



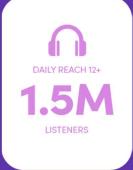
The CIM has just published the results of the latest wave of the radio survey

RMB'S OFFER IN KEY FIGURES

TOTAL LISTENING



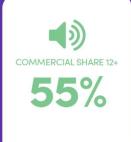






ONLINE LISTENING









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.)
La Première	283.682	5,9	102
VivaCité	488.449	13	131
Classic 21	343.678	10,1	145
Tipik	161.557	3,4	105
Musiq'3	69.772	1,7	120
NRJ	237.802	4,8	99
LN Radio	29.600	0,7	116
Fun Radio	116.592	2,9	121

Radio strengths



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



dominates the booming Audio landscape



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



is listened throughout the day



is the dominant medium in connected cars



should be part of any **optimal media**



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



is a lever for digital KPI's



is much more than a call-to-action medium



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



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

Eata, 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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