

# Etude CIM Radio Studie



Historique résultats

Historiek resultaten

Vague 2013-1 - May-Aug 2018

Golf 2013-1 - May-Aug 2018

## WAVE 2013-1

### NORD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio 2 (VRT)	1.303,49	1.375,93	1.447,93	25,50	31,36	270
Q-Music	743,28	802,21	861,18	14,87	13,05	193
Studio Brussel (VRT)	629,99	685,10	740,33	12,70	11,92	206
MNM (VRT)	560,81	613,18	666,00	11,37	8,57	166
Radio 1 (VRT)	611,76	666,03	720,79	12,35	8,46	151
JOE fm	347,14	390,06	432,96	7,23	7,87	238
Nostalgie (NL)	347,14	390,09	432,96	7,23	6,42	195
Klara (VRT)	102,66	127,84	153,06	2,37	1,89	175
TOPradio	46,23	64,31	82,17	1,19	0,71	131
ClubFM	9,10	19,14	28,67	0,35	0,18	113
MNM Hits (VRT)	5,21	13,25	21,76	0,25	0,12	109
Klara Continuo (VRT)	0,00	4,00	8,16	0,07	0,05	137
Nieuws + (VRT)	0,00	5,12	9,82	0,09	0,01	18
Ketnetradio (VRT)	0,00	2,15	5,47	0,04	0,01	81

### SUD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio Contact (Francophone)	558,79	603,63	648,52	14,86	15,95	161
Bel RTL	559,18	604,00	648,94	14,87	13,38	135
VivaCité (RTBF)	464,89	506,47	548,24	12,47	12,86	155
Radio Nostalgie (Francophone)	348,15	384,96	422,06	9,48	10,77	170
Classic 21 (RTBF)	252,17	284,51	316,54	7,00	8,30	178
La Première (RTBF)	324,07	359,93	395,76	8,86	6,84	116
NRJ	360,21	397,88	435,18	9,79	6,44	98
Fun Radio	208,04	237,47	267,25	5,85	4,99	128
Pure FM (RTBF)	123,49	147,19	170,62	3,62	2,54	105
Musiq'3 (RTBF)	73,79	92,78	111,45	2,28	2,40	157
Sud Radio	29,45	42,30	55,04	1,04	1,41	203
Twizz Radio	9,84	18,24	26,72	0,45	0,33	109

\* Daily Reach: number of listeners who listened to the given radio at least 10minutes on an average day

\*\*Share: the market share of the given radio, based on the number of listeners

\*\*\*Daily Average Time Spent: average duration a listener spends listening to the given radio

## WAVE 2013-2

### NORD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio 2 (VRT)	1.255,89	1.327,96	1.399,70	24,48	29,65	259
Q-Music	787,04	847,64	908,50	15,63	14,08	193
Studio Brussel (VRT)	642,59	698,79	754,63	12,88	13,41	223
MNM (VRT)	583,99	637,67	691,73	11,76	9,90	180
Joe FM	334,44	376,74	419,50	6,95	7,31	225
Radio 1 (VRT)	499,51	550,11	600,47	10,14	6,38	135
Nostalgie (NL)	293,91	334,09	374,33	6,16	5,41	188
Klara (VRT)	120,33	147,38	174,74	2,72	2,01	159
TOP radio	53,45	72,88	91,91	1,34	0,76	122
MNM Hits (VRT)	6,35	15,37	24,02	0,28	0,19	142
Club FM	3,02	10,36	17,59	0,19	0,18	204
Klara Continuo (VRT)	0,14	5,34	10,71	0,10	0,05	109

### SUD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Bel RTL	590,35	635,64	680,92	15,76	16,78	162
Radio Contact (Francophone)	535,59	578,98	622,75	14,36	14,56	154
VivaCité (RTBF)	461,49	502,71	543,58	12,46	13,56	165
Radio Nostalgie (Francophone)	371,07	408,61	446,06	10,13	11,16	167
NRJ	414,08	453,25	492,59	11,24	8,57	116
Classic 21 (RTBF)	263,24	295,51	328,03	7,33	8,34	173
La Première (RTBF)	324,73	360,27	395,61	8,93	6,85	116
Fun Radio	206,78	236,03	265,11	5,85	5,19	135
Pure FM (RTBF)	114,61	137,02	159,65	3,40	2,46	110
Musiq'3 (RTBF)	60,74	78,04	94,94	1,93	1,75	138
Sud Radio	14,93	24,42	34,28	0,61	0,79	198
Twizz Radio	14,93	24,54	34,28	0,61	0,40	99
RTBF (code générique)	1,00	5,80	10,29	0,14	0,17	174

\* Daily Reach: number of listeners who listened to the given radio at least 10minutes on an average day

\*\*Share: the market share of the given radio, based on the number of listeners

\*\*\*Daily Average Time Spent: average duration a listener spends listening to the given radio

## WAVE 2013-3

### NORD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio 2 (VRT)	1.178,52	1.248,69	1.318,80	22,96	28,23	255
Q-Music	739,34	798,32	857,38	14,68	13,51	191
Studio Brussel (VRT)	644,08	699,79	755,77	12,87	13,07	211
MNM (VRT)	570,64	623,67	676,93	11,47	9,83	178
JOE fm	383,10	427,83	472,91	7,87	8,46	223
Radio 1 (VRT)	598,41	652,85	706,81	12,00	8,40	145
Nostalgie (NL)	309,81	350,70	391,74	6,45	6,00	193
Klara (VRT)	124,27	151,71	179,20	2,79	1,95	145
TOPradio	57,49	77,01	96,96	1,42	0,93	136
Minerva	27,75	42,68	57,09	0,78	0,61	160
ClubFM	9,59	19,60	29,57	0,36	0,26	148
MNM Hits (VRT)	1,70	8,24	14,61	0,15	0,13	172
Klara Continuo (VRT)	0,17	5,62	10,71	0,10	0,08	160
Nieuws + (VRT)	0,00	1,62	4,52	0,03	0,01	35
Ketnetradio (VRT)	0,00	0,97	3,45	0,02	0,01	117

### SUD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio Contact (Francophone)	505,22	548,31	591,58	13,43	15,55	172
Bel RTL	579,97	625,55	671,18	15,32	14,73	142
VivaCité (RTBF)	470,52	512,29	554,42	12,55	13,88	164
Radio Nostalgie (Francophone)	402,49	441,67	481,16	10,82	11,86	162
Classic 21 (RTBF)	263,60	296,61	329,31	7,26	8,38	171
NRJ	391,12	429,78	468,85	10,53	7,76	109
La Première (RTBF)	314,89	350,49	385,82	8,58	6,49	112
Fun Radio	208,39	238,24	267,73	5,83	3,71	94
Pure FM (RTBF)	135,12	159,76	184,20	3,91	3,29	125
Musiq'3 (RTBF)	57,75	74,54	91,70	1,83	1,66	135
Sud Radio	24,11	35,80	47,76	0,88	0,82	138
Twizz Radio	11,17	19,87	28,85	0,49	0,43	131
RTBF (code générique)	0,00	1,86	4,87	0,05	0,05	150

\* Daily Reach: number of listeners who listened to the given radio at least 10minutes on an average day

\*\*Share: the market share of the given radio, based on the number of listeners

\*\*\*Daily Average Time Spent: average duration a listener spends listening to the given radio

## WAVE 2014-1

### NORD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio 2 (VRT)	1.231,20	1.302,71	1.374,35	23,95	28,80	259
Q-Music	827,87	890,00	951,95	16,36	14,38	189
Studio Brussel (VRT)	626,05	681,56	737,10	12,53	11,94	205
MNM (VRT)	554,25	606,95	659,87	11,16	9,74	188
Radio 1 (VRT)	559,48	612,57	665,51	11,26	7,82	150
JOE fm	363,28	407,63	451,57	7,49	7,77	226
Nostalgie (NL)	361,73	405,55	449,86	7,46	6,48	187
Klara (VRT)	134,08	162,48	191,21	2,99	2,36	170
TOPradio	72,72	94,63	116,58	1,74	1,25	155
ClubFM	16,22	28,36	40,35	0,52	0,39	162
Klara Continuo (VRT)	6,37	15,15	24,09	0,28	0,21	159
MNM Hits (VRT)	4,85	13,12	21,26	0,24	0,17	151
Story FM	1,67	8,40	14,65	0,15	0,13	180
Nieuws + (VRT)	0,00	1,54	4,54	0,03	0,03	245

### SUD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Bel RTL	533,34	577,38	1.110,56	14,14	13,54	145
VivaCité (RTBF)	504,50	547,37	1.051,93	13,41	13,47	152
Radio Contact (Francophone)	477,29	519,06	996,55	12,72	12,98	154
Radio Nostalgie (Francophone)	396,29	435,09	831,46	10,66	12,42	176
Classic 21 (RTBF)	312,25	347,38	659,65	8,51	10,36	184
NRJ	403,74	442,97	846,67	10,85	7,66	107
La Première (RTBF)	350,48	387,37	737,89	9,49	7,18	114
Fun Radio	190,44	218,96	409,24	5,36	3,70	104
Pure FM (RTBF)	131,04	154,98	286,16	3,80	3,13	125
Musiq'3 (RTBF)	67,30	85,26	152,62	2,09	2,10	152
DH Radio/Twizz Radio	12,81	22,23	34,86	0,54	0,54	149
RTBF (code générique)	0,00	1,96	1,27	0,05	0,02	76

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\*\*\*Daily Average Time Spent: average duration a listener spends listening to the given radio

## WAVE 2014-2

### NORD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio 2 (VRT)	1.221,95	1.293,42	1.364,77	23,78	30,29	261
Q-Music	740,64	800,25	859,47	14,71	13,71	191
Studio Brussel (VRT)	598,68	653,44	707,73	12,01	13,12	224
MNM (VRT)	553,64	606,19	659,23	11,15	9,31	171
JOE fm	349,79	393,06	436,67	7,23	8,20	233
Radio 1 (VRT)	544,22	596,87	649,06	10,97	7,66	143
Nostalgie (NL)	279,83	319,14	358,69	5,87	5,71	199
Klara (VRT)	119,66	146,93	174,04	2,70	1,98	150
TOPradio	46,07	63,92	82,29	1,18	0,74	129
ClubFM	13,67	24,99	36,37	0,46	0,34	150
MNM Hits (VRT)	2,34	9,19	16,16	0,17	0,10	126
Klara Continuo (VRT)	1,03	6,81	13,11	0,13	0,07	108
Story FM	0,00	3,21	7,37	0,06	0,07	226
Nieuws + (VRT)	0,00	2,26	5,53	0,04	0,01	73

### SUD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
VivaCité (RTBF)	475,45	517,38	559,17	12,67	15,44	168
Radio Contact (Francophone)	514,91	558,00	601,37	13,67	14,98	151
Bel RTL	508,98	552,14	595,04	13,52	13,67	139
Radio Nostalgie (Francophone)	352,15	389,04	426,06	9,53	12,64	183
Classic 21 (RTBF)	237,84	269,11	300,29	6,59	8,21	172
NRJ	379,16	417,14	455,40	10,22	7,89	106
La Première (RTBF)	307,28	342,17	377,02	8,38	6,30	103
Fun Radio	181,31	209,19	236,78	5,12	3,75	101
Pure FM (RTBF)	114,51	137,22	159,86	3,36	2,91	119
Musiq'3 (RTBF)	65,50	83,37	101,08	2,04	2,37	160
DH Radio/Twizz Radio	9,95	18,43	26,80	0,45	0,39	118

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\*\*Share: the market share of the given radio, based on the number of listeners

\*\*\*Daily Average Time Spent: average duration a listener spends listening to the given radio

## WAVE 2014-3

### NORD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio 2 (VRT)	1.154,56	1.224,90	1.294,90	22,42	27,77	261
Q-Music	818,19	880,15	941,88	16,11	14,91	195
Studio Brussel (VRT)	674,16	731,47	788,74	13,39	12,92	203
MNM (VRT)	538,80	591,16	643,32	10,82	8,82	172
JOE fm	386,17	431,56	476,93	7,90	8,48	226
Radio 1 (VRT)	581,37	635,52	689,24	11,63	8,21	149
Nostalgie (NL)	320,83	362,90	404,61	6,64	5,18	164
Klara (VRT)	139,18	168,19	197,32	3,08	2,29	157
TOPradio	68,70	90,33	111,57	1,65	1,09	138
ClubFM	22,87	36,40	50,32	0,67	0,48	151
MNM Hits (VRT)	1,68	8,02	14,71	0,15	0,14	200
Klara Continuo (VRT)	0,43	6,28	11,59	0,11	0,12	217
Story FM	0,00	4,91	9,96	0,09	0,11	262
Ketnetradio (VRT)	0,00	2,87	6,49	0,05	0,01	44
Nieuws + (VRT)	0,00	1,52	4,55	0,03	0,01	57

### SUD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio Contact (Francophone)	532,21	576,16	620,40	14,01	16,53	173
Bel RTL	563,29	608,20	653,49	14,79	14,34	142
Radio Nostalgie (Francophone)	414,71	454,49	494,38	11,05	13,87	184
VivaCité (RTBF)	492,82	535,65	578,34	13,02	13,67	154
Classic 21 (RTBF)	255,92	288,37	320,80	7,01	8,05	168
NRJ	359,44	397,02	434,47	9,65	6,87	104
La Première (RTBF)	320,89	356,59	392,39	8,67	6,83	115
Fun Radio	149,20	174,77	200,45	4,25	2,89	100
Pure FM (RTBF)	105,50	127,68	149,54	3,10	2,75	130
Musiq'3 (RTBF)	54,60	71,14	87,73	1,73	1,48	125
DH Radio/Twizz Radio	6,29	13,47	20,86	0,33	0,19	84

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\*\*Share: the market share of the given radio, based on the number of listeners

\*\*\*Daily Average Time Spent: average duration a listener spends listening to the given radio

## WAVE 2015-1

### NORTH NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio 2 (VRT)	1.210,66	1.282,23	1.353,64	23,44	29,44	272
Studio Brussel (VRT)	705,64	764,33	822,65	13,97	13,66	212
Q-Music	788,89	850,16	911,16	15,54	12,95	181
MNM (VRT)	594,70	649,05	703,86	11,87	9,30	170
Radio 1 (VRT)	571,52	625,26	678,91	11,43	8,27	157
JOE fm	368,91	413,45	458,14	7,56	7,56	217
Nostalgie (NL)	345,54	389,11	432,28	7,11	6,24	190
Klara (VRT)	107,43	133,68	159,50	2,44	1,54	136
TOPradio	72,63	94,60	116,63	1,73	1,36	171
ClubFM	10,81	21,06	31,85	0,39	0,21	116
Story FM	0,14	5,27	10,80	0,10	0,11	258
MNM Hits (VRT)	5,63	14,11	22,82	0,26	0,10	86
Klara Continuo (VRT)	0,00	2,44	5,56	0,04	0,04	173
Nieuws + (VRT)	0,00	2,32	5,56	0,04	0,01	48
Ketnetradio (VRT)	0,00	1,05	3,48	0,02	0,01	72

### SOUTH NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio Contact (Francophone)	530,04	575,53	621,36	14,02	16,03	162
Bel RTL	557,05	603,58	650,19	14,70	14,95	144
VivaCité (RTBF)	482,06	525,91	569,97	12,81	14,59	161
Radio Nostalgie (Francophone)	382,97	423,11	462,92	10,30	10,89	149
Classic 21 (RTBF)	259,32	293,33	327,05	7,14	9,14	181
NRJ	390,06	430,42	470,62	10,48	7,84	106
La Première (RTBF)	304,54	340,83	377,10	8,30	6,90	117
Pure FM (RTBF)	143,80	170,01	196,20	4,14	3,54	121
Fun Radio	158,28	185,63	212,93	4,52	2,93	92
Musiq'3 (RTBF)	38,84	53,97	68,75	1,31	1,12	120
Sud Radio	14,48	24,61	34,79	0,60	0,52	122
DH Radio/Twizz Radio	3,14	9,36	15,74	0,23	0,14	87
RTBF (code générique)	0,00	0,86	2,68	0,02	0,01	62

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\*\*Share: the market share of the given radio, based on the number of listeners

\*\*\*Daily Average Time Spent: average duration a listener spends listening to the given radio



## WAVE 2015-2

### NORD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio 2 (VRT)	1.203,29	1.274,25	1.345,69	23,30	28,44	259
Q-Music	779,98	840,87	901,47	15,37	14,69	203
Studio Brussel (VRT)	628,57	684,17	740,01	12,51	12,00	203
MNM (VRT)	588,48	642,46	696,95	11,75	10,41	188
JOE fm	397,63	443,56	489,59	8,11	8,68	227
Radio 1 (VRT)	505,38	556,53	607,20	10,17	6,56	137
Nostalgie (NL)	331,63	373,94	416,66	6,84	6,00	186
Klara (VRT)	121,88	149,41	176,77	2,73	1,94	151
Minerva	31,49	47,18	62,59	0,86	0,98	242
TOPradio	53,93	73,49	92,66	1,34	0,84	132
ClubFM	8,79	18,49	28,40	0,34	0,34	213
MNM Hits (VRT)	5,65	14,25	22,80	0,26	0,18	143
Klara Continuo (VRT)	0,00	5,16	9,97	0,09	0,06	133
Nieuws + (VRT)	0,15	5,27	10,79	0,10	0,02	50
Story FM	0,00	3,22	7,41	0,06	0,02	62
Ketnetradio (VRT)	0,00	1,17	3,48	0,02	0,01	96

### SUD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
VivaCité (RTBF)	482,20	524,83	567,36	12,78	14,99	170
Bel RTL	521,49	565,46	609,38	13,77	14,10	148
Radio Contact (Francophone)	481,02	523,70	566,08	12,75	12,88	146
Radio Nostalgie (Francophone)	437,07	478,02	518,87	11,64	11,88	148
Classic 21 (RTBF)	269,70	303,00	336,38	7,38	9,40	184
La Première (RTBF)	304,46	339,79	374,71	8,27	6,74	118
NRJ	356,63	394,05	431,77	9,60	6,41	97
Fun Radio	171,76	199,11	226,55	4,85	3,77	113
Pure FM (RTBF)	144,21	169,44	194,96	4,13	3,74	131
Musiq'3 (RTBF)	76,81	96,05	115,36	2,34	2,32	143
Sud Radio	20,47	31,44	42,77	0,77	1,43	269
DH Radio/Twizz Radio	11,22	20,15	29,03	0,49	0,27	80
Chérie FM	1,73	6,89	12,23	0,17	0,20	175
RTBF (code générique)	0,00	0,98	2,62	0,02	0,01	88

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## WAVE 2015-3

### NORD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio 2 (VRT)	1.205,81	1.277,09	1.348,84	23,26	29,16	266
Studio Brussel (VRT)	648,48	705,06	761,74	12,84	12,93	214
Q-Music	751,04	811,06	871,16	14,77	12,52	180
MNM (VRT)	580,16	634,26	688,37	11,55	10,23	188
Radio 1 (VRT)	649,54	706,26	762,87	12,86	9,36	155
JOE fm	347,46	390,92	434,53	7,12	7,63	228
Nostalgie (NL)	330,29	372,71	415,46	6,79	5,67	177
Klara (VRT)	142,91	172,68	201,95	3,14	2,14	144
TOPradio	46,99	65,27	83,70	1,19	0,84	150
ClubFM	13,81	25,01	36,72	0,46	0,34	160
Klara Continuo (VRT)	3,06	10,25	17,81	0,19	0,19	220
MNM Hits (VRT)	4,90	12,94	21,46	0,24	0,18	162
Ketnetradio (VRT)	0,00	3,70	8,32	0,07	0,02	73

### SUD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio Contact (Francophone)	542,32	587,14	631,77	14,24	16,11	164
Bel RTL	526,36	570,55	614,75	13,84	14,40	151
VivaCité (RTBF)	510,41	553,96	597,71	13,44	14,17	153
Radio Nostalgie (Francophone)	386,11	424,95	463,95	10,31	11,52	162
Classic 21 (RTBF)	306,47	341,87	377,04	8,29	10,24	179
NRJ	360,82	398,81	436,47	9,67	7,01	105
La Première (RTBF)	293,90	328,76	363,22	7,97	6,87	125
Pure FM (RTBF)	155,14	181,49	207,64	4,40	3,63	120
Fun Radio	128,75	152,74	177,13	3,71	3,02	118
Musiq'3 (RTBF)	49,18	65,17	81,09	1,58	1,18	108
DH Radio/Twizz Radio	15,85	26,07	36,10	0,63	0,54	124
Chérie FM	3,07	8,97	15,07	0,22	0,16	110
RTBF (code générique)	0,00	3,14	6,92	0,08	0,02	32

\* Daily Reach: number of listeners who listened to the given radio at least 10minutes on an average day

\*\*Share: the market share of the given radio, based on the number of listeners

\*\*\*Daily Average Time Spent: average duration a listener spends listening to the given radio

## WAVE 2016-1

### NORD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio 2 (VRT)	1.269,98	1.342,61	1.415,36	24,45	29,83	266
Studio Brussel (VRT)	722,89	782,14	841,09	14,24	14,11	216
Q-Music	723,42	782,29	841,66	14,25	11,72	179
MNM (VRT)	624,15	679,71	735,55	12,38	9,80	172
JOE fm	367,84	412,38	456,99	7,51	8,38	243
Radio 1 (VRT)	619,91	675,27	731,00	12,30	8,20	145
Nostalgie (NL)	351,15	394,70	438,53	7,19	5,66	172
Klara (VRT)	140,92	170,45	199,55	3,10	2,18	153
Minerva	24,79	39,02	53,19	0,71	0,76	233
TOPradio	38,09	54,65	71,74	1,00	0,53	117
ClubFM	4,53	12,79	20,73	0,23	0,15	138
MNM Hits (VRT)	4,53	12,88	20,73	0,23	0,14	129
Klara Continuo (VRT)	3,07	10,38	17,80	0,19	0,09	103
Ketnetradio (VRT)	0,00	5,12	10,01	0,09	0,02	51

### SUD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio Contact (Francophone)	506,74	550,90	594,78	13,36	15,33	169
Bel RTL	547,81	593,27	638,64	14,39	14,74	151
VivaCité (RTBF)	511,13	555,15	599,47	13,47	14,38	157
Radio Nostalgie (Francophone)	396,76	436,45	476,38	10,59	11,96	166
Classic 21 (RTBF)	271,19	304,91	338,93	7,40	8,67	172
NRJ	366,33	404,80	443,33	9,82	6,99	105
La Première (RTBF)	286,86	321,45	356,25	7,80	5,82	110
Pure FM (RTBF)	132,68	157,61	182,28	3,82	3,07	118
Fun Radio	119,75	143,26	167,18	3,48	2,41	102
Musiq'3 (RTBF)	62,87	80,75	98,74	1,96	1,81	136
DH Radio	19,76	31,10	42,08	0,75	0,58	114
Mint	14,41	24,50	34,23	0,59	0,50	123
Chérie FM	0,00	0,96	2,65	0,02	0,03	190
RTBF (code générique)	0,00	1,63	4,24	0,04	0,01	51

\* Daily Reach: number of listeners who listened to the given radio at least 10minutes on an average day

\*\*Share: the market share of the given radio, based on the number of listeners

\*\*\*Daily Average Time Spent: average duration a listener spends listening to the given radio

## WAVE 2016-2

### NORD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio 2 (VRT)	1.173,40	1.249,05	1.324,15	22,82	27,86	255
Qmusic	737,12	800,84	864,07	14,63	13,39	191
Studio Brussel (VRT)	623,05	682,63	741,73	12,47	13,05	218
MNM (VRT)	632,01	691,57	751,38	12,64	10,53	174
Radio 1 (VRT)	666,82	727,82	788,81	13,30	9,38	147
JOE	357,93	404,80	451,97	7,40	7,76	121
Nostalgie (NL)	301,63	345,14	388,97	6,31	5,88	194
Klara (VRT)	135,02	166,03	196,60	3,03	2,41	166
TOPradio	40,54	59,32	77,67	1,08	0,61	117
ClubFM	8,94	19,43	30,46	0,36	0,21	126
MNM Hits (VRT)	1,90	9,47	16,70	0,17	0,14	166
Klara Continuo (VRT)	1,26	8,20	15,16	0,15	0,11	148
Nieuws + (VRT)	0,00	3,64	8,58	0,07	0,01	25

### SUD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio Contact (Francophone)	501,95	548,93	595,60	13,25	15,89	179
Bel RTL	543,52	591,95	640,18	14,29	14,56	152
VivaCité (RTBF)	496,77	543,56	590,02	13,12	14,09	160
Radio Nostalgie (Francophone)	394,52	436,83	479,38	10,55	12,74	180
Classic 21 (RTBF)	295,83	333,49	370,98	8,05	8,65	160
NRJ	296,23	333,86	371,42	8,06	6,57	122
La Première (RTBF)	286,80	323,94	360,96	7,82	6,47	124
Fun Radio	137,46	164,54	191,39	3,97	3,07	115
Pure FM (RTBF)	140,90	167,96	195,41	4,06	2,93	108
Musiq'3 (RTBF)	60,93	79,95	98,94	1,93	1,72	133
DH Radio	23,89	36,84	49,83	0,89	0,95	160
Mint	18,48	30,37	41,99	0,73	0,46	94
Chérie FM	0,00	3,75	7,87	0,09	0,16	269
RTBF (code générique)	0,00	2,04	5,16	0,05	0,04	119

\* Daily Reach: number of listeners who listened to the given radio at least 10minutes on an average day

\*\*Share: the market share of the given radio, based on the number of listeners

\*\*\*Daily Average Time Spent: average duration a listener spends listening to the given radio

## WAVE 2016-3

### NORD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio 2 (VRT)	1.246,70	1.319,43	1.392,16	23,76	28,60	259
Studio Brussel (VRT)	644,06	700,77	757,55	12,62	13,04	222
Qmusic	720,30	779,81	839,03	14,04	11,59	177
MNM (VRT)	700,41	759,06	817,82	13,67	11,21	176
JOE	420,65	467,98	515,61	8,43	9,06	231
Radio 1 (VRT)	609,78	665,14	720,76	11,98	8,42	151
Nostalgie (NL)	335,65	378,63	421,80	6,82	5,68	179
Klara (VRT)	155,28	185,98	216,78	3,35	2,56	164
TOP radio	42,31	60,06	77,64	1,08	0,63	125
Club FM	12,70	24,12	35,06	0,43	0,20	97
MNM Hits (VRT)	6,13	15,14	23,86	0,27	0,20	158
Klara Continuo (VRT)	0,00	5,00	10,12	0,09	0,05	125
Ketnetradio (VRT)	0,00	0,77	2,26	0,01	0,03	397
Nieuws + (VRT)	0,00	3,98	8,41	0,07	0,01	21

### SUD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio Contact (Francophone)	488,50	531,97	575,36	12,76	15,11	172
VivaCité (RTBF)	515,48	560,05	604,25	13,43	14,95	162
Radio Nostalgie (Francophone)	430,26	471,48	512,71	11,31	14,23	183
Bel RTL	533,62	578,81	623,63	13,88	14,05	147
Classic 21 (RTBF)	285,10	319,70	354,38	7,67	9,00	171
NRJ	318,84	355,30	391,52	8,52	6,28	107
La Première (RTBF)	285,90	320,65	355,26	7,69	6,23	118
Pure FM (RTBF)	145,88	171,56	197,62	4,12	3,24	115
Fun Radio	117,00	140,40	163,98	3,37	2,28	99
Musiq'3 (RTBF)	55,88	73,14	90,02	1,75	1,37	114
Mint	13,96	23,68	33,56	0,57	0,63	162
DH Radio	13,30	23,10	32,56	0,55	0,41	107
Chérie FM	0,73	5,28	10,11	0,13	0,09	103
RTBF (code générique)	0,00	0,88	2,67	0,02	0,01	51

\* Daily Reach: number of listeners who listened to the given radio at least 10minutes on an average day

\*\*Share: the market share of the given radio, based on the number of listeners

\*\*\*Daily Average Time Spent: average duration a listener spends listening to the given radio

## WAVE 2017-1

### NORD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio 2 (VRT)	1.263,87	1.339,80	1.416,26	24,18	31,35	271
Studio Brussel (VRT)	625,89	684,21	742,99	12,35	12,41	210
Qmusic	700,21	761,32	822,74	13,74	11,10	169
MNM (VRT)	636,04	695,22	753,90	12,54	9,70	162
Joe	371,41	418,44	465,44	7,55	8,39	232
Radio 1 (VRT)	557,67	613,75	669,34	11,07	8,11	153
Nostalgie (NL)	357,23	403,40	449,69	7,28	6,07	175
Klara (VRT)	130,35	160,26	189,98	2,89	2,69	195
TOP radio	54,76	75,25	95,98	1,36	0,73	112
MNM Hits (VRT)	10,11	21,19	32,01	0,38	0,24	131
Klara Continuo (VRT)	2,09	9,51	16,75	0,17	0,13	163
Club FM	11,77	23,35	34,78	0,42	0,11	55
Ketnetradio (VRT)	0,49	6,80	12,81	0,12	0,05	93

### SUD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
VivaCité (RTBF)	513,40	558,12	602,62	13,35	14,59	160
Radio Contact (Francophone)	532,80	577,90	623,35	13,83	13,64	144
Bel RTL	482,73	526,04	569,75	12,59	12,80	149
Radio Nostalgie (Francophone)	419,15	460,28	501,25	11,01	11,42	152
Classic 21 (RTBF)	302,78	338,76	374,35	8,10	10,11	183
La Première (RTBF)	324,29	361,29	397,99	8,64	7,70	130
NRJ	295,23	330,49	366,02	7,91	5,02	93
Pure FM (RTBF)	143,82	169,70	195,59	4,06	3,36	121
Fun Radio	126,04	150,62	174,91	3,60	2,58	105
Musiq'3 (RTBF)	72,72	91,95	111,19	2,20	2,39	159
DH Radio	34,80	48,88	63,01	1,17	1,36	170
Mint	25,93	38,28	50,98	0,92	1,00	159
Chérie FM	0,95	5,81	10,76	0,14	0,12	123

\* Daily Reach: number of listeners who listened to the given radio at least 10minutes on an average day

\*\*Share: the market share of the given radio, based on the number of listeners

\*\*\*Daily Average Time Spent: average duration a listener spends listening to the given radio

## WAVE 2017-2

### NORD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Radio 2 (VRT)	1.255,27	1.332,22	1.409,34	24,04	31,84	258
Studio Brussel (VRT)	599,00	657,20	715,57	11,86	12,47	205
Qmusic	571,31	628,34	685,63	11,34	11,08	190
MNM (VRT)	595,81	653,82	712,12	11,80	10,20	168
Radio 1 (VRT)	525,59	580,58	636,02	10,48	7,70	143
Joe	326,77	371,97	416,97	6,71	7,26	211
Nostalgie (NL)	269,95	311,35	352,98	5,62	5,43	188
Klara (VRT)	118,41	147,66	176,42	2,66	2,07	151
TOP radio	35,63	53,29	70,78	0,96	0,82	167
Club FM	2,00	9,22	16,85	0,17	0,13	157
MNM Hits (VRT)	1,02	7,99	14,50	0,14	0,08	107
Klara Continuo (VRT)	2,33	10,18	17,62	0,18	0,07	76
Ketnetradio (VRT)	0,00	0,85	3,66	0,02	0,01	87

### SUD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average Time Spent
	Min.	1.000	Max.	%		
Bel RTL	491,43	538,21	585,30	12,88	14,11	161
Radio Contact (Francophone)	490,23	537,30	584,00	12,85	14,01	160
VivaCité (RTBF)	467,30	513,45	559,27	12,28	13,51	161
Radio Nostalgie (Francophone)	397,93	441,01	484,02	10,55	13,05	181
Classic 21 (RTBF)	338,88	379,22	419,35	9,07	11,25	182
La Première (RTBF)	297,57	335,53	373,72	8,03	6,75	123
NRJ	313,04	351,91	390,85	8,42	6,40	112
Pure (RTBF)	139,35	166,77	194,20	3,99	2,48	91
Fun Radio	92,79	115,82	138,78	2,77	2,45	130
Musiq'3 (RTBF)	68,43	88,51	108,80	2,12	1,72	119
DH Radio	21,98	34,73	47,40	0,83	0,87	153
Mint	20,62	32,82	45,42	0,79	0,69	128
Chérie FM	0,00	2,04	5,22	0,05	0,02	51
RTBF (code générique)	0,00	0,55	1,82	0,01	0,01	75

\* Daily Reach: number of listeners who listened to the given radio at least 10 minutes on an average day

\*\*Share: the market share of the given radio, based on the number of listeners

\*\*\*Daily Average Time Spent: average duration a listener spends listening to the given radio

## WAVE 2017-3

### NORD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average
	Min.	1.000	Max.	%		
Radio 2 (VRT)	1.194,68	1.266,53	1.338,67	22,81	30,51	278
Studio Brussel (VRT)	614,90	671,07	726,74	12,08	12,37	213
Qmusic	718,98	778,36	838,12	14,02	11,76	175
MNM (VRT)	635,26	692,16	748,59	12,46	9,04	151
Joe	389,77	435,67	482,07	7,85	8,77	232
Radio 1 (VRT)	585,48	640,01	695,08	11,53	7,96	144
Nostalgie (NL)	309,21	350,98	392,71	6,32	5,59	184
Klara (VRT)	135,29	164,53	193,45	2,96	2,18	153
TOP radio	38,93	56,01	73,24	1,01	0,75	156
MNM Hits (VRT)	6,09	14,94	23,90	0,27	0,21	166
Klara Continuo (VRT)	5,31	14,07	22,45	0,25	0,18	151
Club FM	3,44	11,38	18,77	0,20	0,07	76
Ketnetradio (VRT)	1,69	8,60	14,97	0,15	0,05	68

### SUD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average
	Min.	1.000	Max.	%		
VivaCité (RTBF)	528,59	573,63	618,64	13,76	15,99	171
Radio Nostalgie (Francophone)	467,42	510,22	553,09	12,24	15,06	181
Radio Contact (Francophone)	501,20	545,10	589,34	13,08	12,65	142
Bel RTL	461,79	504,44	547,04	12,10	12,25	149
Classic 21 (RTBF)	305,58	341,23	377,26	8,19	8,48	152
La Première (RTBF)	325,84	362,48	399,52	8,70	7,70	130
NRJ	307,56	343,56	379,44	8,24	5,53	99
Musiq'3 (RTBF)	86,08	106,72	127,36	2,56	2,77	159
Fun Radio	110,40	133,50	156,40	3,20	2,59	119
Pure (RTBF)	112,31	135,68	158,66	3,25	2,35	106
DH Radio	28,68	41,59	54,69	1,00	0,97	143
Mint	21,71	33,28	44,99	0,80	0,48	120
Chérie FM	0,04	4,18	8,30	0,10	0,08	118
RTBF (code générique)	0,00	3,53	7,03	0,08	0,03	55
Info Routes	0,00	1,25	3,51	0,03	0,01	52

\* Daily Reach: number of listeners who listened to the given radio at least 10 minutes on an average day

\*\*Share: the market share of the given radio, based on the number of listeners

\*\*\*Daily Average Time Spent: average duration a listener spends listening to the given radio



## RAM Jan-Apr 2018

### NORD NATIONAL

Station	Daily Reach (with confidence interval)				Share	Daily
	Min.	1.000	Max.	%	%	Average
Radio 2 (VRT)	1.324,86	1.396,14	1.467,35	25,17	30,39	249
Qmusic	796,56	855,87	915,16	15,43	12,37	165
Studio Brussel (VRT)	633,69	687,92	741,89	12,40	11,18	185
MNM (VRT)	673,38	728,92	784,29	13,14	9,90	155
Joe	505,42	554,90	603,92	10,00	8,94	184
Radio 1 (VRT)	574,27	626,37	678,17	11,29	8,40	153
Nostalgie (NL)	449,57	496,18	543,29	8,95	6,89	159
Klara (VRT)	150,65	179,77	208,78	3,24	2,54	161
TOPradio	47,72	65,38	83,18	1,18	0,92	160
MNM Hits (VRT)	54,00	72,57	91,33	1,31	0,72	113
VBRO	16,15	27,94	39,31	0,50	0,65	267
Family Radio	11,40	21,41	31,86	0,39	0,37	199
Club FM	17,04	28,93	40,65	0,52	0,30	117
Klara Continuo (VRT)	13,54	24,29	35,27	0,44	0,24	111
VRT NWS (VRT)	14,41	25,46	36,62	0,46	0,12	51
Stadsradio (Halle)	0,00	3,91	8,22	0,07	0,04	125
Ketnet Hits (VRT)	0,66	6,14	11,54	0,11	0,04	65

### SUD NATIONAL

Station	Daily Reach (with confidence interval)				Share	Daily
	Min.	1.000	Max.	%	%	Average
Radio Contact (Francophone)	529,69	574,26	618,49	13,75	14,26	145
VivaCité (RTBF)	538,17	582,73	627,54	13,96	14,12	142
Bel RTL	566,07	611,78	657,26	14,65	13,12	125
Radio Nostalgie (Francophone)	491,35	534,51	577,50	12,80	13,07	143
Classic 21 (RTBF)	330,89	367,24	403,95	8,80	10,25	163
NRJ	345,65	382,68	420,08	9,17	6,82	104
La Première (RTBF)	277,19	310,87	344,91	7,45	6,04	114
Pure (RTBF)	143,68	169,02	194,51	4,05	2,99	103
Fun Radio	180,66	208,76	236,86	5,00	2,92	82
Musiq'3 (RTBF)	82,74	102,56	122,68	2,46	2,19	125
DH Radio	36,06	50,22	64,14	1,20	0,89	104
Mint	35,70	49,53	63,67	1,19	0,85	100
Sud Radio	18,48	29,43	39,98	0,70	0,40	78
Chérie	11,78	20,87	29,97	0,50	0,27	76

\* Daily Reach: number of listeners who listened to the given radio at least 10 minutes on an average day

\*\*Share: the market share of the given radio, based on the number of listeners

\*\*\*Daily Average Time Spent: average duration a listener spends listening to the given radio

## RAM Mar-Jun 2018

### NORD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average
	Min.	1.000	Max.	%		
Radio 2 (VRT)	1.270,28	1.341,29	1.412,13	24,16	31,22	256
Qmusic	771,38	830,56	889,58	14,96	12,60	167
MNM (VRT)	641,80	696,58	751,59	12,55	10,57	167
Studio Brussel (VRT)	576,45	629,11	681,49	11,33	10,33	181
Joe	469,75	517,69	566,13	9,33	9,27	197
Radio 1 (VRT)	547,05	598,28	649,82	10,78	7,89	145
Nostalgie (NL)	396,51	441,57	486,15	7,95	6,11	152
Klara (VRT)	124,55	151,54	178,55	2,73	2,21	161
MNM Hits (VRT)	50,98	69,21	87,80	1,25	0,71	113
TOPradio	47,61	65,59	83,40	1,18	0,71	119
Family Radio	11,75	22,19	32,66	0,40	0,48	239
ClubFM	14,32	25,42	36,75	0,46	0,35	149
VBRO	6,79	15,29	24,30	0,28	0,29	206
Klara Continuo (VRT)	4,45	12,14	19,98	0,22	0,16	147
VBRO Evergreen	0,00	2,43	5,53	0,04	0,04	160
VRT NWS (VRT)	0,31	5,48	10,79	0,10	0,03	59

### SUD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average
	Min.	1.000	Max.	%		
Nostalgie (FR)	531,95	575,18	618,29	13,79	14,89	147
VivaCité (RTBF)	535,99	579,30	622,60	13,89	14,50	142
Radio Contact	489,99	531,81	573,51	12,75	13,77	147
Bel RTL	573,59	618,14	662,57	14,82	13,25	122
Classic 21 (RTBF)	353,10	389,68	425,97	9,34	10,66	156
NRJ	318,38	353,34	388,11	8,47	6,32	102
La Première (RTBF)	259,60	291,37	323,45	6,99	5,49	107
Fun Radio	166,01	192,35	218,52	4,61	2,58	76
Pure (RTBF)	131,45	155,10	178,84	3,72	2,41	88
Musiq'3 (RTBF)	43,31	58,09	72,63	1,39	1,32	129
DH Radio	48,81	64,31	79,65	1,54	1,25	111
Mint	28,89	41,27	53,69	0,99	0,64	105
Sud Radio	18,41	28,85	39,14	0,69	0,48	95
Chérie	10,39	18,65	27,15	0,45	0,33	101

\* Daily Reach: number of listeners who listened to the given radio at least 10 minutes on an average day

\*\*Share: the market share of the given radio, based on the number of listeners

\*\*\*Daily Average Time Spent: average duration a listener spends listening to the given radio

## RAM Mar-Jun 2018

### NORD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average
	Min.	1.000	Max.	%		
Radio 2 (VRT)	1.228,98	1.303,79	1.378,06	23,45	30,76	254
Qmusic	760,22	822,51	885,16	14,80	12,46	163
MNM (VRT)	648,45	707,09	765,69	12,72	10,43	159
Studio Brussel (VRT)	537,20	591,44	645,70	10,64	10,22	186
Joe	472,77	524,41	575,60	9,43	8,59	176
Radio 1 (VRT)	561,75	616,93	672,28	11,10	7,74	135
Nostalgie (NL)	439,86	489,97	539,59	8,81	6,80	150
Klara (VRT)	146,41	177,60	208,24	3,19	2,68	163
MNM Hits (VRT)	62,97	84,58	106,02	1,52	0,92	117
TOPradio	55,70	76,16	96,61	1,37	0,77	109
VBRO	16,25	28,92	41,56	0,52	0,70	262
Group Family Radio	21,10	35,20	48,94	0,63	0,50	154
Klara Continuo (VRT)	6,66	16,28	25,58	0,29	0,18	119
VRT NWS (VRT)	5,11	13,64	22,68	0,25	0,08	63
Ketnet Hits (VRT)	2,55	10,05	17,46	0,18	0,06	63
Radio Roxx	0,00	1,18	3,60	0,02	0,02	152
VBRO Evergreen	0,00	1,01	3,60	0,02	0,01	154

\* Group Family Radio = Family Radio, Radio Domino, Radio Actief, Kustradio, WestRadio

### SUD NATIONAL

Station	Daily Reach (with confidence interval)				Share %	Daily Average
	Min.	1.000	Max.	%		
Nostalgie (FR)	516,81	560,41	603,91	13,46	15,10	156
Bel RTL	516,41	559,87	603,48	13,45	14,52	150
VivaCité (RTBF)	534,54	578,59	622,82	13,90	13,56	136
Radio Contact	462,53	504,09	545,78	12,11	13,27	152
Classic 21 (RTBF)	325,04	361,00	396,85	8,67	10,00	160
NRJ	330,61	366,97	402,94	8,81	6,56	103
La Première (RTBF)	234,03	265,18	296,35	6,37	5,53	121
Pure (RTBF)	124,95	148,42	172,30	3,57	2,67	104
Fun Radio	146,16	171,73	196,88	4,12	2,10	71
Musiq'3 (RTBF)	52,81	68,92	85,41	1,66	1,26	106
DH Radio	40,39	54,93	69,52	1,32	1,15	121
Mint	18,16	28,69	39,29	0,69	0,65	130
Chérie	11,82	20,93	29,82	0,50	0,62	171
Sud Radio	17,15	27,51	37,81	0,66	0,54	114

\* Daily Reach: number of listeners who listened to the given radio at least 10 minutes on an average day

\*\*Share: the market share of the given radio, based on the number of listeners

\*\*\*Daily Average Time Spent: average duration a listener spends listening to the given radio