



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
181

1,9%
MARKET SHARE

104.000
WEEKLY LISTENERS
(4%)

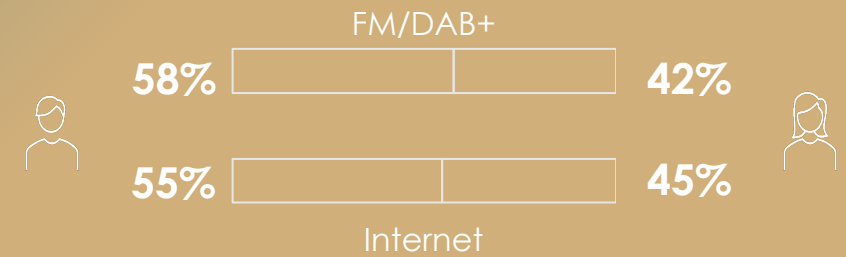
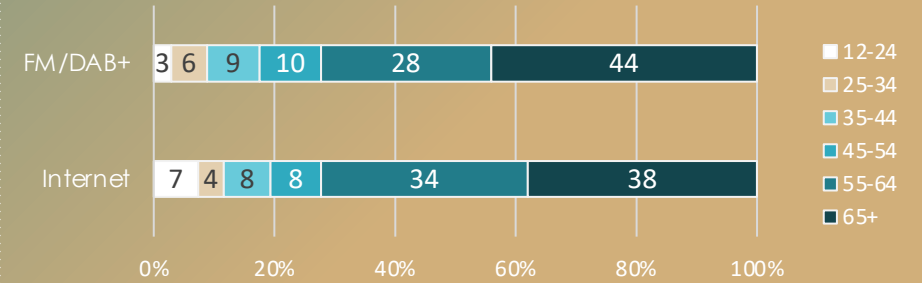
48.000
DAILY LISTENERS
(2%)

2.500
SESSIONS/DAY



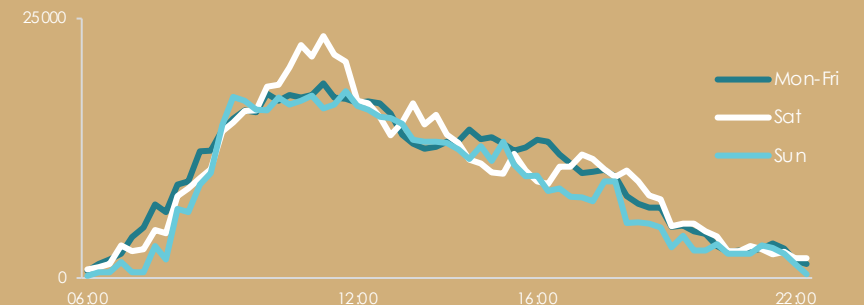
LISTENING PROFILE IN %

FM/DAB+ LISTENER VS STREAMER



CIM RAM, Belgium North, profile (on time spent), Nostalgie+, Jan-Dec 2024, 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	The Good Morning Show					Het Beste van The Good Morning Show		De Wereld van Margriet & Celien	
08:00									
09:00	Domi					Flashback Top 50		Weekend Vibes	
10:00									
11:00	100% Follet		200% Follet	100% Follet		Weekend Vibes		Weekend Vibes	
12:00	Domi			Domi					
13:00			100% Geenen			Domi			
14:00	Astrid Philips					100% Follet		100% Geenen	
15:00									
16:00	Jouw verhaal					The Soul & Disco show		Take it easy	
17:00									
18:00	Nieuwsblad podcast					Take it easy		Take it easy	
19:00									
20:00	Take it easy					Take it easy		Take it easy	
21:00									
22:00	Take it easy					Take it easy		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

123
AMONG
35-54

175.000
WEEKLY LISTENERS
(10%)

4,5%
MARKET SHARE

CIM RAM, Belgium North, market share & weekly reach on indicated target groups, Play Nostalgie, Jan-Dec 2024, 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

189
AMONG
18-34

14.200
WEEKLY LISTENERS
(1%)

0,3%
MARKET SHARE

CIM RAM, Belgium North, market share & weekly reach on indicated target groups, NRJ Vlaanderen, Jan-Dec 2024, Mon-Sun, 6-22h

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