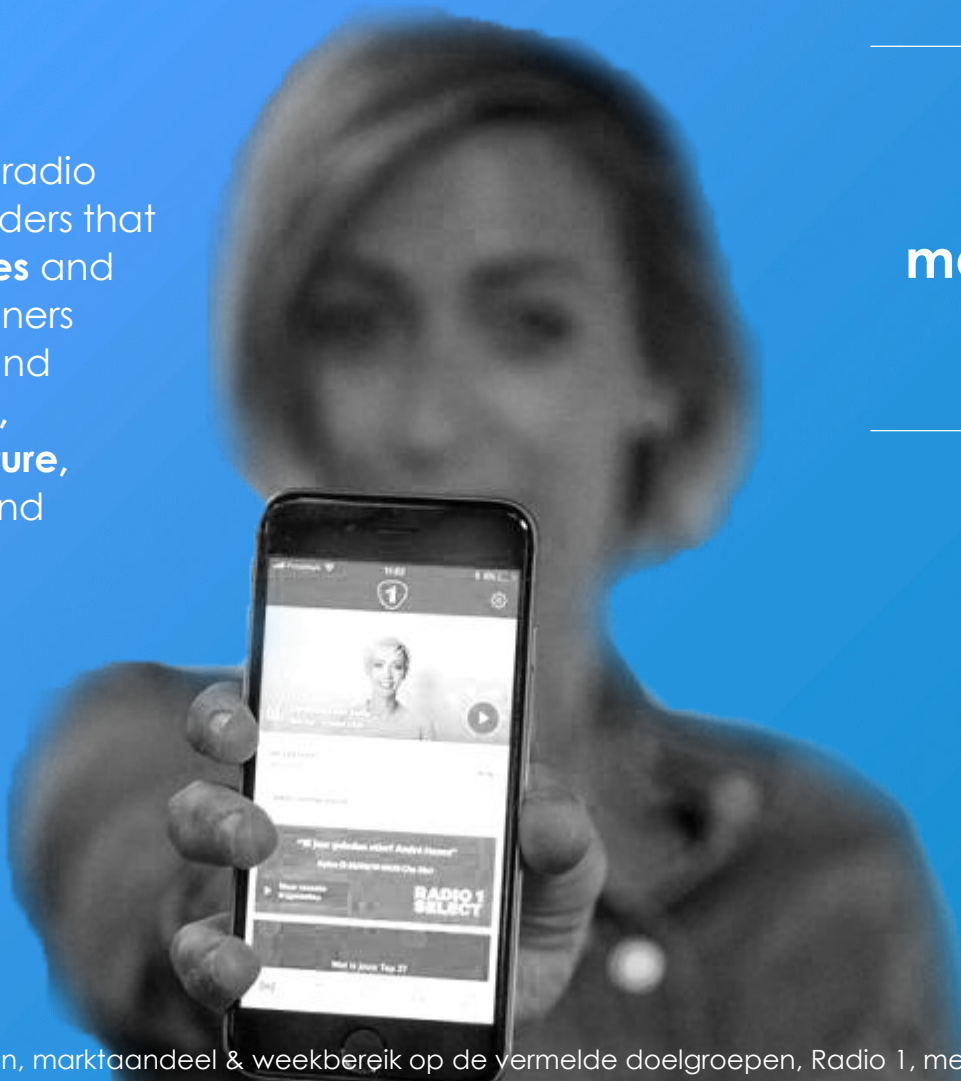




Radio 1 is the radio station in Flanders that informs, **excites** and inspires its listeners about **news** and **current affairs**, **sciences**, **culture**, **technology** and **literature**



Strong on
30+
SG 1-3

474.000
weekly listeners
(31,3%)

15,4%
market share



Selective reach of
management profiles

91.000
weekly listeners
(31,4%)

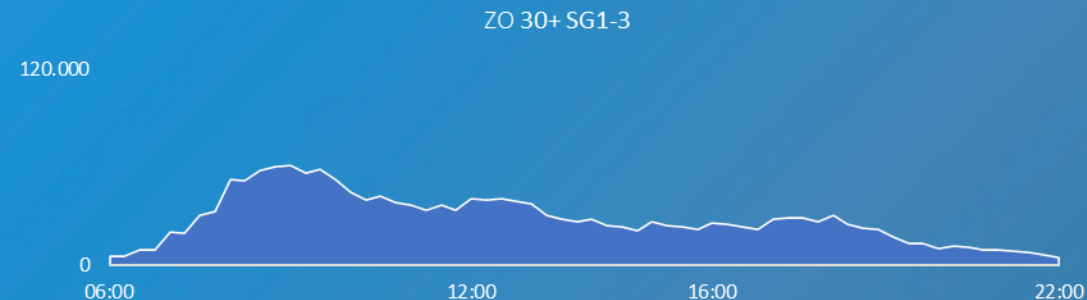
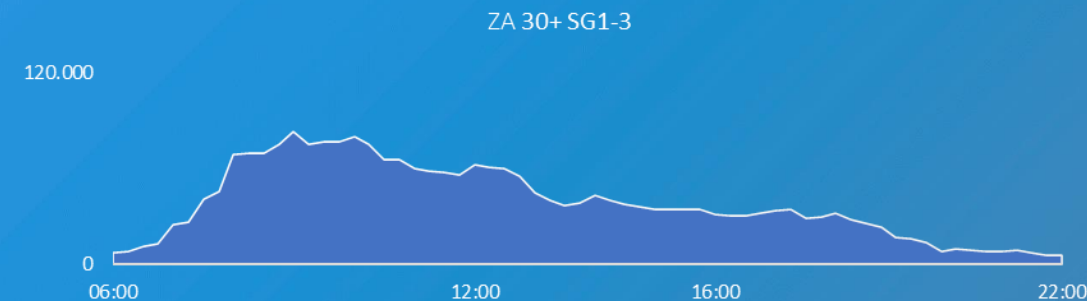
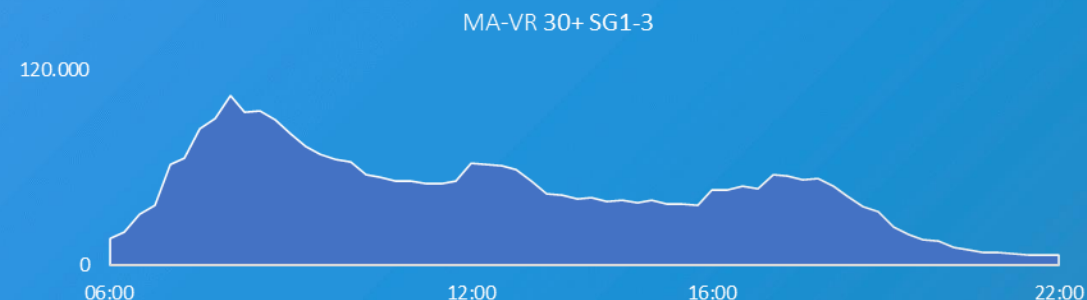
13,5%
market share



Higher educated
Higher social groups
Decision makers
Higher and middle Management
C-level
Influencers actua driven



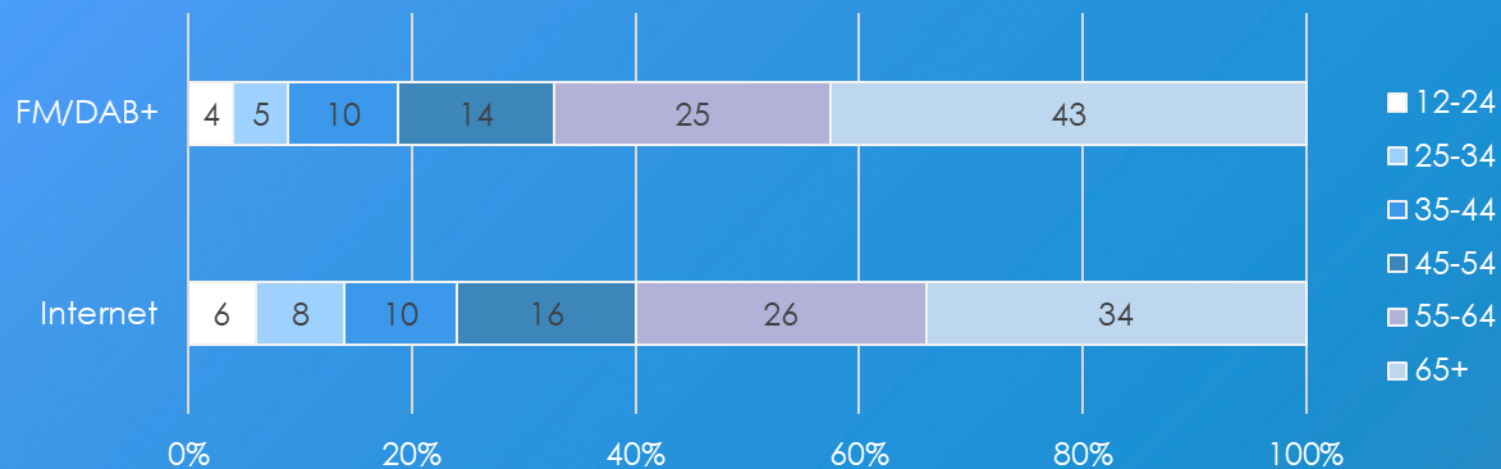
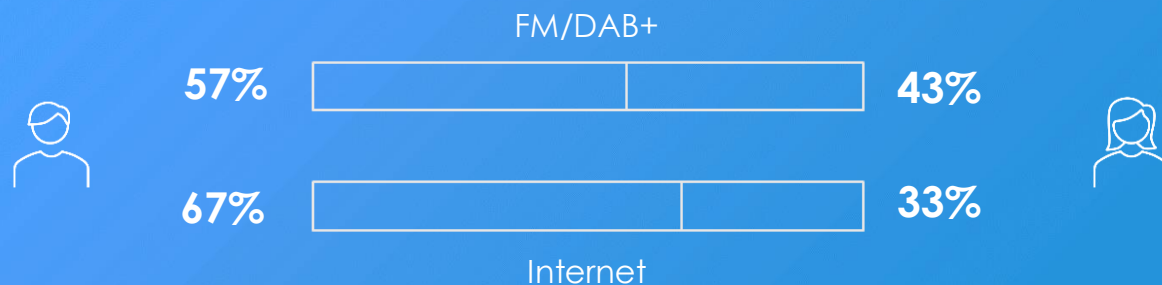
	Mon	Tue	Wed	Thu	Fri	Sat	Sun	
06:00						De Nacht		
07:00	De Ochtend					De Ochtend		
08:00								
09:00	Classic Stories					Vox	De Ochtend	
10:00	De wereld van Sofie				Zijn er nog vragen?		De mis	
11:00						Het uur vd waarheid	Touché	
12:00	Nieuwe feiten					Voorproevers		
13:00						Belpop	Sporza	
14:00	Ayco				Friday OMM			
15:00								
16:00	De Wereld Vandaag					Classics		
17:00						Sporza		
18:00	Het Kwartier + Voorproevers				Kwartier + Culture Club			
19:00				Time Out				
20:00	Wonderland							
21:00						Time Out Sporza		
22:00	Duyster	Zandman						



Dit programmaschema is van kracht tot nader order.

LISTENING PROFILE

FM/DAB LISTENER VS STREAMER





RADIO 1 IN 2023 | Strengths



News, current affairs & topicalities

- Helping you to understand & follow the world in change
 - **De Ochtend**
 - **De Wereld Vandaag**



Music

- **Classic Stories**
- **Ayco Duyster**



Background

- **Nieuwe Feiten** at noon
 - Dwell on notable things that didn't make the news right away
- **Voorproevers (18-19h)**
 - Sneak preview of non-fiction books, documentaries & podcasts



Digital offering VRT MAX & VRT NWS

- Direct publication on VRT NWS during 2023
- Wider podcast offering



Inspiration

- The softer side of society: inspiration - psychology & sociology
 - **De Wereld van Sofie**



Radio 1 Select

Further growth of short audio clips to feed VRT NWS and VRT MAX in the future