



A leader in the radio landscape for connecting with the world of young people, also stretching to active population.

STRONG ON
18-44
SELECTIVITY OF
141

11,0%
MARKET SHARE

526.000
WEEKLY LISTENERS
(24%)

231.000
DAILY LISTENERS
(11%)

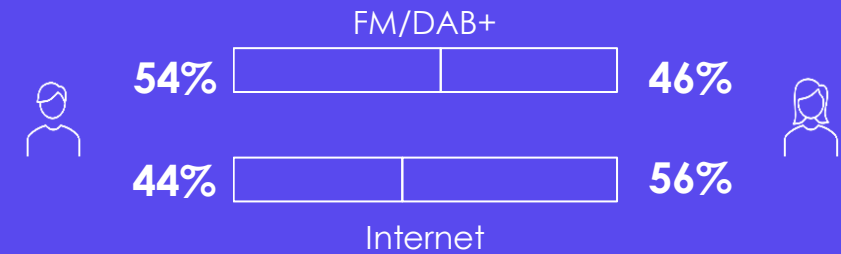
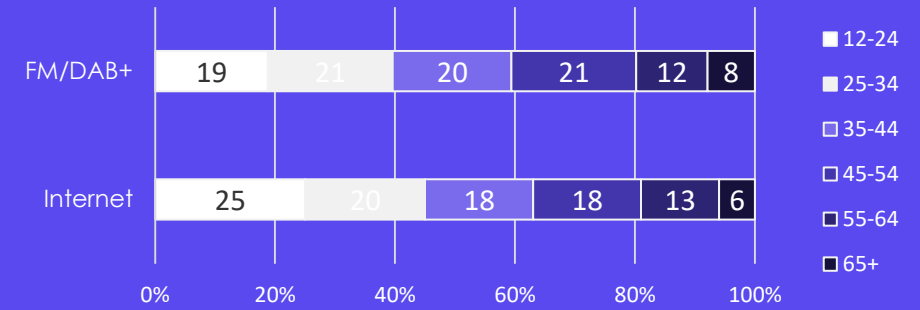
47.700
SESSIONS/DAY

281K 242K 175K



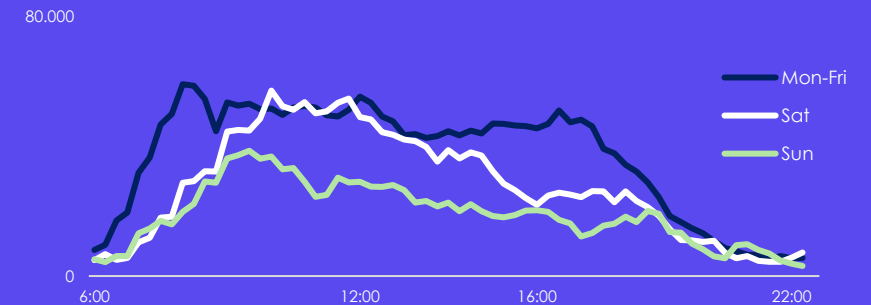
LISTENING PROFILE IN %

FM/DAB+ LISTENER VS STREAMER



CIM RAM, Belgium North, profile (on time spent), MNM, May'23-Apr'24, Mon-Sun, 6-22h

LISTENING CURVE



CIM RAM, Belgium North, Listening curves, 18-44, MNM, May'23-Apr'24, Mon-Fri, Sat, Sun, 6-22h



Summer 2024

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
06:00	De Ochtendshow van MNM					MNM Throwback	MNM Throwback
07:00	De Ochtendshow van MNM					MNM Throwback	MNM Throwback
08:00	De Ochtendshow van MNM					MNM Throwback	MNM Throwback
09:00	MNM Summertime500					MNN50	UltraTop 50
10:00	MNM Summertime500					MNN50	UltraTop 50
11:00	MNM Summertime500					MNN50	UltraTop 50
12:00	MNM Summertime500					MNM Summertime	MNM Summertime
13:00	MNM Summertime500					MNM Summertime	MNM Summertime
14:00	MNM Summertime500					MNM Summertime	MNM Summertime
15:00	MNM Summertime500					MNM Summertime	MNM Summertime
16:00	De Avondshow van MNM					MNM Summertime	MNM Summertime
17:00	De Avondshow van MNM					MNM Summertime	MNM Summertime
18:00	De Avondshow van MNM					MNM Summertime	MNM Summertime
19:00	MNM Summertime					MNM Summertime	MNM Summertime
20:00	MNM Summertime					MNM Summertime	MNM Summertime
21:00	MNM Summertime					MNM Party	MNM R&Beats
22:00	MNM Summertime					MNM Party	MNM Relax Hits

CREATIVE PARTNERSHIPS: FOCUS ON



STUDENTS & GROWING YOUNGSTERS



MNM
BLOKHUT



MNM
JUMPSHOPS



DE STRAFSTE
SCHOOL

AND MANY MORE...

MNM
hits

MNM's best hits, non-stop via DAB+ & internet, one of the biggest digital-only radio brands in Flanders.

SELECTIVITY OF

133

AMONG

18-54

165.000

WEEKLY LISTENERS

(5%)

1,8%

MARKET SHARE

CIM RAM, Belgium North, May'23-Apr'24, MNM Hits, 18-54, Mon-Sun, 6-22h

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