

# MNM

music and more

A leader in the radio landscape for connecting with the world of **young people**, and at the same time a stretch to **active population**

# MNM hits

MNM's best hits, non-stop via DAB+ and internet, the largest digital-only radio brand in Flanders,



Strong on  
**18-44**

**612.000**  
weekly listeners  
(28,3%)

**14,8%**  
market share  
(18-44)

Selective reach of  
**18-54**

**780.000**  
weekly listeners  
(25,8%)

**12,3%**  
market share  
(18-54)



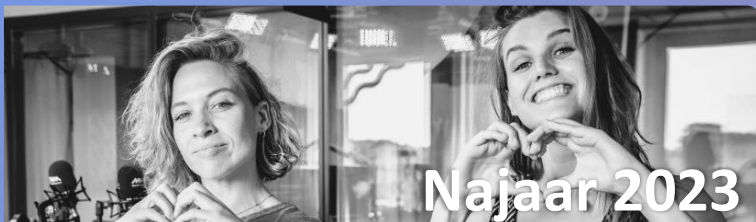
Students

Youngsters

Starters in life (first job, first home, ...)

Employed people

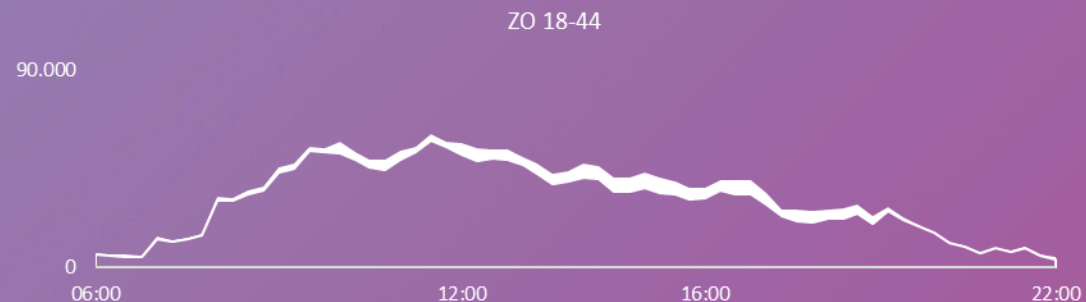
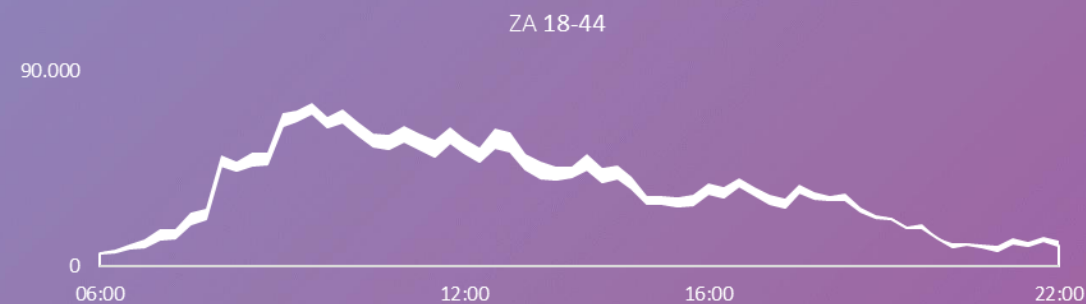
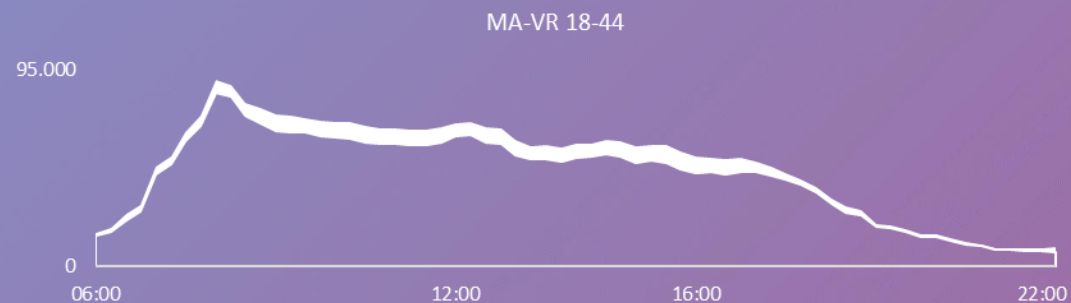
Middle social groups



	Mon	Tue	Wed	Thu	Fri	Sat	Sun
06:00						MNM - music and more	
07:00		Kawtar & Keyaert				MNM Throwback	
08:00							
09:00		Sing Your Song					
10:00						MNM50	Ultratop50
11:00		Brahim					
12:00		Astrid Demeure			FFriday	De MNM Weekendploeg	
13:00					MNM Weekend Countdown		
14:00		Maureen Vanherbergen					
15:00							
16:00		Gillis & Govaerts				Alexandra Gadzina	
17:00					Julie Van den Steen		
18:00		Alles geven tussen Zes en Zeven					
19:00		Generation M				MNM Party	MNM R&Beats
20:00							
21:00		MNM Happy Hits				MNM R&Beats	
22:00		MNM Relax Hits				MNM Relax	
23:00		MNM Music and more			MNM Start to DJ	Smash the House	

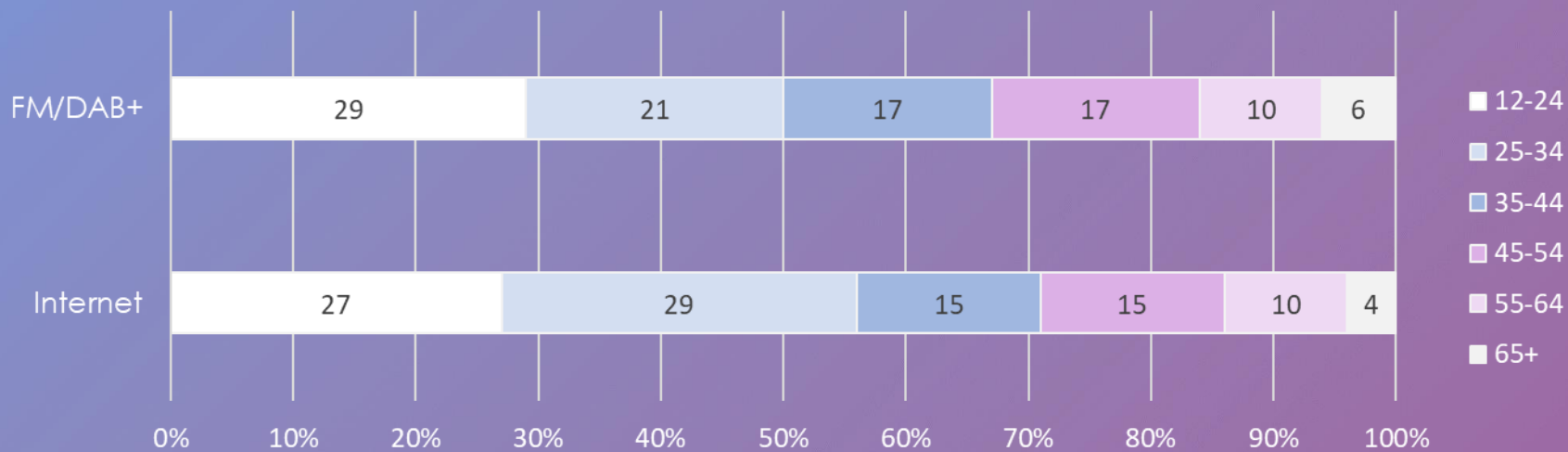
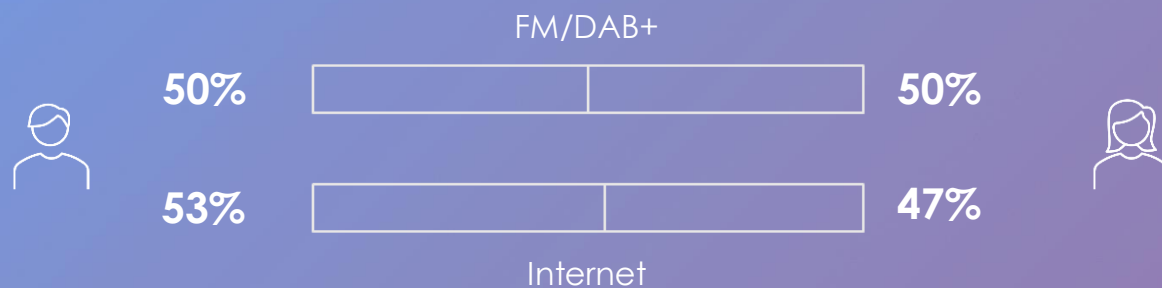
Dit programmaschema is van kracht tot nader order.

CIM RAM, Noorden, Luistercurve, 18-44, MNM+MNM Hits, mei'22-apr'23, ma-vr, za & zo, 6-22u



# LISTENING PROFILE

## FM/DAB LISTENER VS STREAMER



# MNM & MNM HITS IN 2023 | Strengths



## Sharpening brand in profile and offering

- Broadcast -> broad appeal
- For everyone -> volume
- 06-16h 🕒 broad and mainstream 18-44
- 16-21h 🕒 additional focus 12-24



## Renewal of programme schedules and personalities

- 04-06h 🕒 Pre-morning show with Bob Storms
- Generation M Live! on Thursday



## MNM Hits

- Attractive for 18-44



## Renewal events

- Rumour surrounding fire
- Jumpjobs, Blokhut, Breakout
- De Strafste School



## On demand on VRT MAX

- Expansion of audio offering for VRT MAX from new organisation on demand weekly showbiz podcast



## Focus on youngsters

- Specific and attractive offer for young people in audio and video
- Reaching youth communities through social media and interaction