



Studio Brussels encourages a young active population to look creatively at the world, with music driving it.



Focus on music & artists, collective & strong community, generational & open audience: hard to earn, hard to lose



Strong on
18-44

500.000
weekly listeners
(23,1%)

14,5%
market share
(18-44)

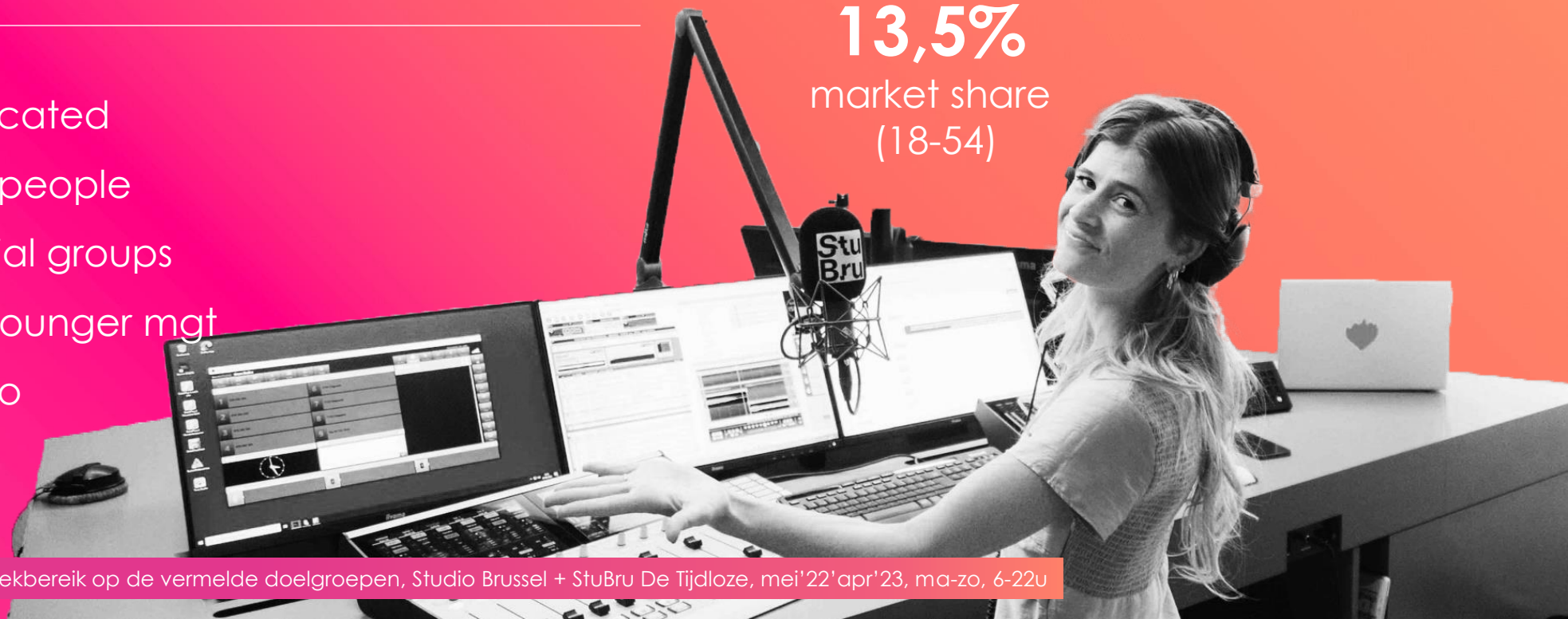
Selective reach of
18-54

692.000
weekly listeners
(22,9%)



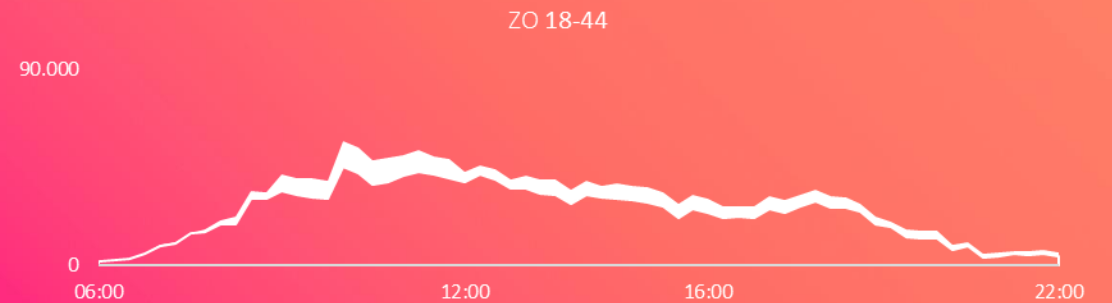
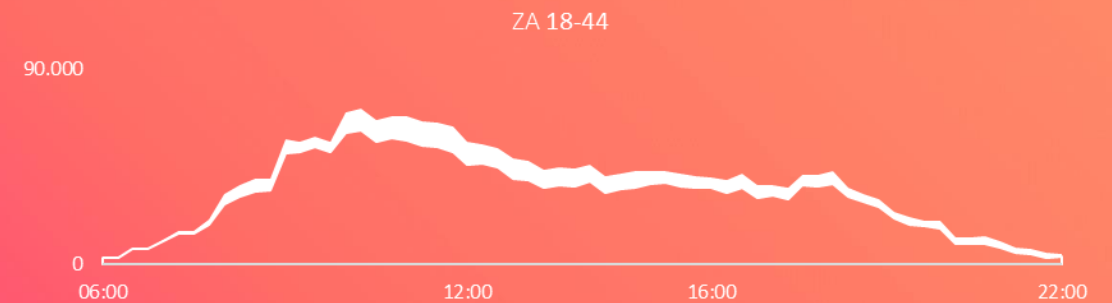
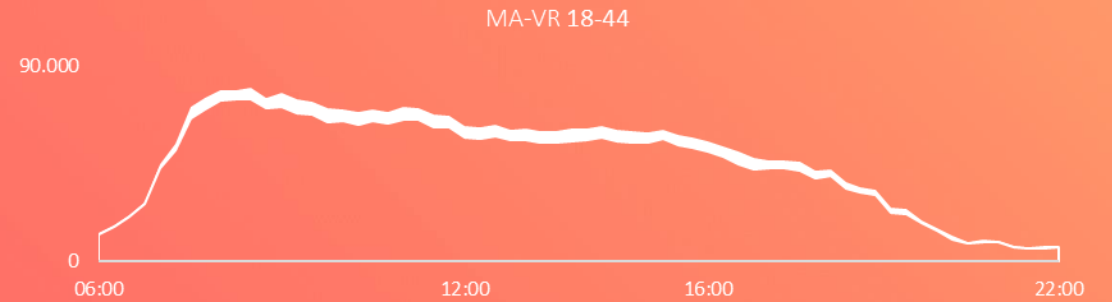
- Highly educated
- Employed people
- Higher social groups
- Middle & younger mgt
- Office radio

13,5%
market share
(18-54)





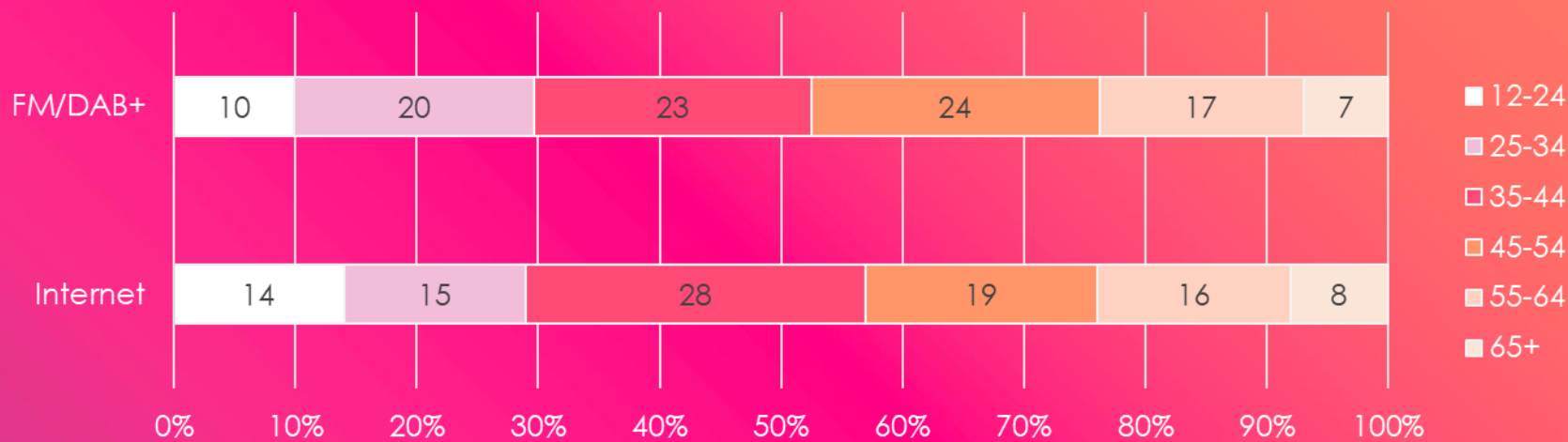
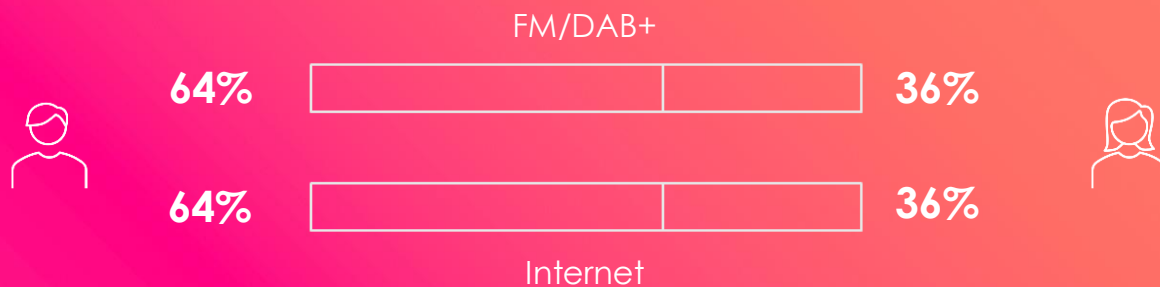
| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|-------|--------------------------|--------------------|--------------------|--------------------|----------------------|---|----------------------------|
| 06:00 | | | | | | Life is Music | |
| 07:00 | Fien & Thibault staan op | | | | | Studio Brussel Staat Op Gunther Desemblanx | |
| 08:00 | | | | | | | |
| 09:00 | | | | | | De Afrekening | De Tijdloze |
| 10:00 | Joris Brys | | | | | | |
| 11:00 | | | | | | De jaren 90 voor tieners | Everything but the hits |
| 12:00 | De Piencode | | | | | | |
| 13:00 | | | | | | Mourad Baaziz | Sali Haidara |
| 14:00 | Kirsten Lemaire | | | | | | |
| 15:00 | | | | | | Linde Lost Het Op | |
| 16:00 | Eva De Roo | | | | | | |
| 17:00 | De Jaren Nul | | | | Eindelijk Weekend | Hallo Met Margaux | #ikluisterbelgisch |
| 18:00 | Radar | | | | | Untz Amber Broos/Jeroen Delodder | Vuurland |
| 19:00 | | | | | | | |
| 20:00 | | | | | | | |
| 21:00 | | | | | | | |
| 22:00 | De Zwaarste Show | Rik de Bruycker | Abattoir Anvers | Jeroen Delodder | | | |
| 23:00 | | | | | | | |



Dit programmaschema is van kracht tot nader order.

LISTENING PROFILE

FM/DAB LISTENER VS STREAMER



STUBRU & DE TIJDLOZE IN 2023

Strengths



The Office Radio of Flanders

- **Traffic radio (6-9h + 16-18h):** strengthening the morning block with Fien
- **Office radio (9-16h):** best office companionship & lunch with Pien Lefranc
- Cross-brand use of TV as accelerator



De Tijdloze

- Separate from StuBru + further expansion
- New evening rush hour with Stijn
- Interaction as pilot project at VRT MAX



Softer and broader nostalgic music line during daytime and in traffic hours

- **Afterwork party:** in the car & at home
- More recognizable music in pop and classic rock genres
- Sam De Bruyn: De Jaren Nul (18-19)



Podcasts

- Wider podcast offer around music content for VRT MAX
- Popcast, crazy vibes



Music discovery in the evening

- Michele Cuvelier: Radar (19-21)



VRT MAX & music

- Feed VRT MAX with music, moods, playlists
- New on-demand music format
- New on-demand humor format
- New format 'young & social' with MNM