



ALL YOU NEED TO KNOW ABOUT THE LATEST CIM WAVE

The CIM has just published the results of the latest wave of the radio survey

RMB'S OFFER IN KEY FIGURES

TOTAL LISTENING



WEEKLY REACH 12+

2.5M

LISTENERS



COMMERCIAL SHARE 12+

51%



DAILY REACH 12+

1.5M

LISTENERS



ATL 12+

2H21

ONLINE LISTENING



WEEKLY REACH 12+

597K

LISTENERS



COMMERCIAL SHARE 12+

55%



DAILY REACH 12+

233K

LISTENERS



ATL 12+

2H18

FOCUS ON IN-HOUSE BRANDS



DAILY REACH: 283.682 LISTENERS

Best Daily Reach on SG 1-2

117.971

DAILY REACH: 488.449 LISTENERS

Best Daily Reach on Men

243.819



DAILY REACH: 343.678 LISTENERS

Best Market Share on SG 1-2

14,4%



DAILY REACH: 161.557 LISTENERS

Best Affinity on Women SG 1-4

145



DAILY REACH: 69.772 LISTENERS

Affinity on Women 35+

129

DAILY REACH: 237.802 LISTENERS

Total Reach on Students

248.815



DAILY REACH: 29.600 LISTENERS

ATL on Men SG 1-4

135

DAILY REACH: 116.592 LISTENERS

Best Affinity on PRA + Kids

187



FIGURES ON IN-HOUSE BRANDS

	DAILY REACH #	MARKET SHARE (%)	AVG. TIME LISTENING (min.)
<i>La Première</i>	283.682	5,9	102
<i>VivaCité</i>	488.449	13	131
<i>Classic 21</i>	343.678	10,1	145
<i>Tipik</i>	161.557	3,4	105
<i>Musiq'3</i>	69.772	1,7	120
<i>NRJ</i>	237.802	4,8	99
<i>LN Radio</i>	29.600	0,7	116
<i>Fun Radio</i>	116.592	2,9	121

Radio strengths



allows brands to **reach millions** of people every day



generates a **great ROI** and is **economical**



dominates the booming Audio landscape



is a lever for **digital KPI's**



has a **huge reach** among those under 35



is much **more than a call-to-action** medium



is listened **throughout the day**



ads are as **creative** as TV and billboards



is the dominant medium in **connected cars**



provides a **reliable, safe** and **sustainable** environment, especially in times of crisis



should be part of any **optimal media plan**

Egta, February 2023, World Radio Day 10 facts about Radio

TECHNICAL SPECIFICATIONS

- Source : CIM RAM, total RMB with DAB+, Mon-Sun, 05:00-24:00, universe : South 12+
- Recruitment period: 01/01/2024-30/04/2024
- RMB offer: 100% = RMB (La Première, VivaCité, Classic 21, Tipik, Musiq'3, NRJ, NRJ+, Fun Radio, LN RADIO, Viva+ and Jam) DPG South (Bel RTL, Radio Contact, Nostalgie, Nostalgie+)
- Media planning wave: 2023/5-8 2023/9-12 2024/1-4



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