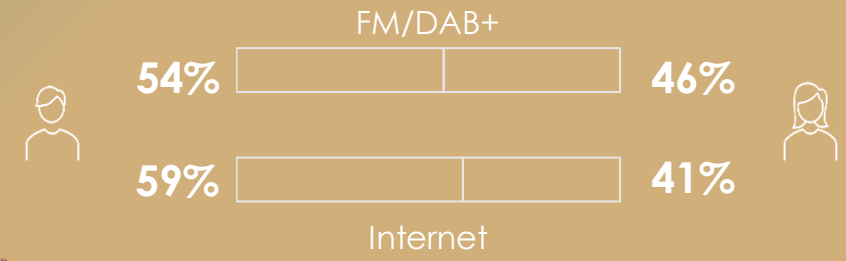
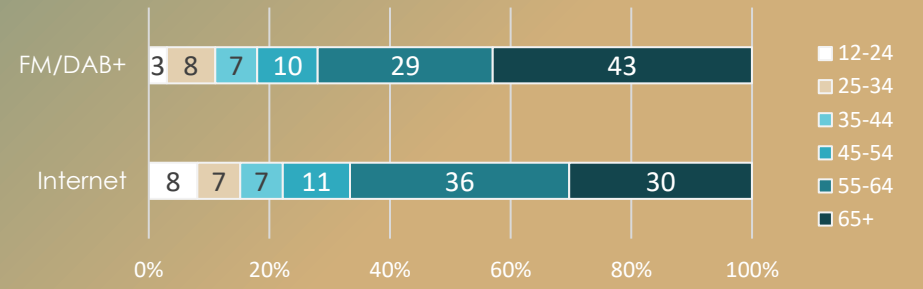
127.000
WEEKLY LISTENERS
(5%)

60.000
DAILY LISTENERS
(2,6%)

700
SESSIONS/DAY

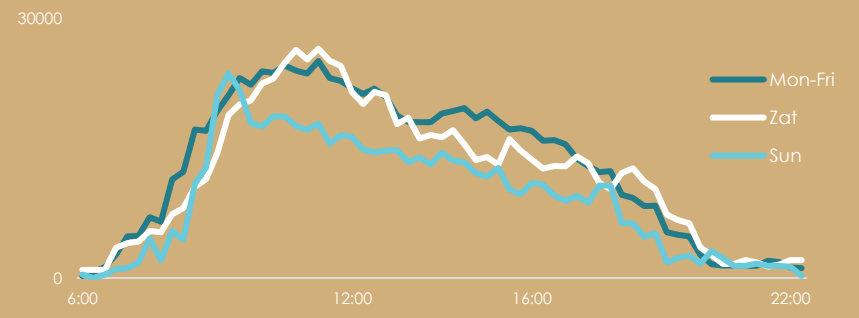


LISTENING PROFILE IN % FM/DAB+ LISTENER VS STREAMER



CIM RAM, Belgium North, profile (on time spent), Nostalgie+, Sep'23-Aug'24, Mon-Sun, 6-22h

LISTENING CURVE



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

CIM RAM, Belgium North, Sep'23-Aug'24, Nostalgie+, 55+, Mon-Sun, 6-22h
CIM RSM, World, Nostalgie+, Average Active Sessions/day in Sep'23-Aug'24

NOSTALGIE
plus



Autumn 2024

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
07:00							
08:00			Start me up				
09:00							
10:00							
11:00							
12:00			I love music				
13:00							
14:00							
15:00							
16:00							
17:00			That's the way				
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

108
AMONG
35-54

161.000
WEEKLY LISTENERS
(9%)

3,8%
MARKET SHARE

CIM RAM, Belgium North, market share & weekly reach on indicated target groups, Play Nostalgie, Sep'23-Aug'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

191
AMONG
18-34

14.600
WEEKLY LISTENERS
(1,1%)

0,3%
MARKET SHARE

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

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