



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  
**169**

**2,1%**  
MARKET SHARE

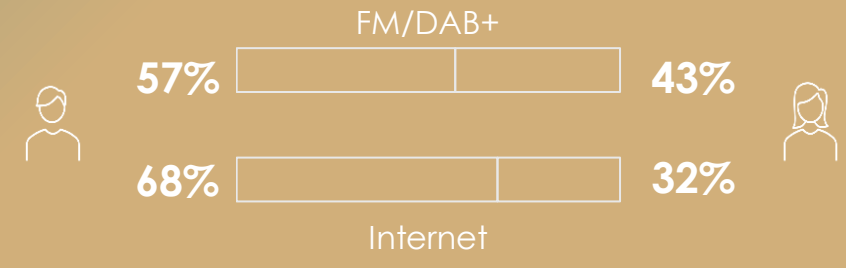
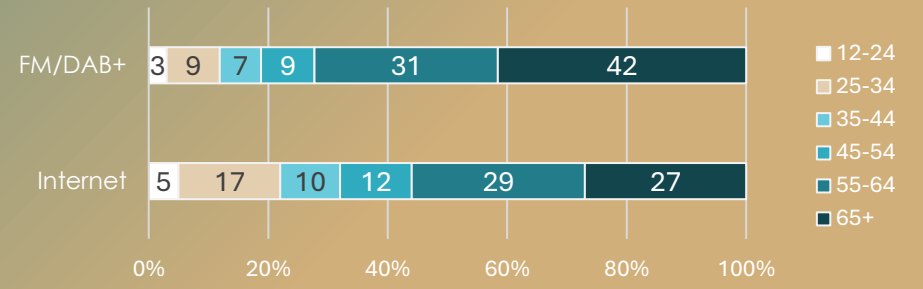
**106.000**  
WEEKLY LISTENERS  
(5%)

**48.000**  
DAILY LISTENERS  
(1,6%)

**1.300**  
SESSIONS/DAY

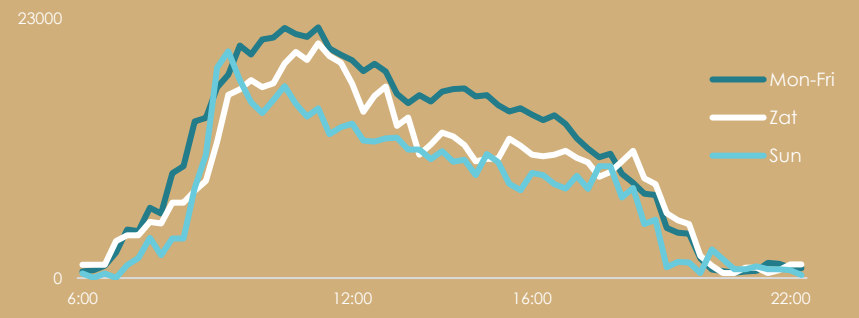


**LISTENING PROFILE IN %**  
FM/DAB+ LISTENER VS STREAMER



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

**LISTENING CURVE**



CIM RAM, Belgium North, listening curves, 55+, Nostalgie+, Jan-Dec'23, Mon-Fri, Sat & Sun, 6-22h

CIM RAM, Belgium North, May'23-Apr'24, Nostalgie+, 55+, Mon-Sun, 6-22h  
CIM RSM, World, Nostalgie+, Average Active Sessions/day in May'23-Apr'24

**NOSTALGIE**  
plus



**Summer 2024**

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
07:00							
08:00		Start Me Up Dominique, Sebastian & Sander				Weekend Vibes met Loïc	
09:00							
10:00							
11:00							
12:00		De Zomer van Serge, Dominique & Alain				De Zomer van Bart, Tony & Alain	
13:00							
14:00							
15:00							
16:00							
17:00		That's The Way... (I Like It) met Johan				Domino	
18:00							
19:00				70s@7			
20:00				80s@8			
21:00							
22:00				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

**115**  
AMONG  
**35-54**

**175.000**  
WEEKLY LISTENERS  
(10%)

**4,7%**  
MARKET SHARE

CIM RAM, Belgium North, market share & weekly reach on indicated target groups, Play Nostalgie, May'23-Apr'24, 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

**166**  
AMONG  
**18-34**

**18.400**  
WEEKLY LISTENERS  
(1,4%)

**0,4%**  
MARKET SHARE

CIM RAM, Belgium North, market share & weekly reach on indicated target groups, NRJ Vlaanderen, May'23-Apr'24, Mon-Sun, 6-22h