



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  
**108**

**3,8%**  
MARKET SHARE

**161.000**  
WEEKLY LISTENERS  
(9%)

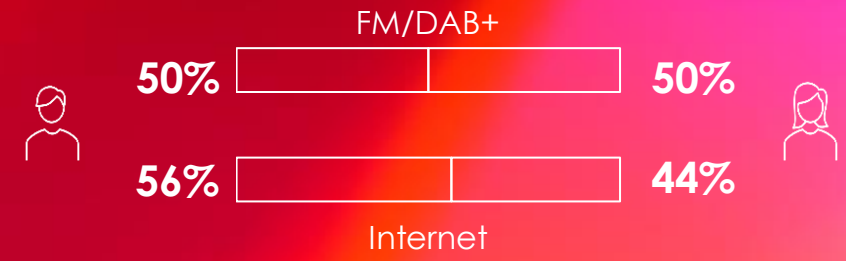
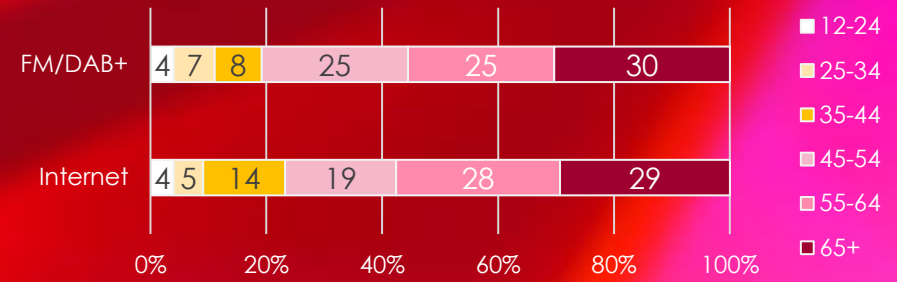
**66.000**  
DAILY LISTENERS  
(4%)

**22.000**  
SESSIONS/DAY



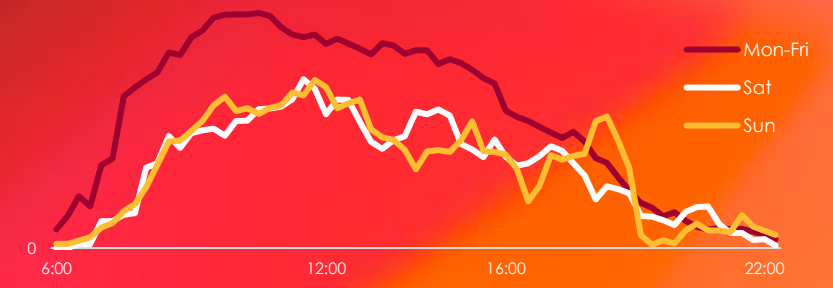
## LISTENING PROFILE IN %

FM/DAB+ LISTENER VS STREAMER



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

## LISTENING CURVE



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



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

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

SELECTIVITY OF **174** AMONG **55+** **127.000** WEEKLY LISTENERS (5%) **2,4%** MARKET SHARE

CIM RAM, Belgium North, Sep'23-Aug'24, Nostalgie+, 55+, Mon-Sun, 6-22h



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, Sep'23-Aug'24, NRJ Vlaanderen, 18-34, Mon-Sun, 6-22h