

# 2

Your companion in daily life, emotionally close and recognizable from strong human stories, everywhere in Flanders. By far the largest radio station at 12+ and market leader at 35-64.

STRONG ON  
**35-64**  
SELECTIVITY OF  
**76**

**17,0%**  
MARKET SHARE

**679.000**  
WEEKLY LISTENERS  
(26%)

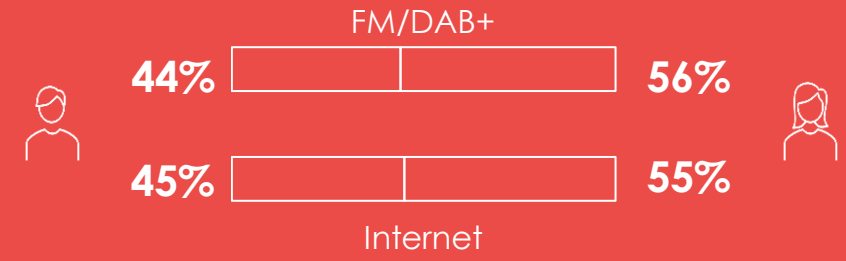
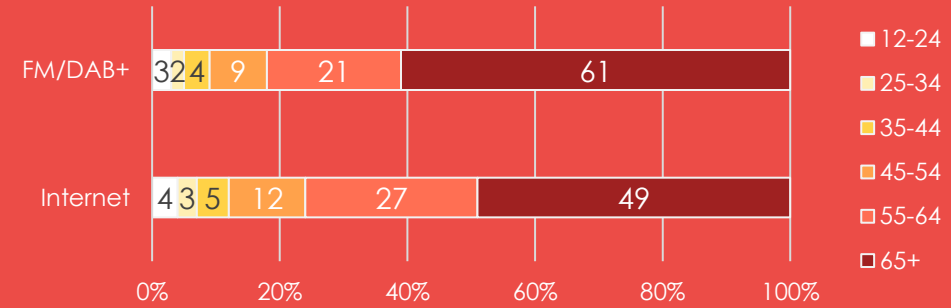
**390.000**  
DAILY LISTENERS  
(15%)

**116.000**  
SESSIONS/DAY

**f 206K**

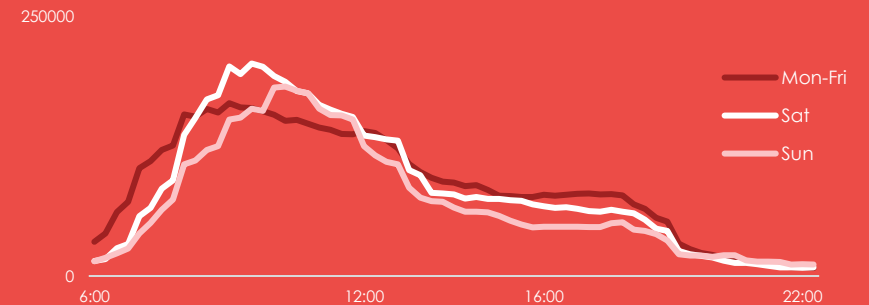


## LISTENING PROFILE IN % FM/DAB+ LISTENER VS STREAMER



CIM RAM, Belgium North, profile (on time spent), Radio2, Sep'23-Aug'24, Mon-Sun, 6-22h

## LISTENING CURVE



CIM RAM, Belgium North, Listening curves, 35-64, Radio 2, Sep'23-Aug'24, Mon-Fri, Sat & Sun, 6-22h

# 2

dag  
voor 2

## Autumn 2024

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
06:00	Goeiemorgen morgen!					Radio2 Wat een weekend	Radio2 Wat een weekend
07:00							
08:00	WinWin					Radio2 sport watchers	Als muren konden praten
09:00							
10:00	Radio2 ann&daan					De zoete inval	De pré historie
11:00							
12:00						Radio2 top30	Radio2 top2000 kwis
13:00	Radio2 hitmix				Radio2 weekend		
14:00							
15:00	Radio2 spits					Radio2 weekendwijzer	
16:00							
17:00	Radio2 oh la la				Radio2 80s, 90s & 00s	Radio2 album200	Radio2 the rat pack
18:00							
19:00	Radio2 Unwind					Radio2 80s, 90s & 00s	Radio2 Unwind
20:00							
21:00							
22:00	Radio2 Unwind					Radio2 Unwind	
23:00							

## CREATIVE PARTNERSHIPS: FOCUS ON



### REGIONAL & TOP TOPICALS



DE BESTE  
BUURT



RADIO2  
ZOMERHIT



RADIO2  
TOP2000

AND MANY MORE...



Radio Bene is not only a daily live radio programme on Radio2 but it's also a popular stream on DAB+ and online with a focus on oldies, classics and evergreens mixed with music from local artists.



SELECTIVITY OF  
**197**  
AMONG  
**55+**

**77.000**  
WEEKLY LISTENERS  
(3.3%)

**1,6%**  
MARKET SHARE

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

MORE INFO? [var.be/luistercijfers](https://var.be/luistercijfers) | [var.be/blog](https://var.be/blog) | STAY TUNED: [var.be/nieuwsbrief](https://var.be/nieuwsbrief)