
4. Radio

December 2001

Radio Belgium

4.1. General indicators

Number of subscriptions or connections based on total population

Northern Belgium

	1995	1996	1997	1998	1999	2000	2001
All population	5.898.984	5.805.063	5.781.510	5.817.240	5.842.266	5.682.692	n.a.
Universe 15+	4.943.300	4.925.300	4.962.900	4.958.800	4.966.500	4.923.000	n.a.
Radio Subscriptions	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

Southern Belgium

	1995	1996	1997	1998	1999	2000	2001
All population	4.202.016	4.325.937	4.361.490	4.352.760	4.371.486	4.556.393	n.a.
Universe 15+	3.520.700	3.550.200	3.520.100	3.522.100	3.509.700	3.532.400	n.a.
Radio Subscriptions	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

4.2. Advertising categories

Advertising Category :

Belgian Definitions (1)

	Define every advertising mode listed (indicate if not allowed or not existing)	Which specific aspects define this kind of ad? (Length, content, ...)	Sources :
Commercial spots	Advertising spot placed in an advertising break	-	Saleshouses
Billboard spots	Advertising linked to a specific program or topic.	Shorter than 10 sec./ Short visual or sound quotation, before and/or after a program	CIM / Saleshouses
Sponsoring spots	Spots linked with a sponsorship contract / Re-reinforcement of billboard spots with advertising spot	-	CIM / Saleshouses
Channel auto Promotion Program	Advertisement of a support through support itself or an other one (in the same saleshouse) in order to promote brand image or special action.	-	CIM
Commercial Auto Promotion Spots (trailers)	Advertisement's sponsoring of a support through support itself or an other one (in the same saleshouse) in order to promote brand image or special action.	-	CIM
Direct Response Radio Spots	Spot prompts audience to call a number to receive further information.	-	Saleshouses

Advertising Category :

Belgian Definitions (2)

	Define every advertising mode listed (indicate if not allowed or not existing)	Which specific aspects define this kind of ad? (Length, content, ...)	Sources :
Inserts or Product Placement Program	In Program Branding (presence and/or demonstration of a product or service in a program).	-	Saleshouses
Inserts or Product Placement Spots	Sponsoring of a Program Branding	-	Saleshouses
Public Interest Advertising	Advertisement devoted to human interest, charity or social organisation with special commercial offers.	-	CIM
Exchange	Advertising space included in special agreement but not financial and assimilated to a "normal" ad.	-	CIM
Event	Advertisement dedicated to specific event.	-	CIM
Multi Product	Advertisement showing several products (for one or several advertisers).	-	CIM

Advertising Category :

Belgian Definitions (3)

	Define every advertising mode listed (indicate if not allowed or not existing)	Which specific aspects define this kind of ad? (Length, content, ...)	Sources :
Local Advertising	An ad is local only if the advertiser has one point of sale and with a trade area smaller than a district.	-	CIM
Top Topical	Advertisement taking advantage of an seasonal or specific event and aimed at improving communication with particular rate cards.	-	CIM
Bartering	Program exchange given by an advertiser against regular or deformed advertising space.	-	Saleshouses
Infomercial	Show produced by an advertiser in order to communicate a specific message to a specific target audience	-	Saleshouses
Injections	5 sec inlay of a logo on 1/10 of the screen during a sequence in slow motion or a crucial phase in a football match.	-	Saleshouses

Advertising Category : Radio Measurement (1)

For these action modes, does your market have measurements ABOUT RADIO...				Sources :
	... for audiences ?	... for investments ?	Investments value definition	
Commercial spots	Yes	Yes	100% of gross commercial advertising rate of the screen in which they are broadcast	Saleshouses
Billboard spots	No	No	40% of gross commercial advertising rate of the closest screen or of the average 6-22 hour time slot	CIM / Saleshouses
Sponsoring spots	No	No	100% of gross commercial advertising rate of the screen in which they are broadcast	CIM / Saleshouses
Channel auto Promotion Program	No	No	-	CIM
Commercial Auto Promotion Spots (trailer)	No	No	60% of gross commercial advertising rate of the closest screen or of the average 6-22 hour time slot	CIM
Direct Response Radio Spots	No	No	-	Saleshouses

Advertising Category :

Radio Measurement (2)

For these action modes, does your market have measurements ABOUT RADIO...				Sources :
	... for audiences ?	... for investments ?	Investments value definition	
Inserts or Product Placement Program	No	No	-	Saleshouses
Inserts or Product Placement Spots	No	No	-	Saleshouses
Public Interest Advertising	No	No	100% of gross commercial advertising rate	CIM
Exchange	No	No	100% of gross commercial advertising rate	CIM
Event	No	No	100% of gross commercial advertising rate	CIM
Multi Product	No	No	100% of gross commercial advertising rate	CIM
Local Advertising	No	No	-	CIM
Top Topical	No	No	100% of gross commercial advertising rate	CIM
Bartering	No	No	-	Saleshouses
Infomercial	No	No	-	Saleshouses
Injections	No	No	-	Saleshouses

Radio Northern Belgium

4.3. General information by station

About Radio Stations

Types of broadcast during 1995-2001

	Status	Names	Active Period		Radio Type
			Founded	Ended**	
Domestic Radios (national)	Public	Klara	1979		Music (70%)
	Public	Radio 1	1979		Music (70%)
	Public	Radio 2	1979		Music & General program
	Public	Radio Donna	1992		Music & General program
	Public	Studio Brussel	1987		Music (70%)
	Private	4FM	2001		Music & General program
	Private	C-Dance	1999		Music (70%)
	Private	Contact	1980		Music (50%) & News (50%)
	Private	Contact 2	2001		Music (50%) & News (50%)
	Private	Family	1998		Music & General program
	Private	Mango	1999		Music (70%)
	Private	Nostalgie	n.a.	1998	Music (70%)
	Private	Radio 7 (ex-Magdalena)***	2001		Music & General program
	Private	Radio Flandria	1998	2000	Music & General program
	Private	Roxy	2000		Music & General program
Private	Top Radio	1998		Music & Entertainment	

About Radio Stations

Types of broadcast during 1995-2001

	Status	Names	Active Period		Radio Type
			Founded	Ended**	
Local Radios	Private	Alpine	1981		Music (70%)
	Private	Antigoon	n.a.		Music (70%)
	Private	Arta	n.a.		Music (70%)
	Private	Atlantis	1981		Music (70%)
	Private	Atlantis	n.a.		Music (70%)
	Private	Avo Radio	1980		Music (70%)
	Private	Benelux	1980		Music (70%)
	Private	Beverland	1981		Music (70%)
	Private	Blankengerge	n.a.		Music (70%)
	Private	BRO	n.a.		Music (70%)
	Private	Canteclaer	1981		Music (70%)
	Private	Capital Gold	n.a.		Music (70%)
	Private	Carrousel	1992		Music (70%)
	Private	Christina	1980		Music (70%)
	Private	Del Sol	1980		Music (70%)

About Radio Stations

Types of broadcast during 1995-2001 (2)

	Status	Names	Active Period		Radio Type
			Founded	Ended**	
Local Radios	Private	Delmare	n.a.		Music (70%)
	Private	Double You	n.a.		Music (70%)
	Private	Energy	1998		Music (70%)
	Private	Exclusief	1990		Music (70%)
	Private	Expo	n.a.		Music (70%)
	Private	FM Limburg	n.a.		Music (70%)
	Private	Forest	1981		Music (70%)
	Private	Formule 1	1982		Music (70%)
	Private	Frekwent	n.a.		Music (70%)
	Private	Go	n.a.		Music (70%)
	Private	Golden Flash	n.a.		Music (70%)
	Private	Goldies Radio	n.a.		Music (70%)
	Private	HAM	1981		Music (70%)
	Private	Internazionale	1982		Music (70%)

About Radio Stations

Types of broadcast during 1995-2001

	Status	Names	Active Period		Radio Type
			Founded	Ended**	
Local Radios	Private	Land van Waas	1979		Music (70%)
	Private	LRG	n.a.		Music (70%)
	Private	Maasvallei	n.a.		Music (70%)
	Private	Meetjesland	1981		Music (70%)
	Private	Melinda	1981		Music (70%)
	Private	MIG	n.a.		Music (70%)
	Private	Minerva	1980		Music (70%)
	Private	Mol	1981		Music (70%)
	Private	Montana	1980		Music (70%)
	Private	Monza	1980		Music (70%)
	Private	Multipop	n.a.		Music (70%)
	Private	Paradijs	n.a.		Music (70%)
	Private	Park	1981		Music (70%)
	Private	Plus	n.a.		Music (70%)
	Private	Radio Noorder Kempen	n.a.		Music (70%)
	Private	Radio Wallonie	1981		Music (70%)
	Private	RAW	n.a.		Music (70%)
Private	Reflex	1980		Music (70%)	

About Radio Stations

Types of broadcast during 1995-2001 (2)

	Status	Names	Active Period		Radio Type
			Founded	Ended**	
Local Radios	Private	RGR	n.a.		Music (70%)
	Private	RGR2	n.a.		Music (70%)
	Private	Ritmo	n.a.		Music (70%)
	Private	Roeland	n.a.		Music (70%)
	Private	Saffier	n.a.		Music (70%)
	Private	Shaba/Katanga	n.a.		Music (70%)
	Private	Spes	1987		Music (70%)
	Private	Spitsradio	1995	2001	Music (70%)
	Private	St Job	n.a.		Music (70%)
	Private	Superstar	1980		Music (70%)
	Private	Sweet FM	n.a.		Music (70%)
	Private	t Visschertje	n.a.		Music (70%)
	Private	Tempo	n.a.		Music (70%)
	Private	Tequila	n.a.		Music (70%)
	Private	Tienen	n.a.		Music (70%)
	Private	TOS	n.a.		Music (70%)
Private	TRO	n.a.		Music (70%)	

About Radio Stations

Types of broadcast during 1995-2001

	Status	Names
Foreign Radios	Private Public Private Public Private	Europe 1 France Inter RTL BBC Hilversum

About Radio Stations

Types of broadcast during 1995-2001

Domestic Radios (national)	Transmission Mode	Reception Mode	Comments for Other Mode
Klara	FM	Radio	
Radio 1	FM	Radio	
Radio 2	FM	Radio	
Radio Donna	FM	Radio	
Studio Brussel	FM	Radio	
4FM	Radio Cable	Radio	www.4fm.be
C-Dance	FM	Radio	www.c-dance.be
Contact	FM	Radio	www.radiocontact.be
Family	FM	Radio	
Mango	FM	Radio	
Nostalgie	FM	Radio	
Radio 7 (ex-Magdalena)	Radio Cable	Radio	
Radio Flandria	Radio Cable	Radio	www.radioflandria.be
Roxy	Radio Cable	Radio	www.roxy.be
Top Radio	FM	Radio	+ TV Cable + www.topradio.be

- Numerical services on program or commercial level are nearly not developed in Belgium (excepted station name and fm number)

About Radio Stations

Types of broadcast during 1995-2001

Local Radios	Transmission Mode	Reception Mode
Alpine	FM	Radio
Antigoon	FM	Radio
Arta	FM	Radio
Atlantis	FM	Radio
Atlantis	FM	Radio
Avo Radio	FM	Radio
Benelux	FM	Radio
Beverland	FM	Radio
Blankengerge	FM	Radio
BRO	FM	Radio
Canteclaer	FM	Radio
Capital Gold	FM	Radio
Carrousel	FM	Radio
Christina	FM	Radio

- Numerical services on program or commercial level are nearly not developed in Belgium (excepted station name and fm number)

About Radio Stations

Types of broadcast during 1995-2001 (2)

Local Radios	Transmission Mode	Reception Mode
Del Sol	FM	Radio
Delmare	FM	Radio
Double You	FM	Radio
Energy	FM	Radio
Exclusief	FM	Radio
Expo	FM	Radio
FM Limburg	FM	Radio
Forest	FM	Radio
Formule 1	FM	Radio
Frekwent	FM	Radio
Go	FM	Radio
Golden Flash	FM	Radio
Goldies Radio	FM	Radio
HAM	FM	Radio
Internazionale	FM	Radio

- Numerical services on program or commercial level are nearly not developed in Belgium (excepted station name and fm number)

About Radio Stations

Types of broadcast during 1995-2001

Local Radios	Transmission Mode	Reception Mode
Land van Waas	FM	Radio
LRG	FM	Radio
Maasvallei	FM	Radio
Meetjesland	FM	Radio
Melinda	FM	Radio
MIG	FM	Radio
Minerva	FM	Radio
Mol	FM	Radio
Montana	FM	Radio
Monza	FM	Radio
Multipop	FM	Radio
Paradijs	FM	Radio
Park	FM	Radio
Plus	FM	Radio
Radio Noorder Kempen	FM	Radio
Radio Wallonie	FM	Radio
RAW	FM	Radio

- Numerical services on program or commercial level are nearly not developed in Belgium (excepted station name and fm number)

About Radio Stations

Types of broadcast during 1995-2001 (2)

Local Radios	Transmission Mode	Reception Mode
Reflex	FM	Radio
RGR	FM	Radio
RGR2	FM	Radio
Ritmo	FM	Radio
Roeland	FM	Radio
Saffier	FM	Radio
Shaba/Katanga	FM	Radio
Spes	FM	Radio
Spitsradio	FM	Radio
St Job	FM	Radio
Superstar	FM	Radio
Sweet FM	FM	Radio
t Visschertje	FM	Radio
Tempo	FM	Radio
Tequila	FM	Radio
Tienen	FM	Radio
TOS	FM	Radio
TRO	FM	Radio

- Numerical services on program or commercial level are nearly not developed in Belgium (excepted station name and fm number)

4.4. Commercial Offer

Commercial Offer in 2001 (1)

	Name of Radio	Name Part (%)	Capital shares holding					
			Private 1	Private 2	Private 3	Private n	Public	
Domestic Radios (national)	Mango	Name Part (%)	Roularta 50%	Persgroep 50%				
	Top Radio	Name Part (%)	Roularta 50%	Persgroep 50%				
	Contact	Name Part (%)	CLT-UFA					
	Radio1	Name Part (%)					VRT 100%	
	Radio 2	Name Part (%)					VRT 100%	
	Studio Brussel	Name Part (%)					VRT 100%	
	Radio Donna	Name Part (%)					VRT 100%	

Commercial Offer in 2001 (2)

	Name of Radio	Name Part (%)	Capital shares holding				Public
			Private 1	Private 2	Private 3	Private n	
Domestic Radios (national)	Klara	Name Part (%)					VRT 100%
	Family	Name Part (%)	CLT-UFA				
	Radio 7	Name Part (%)	NV Supergoud				
	Roxy	Name Part (%)	NV Essentie				
	4FM	Name Part (%)	Stefan Ackermans 51%	Dirk Guldemont	Wim Weetjens	Jan Caerts	Groupe Beukelaar 49%
	C-Dance	Name Part (%)	NV Publimeco				

Commercial Offer in 2001

	Name of Radio		Capital shares holding				
			Private 1	Private 2	Private 3	Private n	Public
Local Radios	Energy	Name Part (%)	Private NRJ France				
	Others	Name Part (%)	Private nmpc				

Commercial Offer in 2001 (1)

Domestic Radios (national)	Name of Sales houses	Radio's Target Group
Mango	Airtoo (VMM)	18-44 Actives
Top Radio	Airtoo (VMM)	12-34 y.o.
Contact	IP	12-44 y.o.
Radio1	VAR	Men 35+ SG 1-4
Radio 2	VAR	PRP 35+
Studio Brussel	VAR	Men 12-34 SG 1-4
Radio Donna	VAR	12-44 y.o.

Commercial Offer in 2001 (2)

Domestic Radios (national)	Name of Sales houses	Radio's Target Group
Klara	VAR	Men 45+ SG 1-2
Family	IP	25-55 y.o.
Radio 7	IP	30-60 y.o.
Roxy	IP	25-45 SG 1-4
4FM	regie propre	15-65 y.o.
C-Dance	IP	12-24 y.o.

Commercial Offer in 2001

Local Radios	Name of Sales houses	Radio's Target Group
Energy	RMB	15-34 y.o.
Others	Main are Integrated Others (IPB)	All Targets Mainly Young

Commercial Offer in 2001

	Name of Radios	Average Rates in 2001 - for 02h-26h day part - base 30 sec. - Euro					Insert or product placement spots
		Commercial spots	Billboards	Sponsoring spots	Commercial Auto promotion spots	Direct Response Radio	
Domestic Radios (national)	CDANCE	35,75					
	Contact Nord	218,81					
	ENERGY	40,5					
	FAMILY	82,5					
	FM Limburg	45,03					
	MANGO	170,11	by packages	by packages	by packages	tailor made	tailor made
	Radio 1	529,69					
	Radio 2	1238,64					
	Radio Donna	918,79					
Studio BRUSSEL	365,53						
Top Radio	114,27						

Commercial Offer in 2001* (1)

	Name of Radios	Average Rates in 2001* - for 02h-26h day part - base 30 sec. - Euro					Insert or product placement spots
		Commercial spots	Billboards	Sponsoring spots	Commercial Auto promotion spots	Direct Response Radio	
Local Radios	ABC	8,68					
	ALPINE	7,02					
	Antigoon	24,7					
	ARTA	3,01					
	Atlantis	5,33					
	Belgica	4,12					
	Benelux	4,01					
	Beverland	6,01					
	Blankenberge	5,01					
	Christine	7,02	by packages	by packages	by packages	tailor made	tailor made
	Decibel	5,15					
	DEL SOL	10,02					
	Exclisief	12,02					
	FOREST	3,01					
	Go	7,13					
	Ham	5,01					
	IMPAKT	9,92					
LRG	3,81						
M.I.G.	7,02						

Commercial Offer in 2001* (2)

	Name of Radios	Average Rates in 2001* - for 02h-26h day part - base 30 sec. - Euro					Insert or product placement spots
		Commercial spots	Billboards	Sponsoring spots	Commercial Auto promotion spots	Direct Response Radio	
Local Radios	MAASVALLEI	4,01					
	MEETJESLAND	2					
	MOL	6,01					
	OK	5,83					
	PARADIJS	5,01					
	PLUS	7,02					
	QUATTRO	4,12					
	RANDSTAD	5,95					
	REFLEX	9,02					
	RETRO	5,1	by packages	by packages	by packages	tailor made	tailor made
	RITMO	4,01					
	ROELAND	9,02					
	TEN	6,2					
	TEQUILA	6,01					
	TIENEN	3,4					
	Totaal Kapellen	5,06					
	VBRO	6,02					
Victoria	8,08						
WELKOM	4,12						
ZRO ZELZATE	4,01						

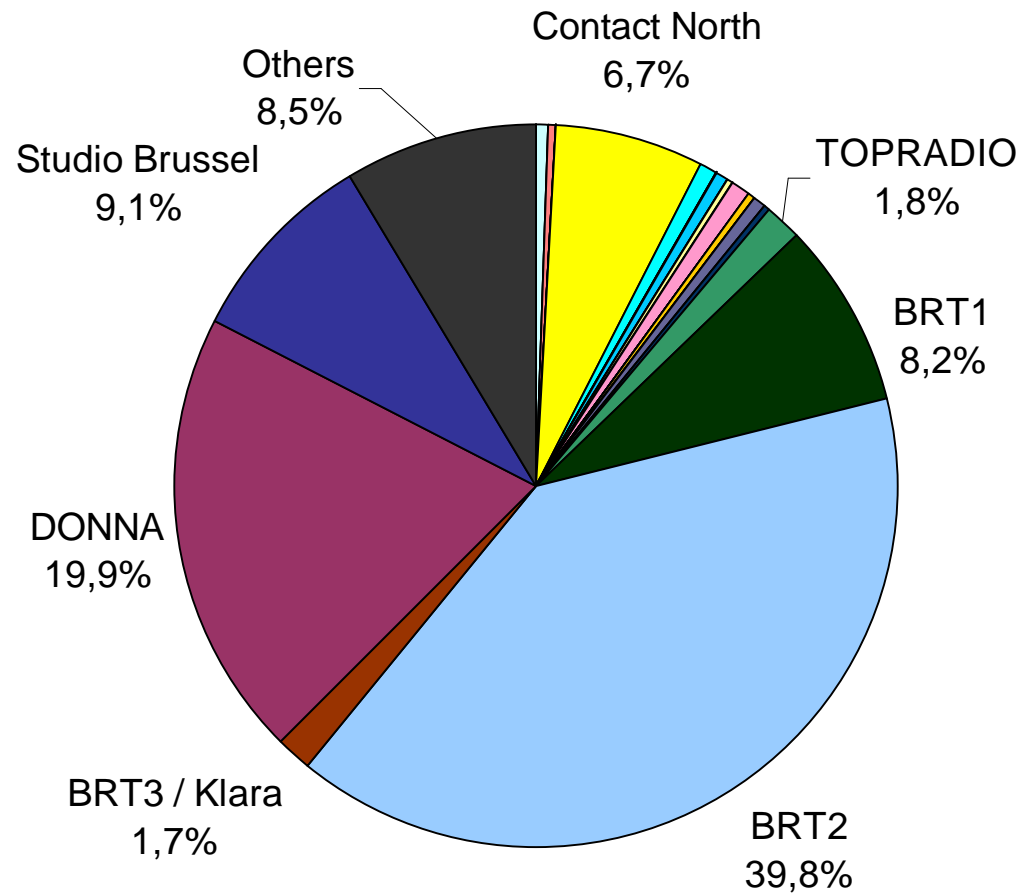
4.5. Audiences

Note about Radios in Belgium

- Market shares :
 - Radios with market share lower than 1% are not analysed.
- Average rating :
 - Analysed for the top 20 radios, based upon annual average rating in 2000
- Media investment :
 - No data available by advertising category
- Local radios :
 - In the North, wide offer of small, independent local radios, partly integrated in networks.
- 2001 :
 - Data will be available only at the end of 2002.

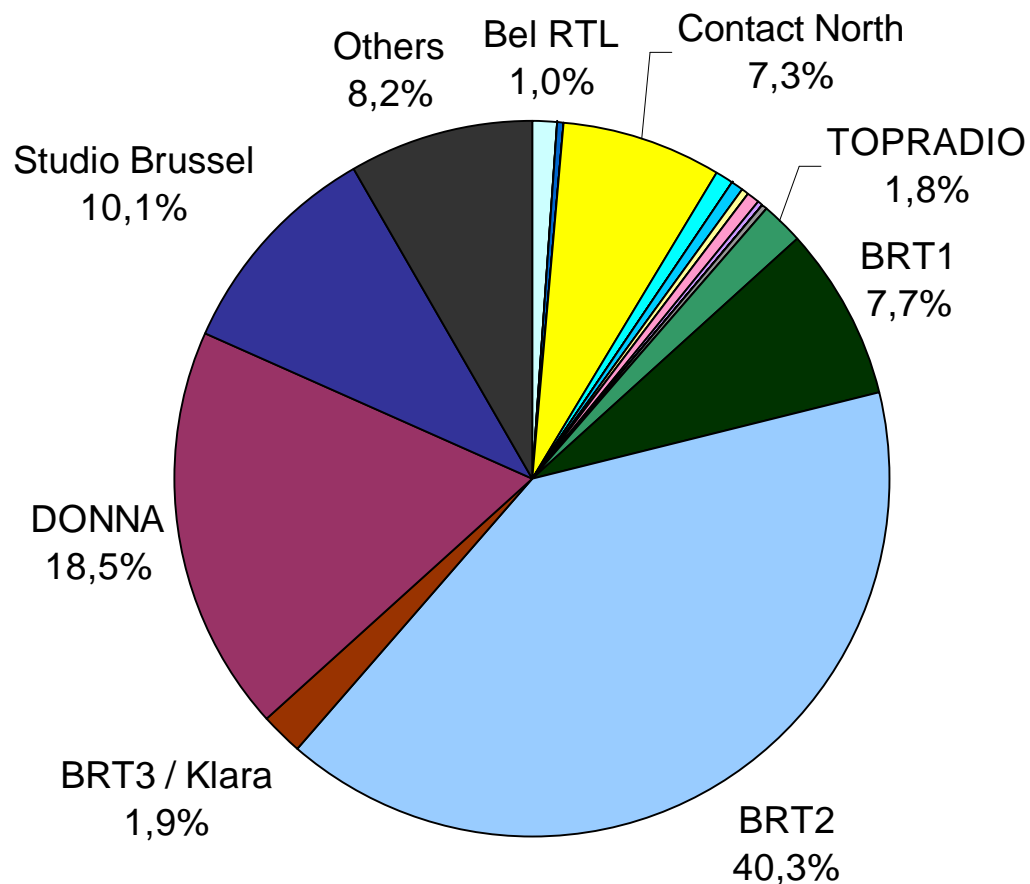
About Audience - 1997

Share of Market (%) - Target : 15+ (05h00-22h00)



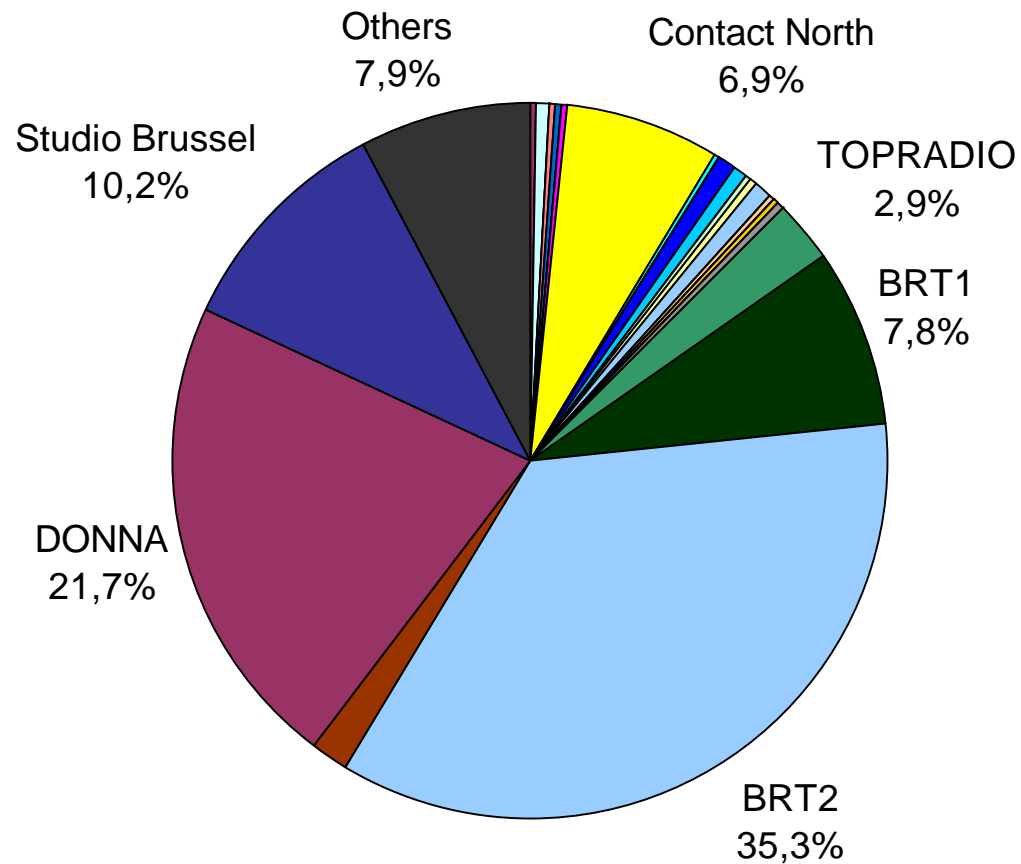
About Audience - 1998

Share of Market (%) - Target : 15+ (05h00-22h00)



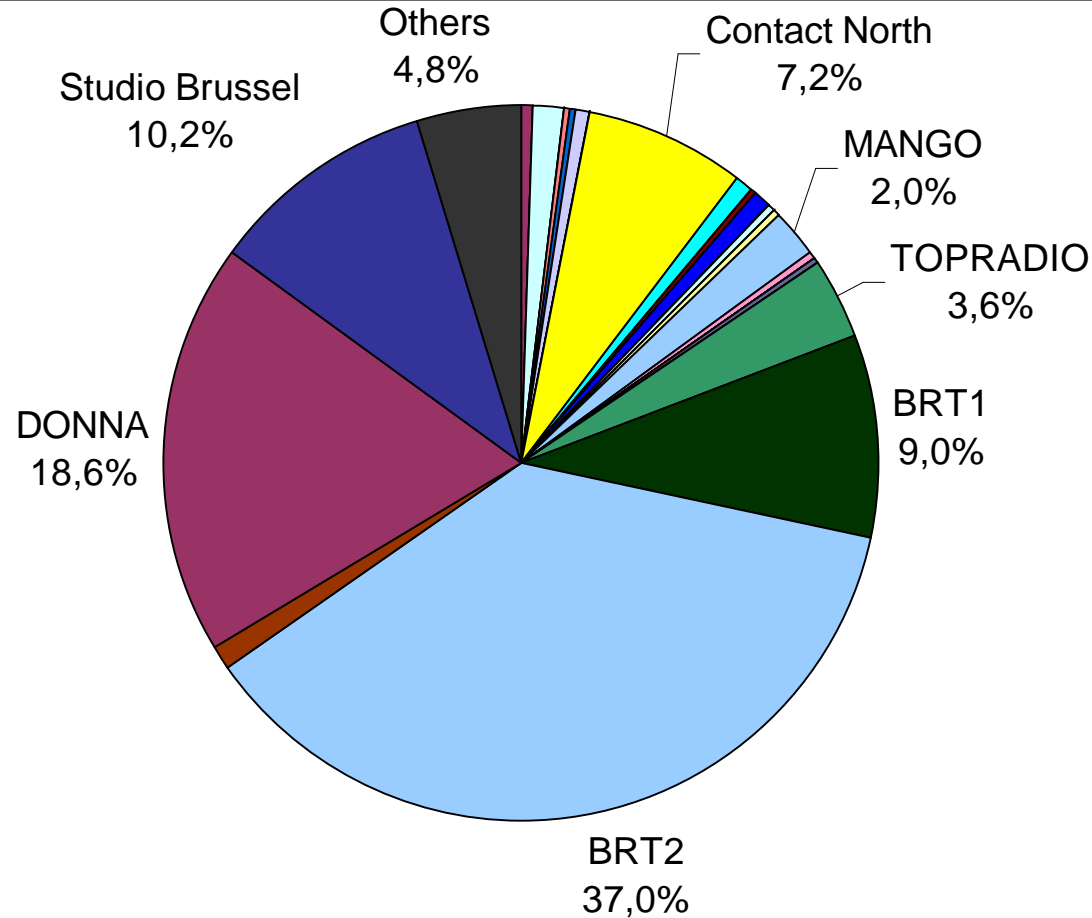
About Audience - 1999

Share of Market (%) - Target : 15+ (05h00-22h00)



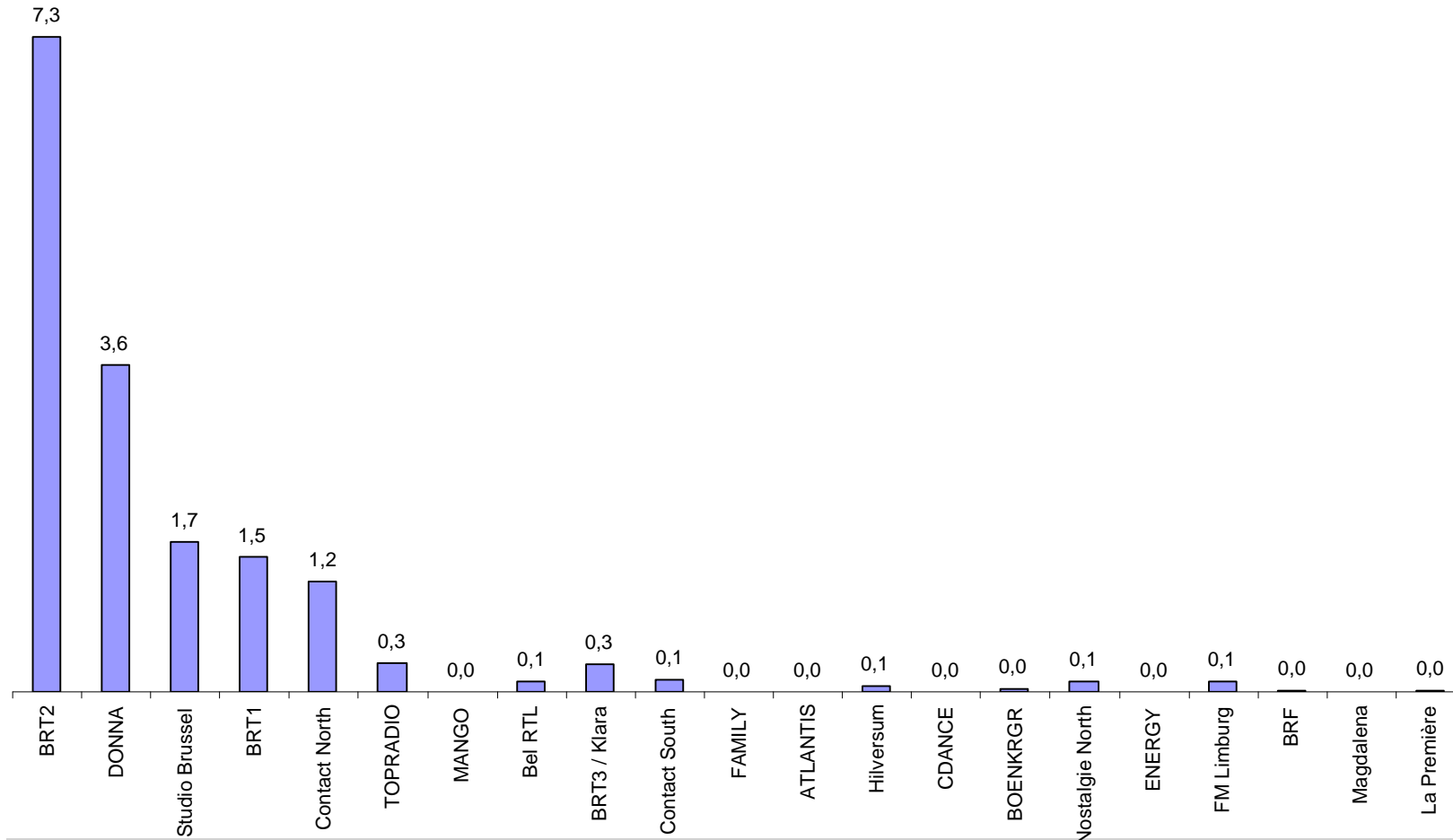
About Audience - 2000

Share of Market (%) - Target : 15+ (05h00-22h00)



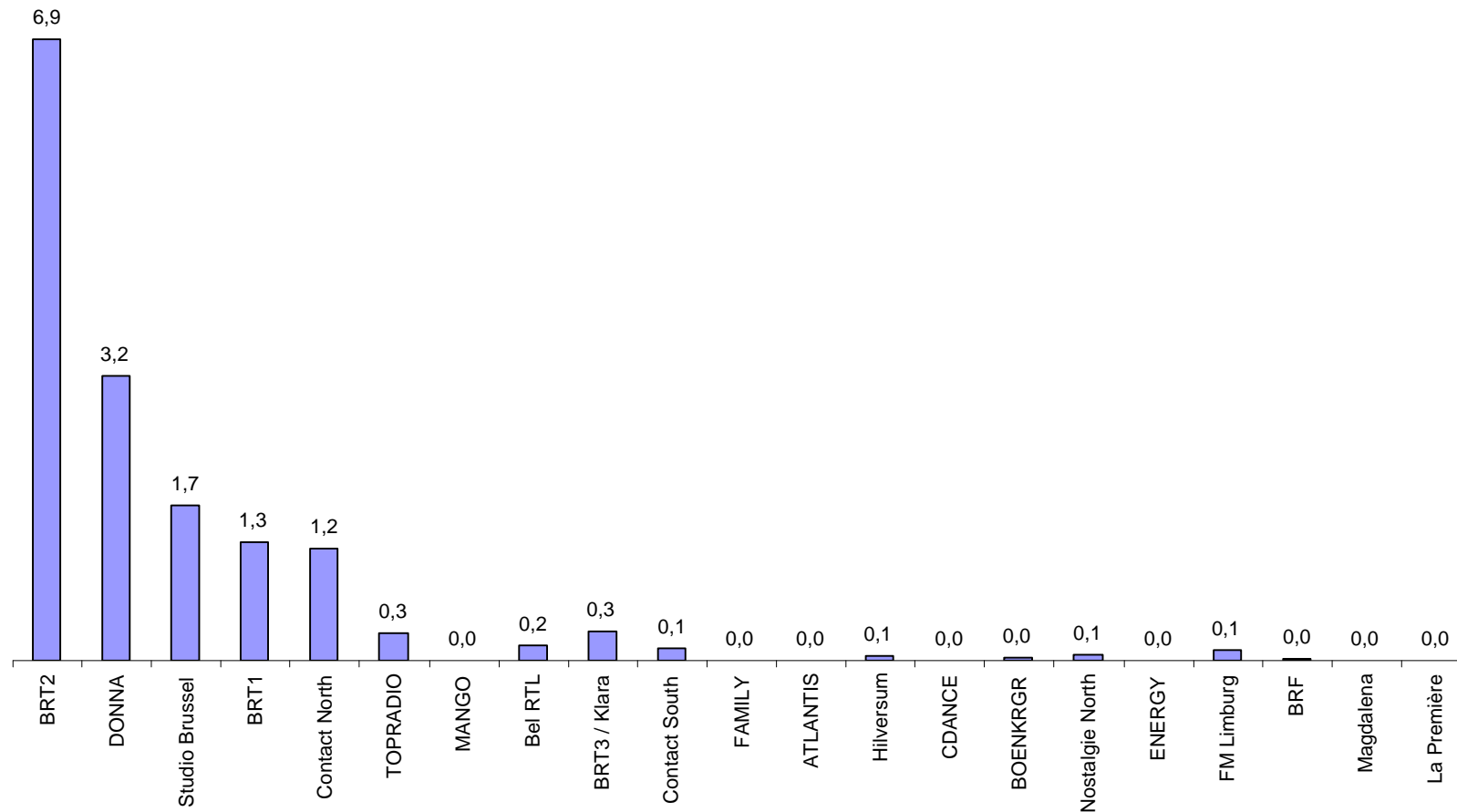
About Audience - 1997

Average Rating (%) - Target : 15+ (05h00-22h00)



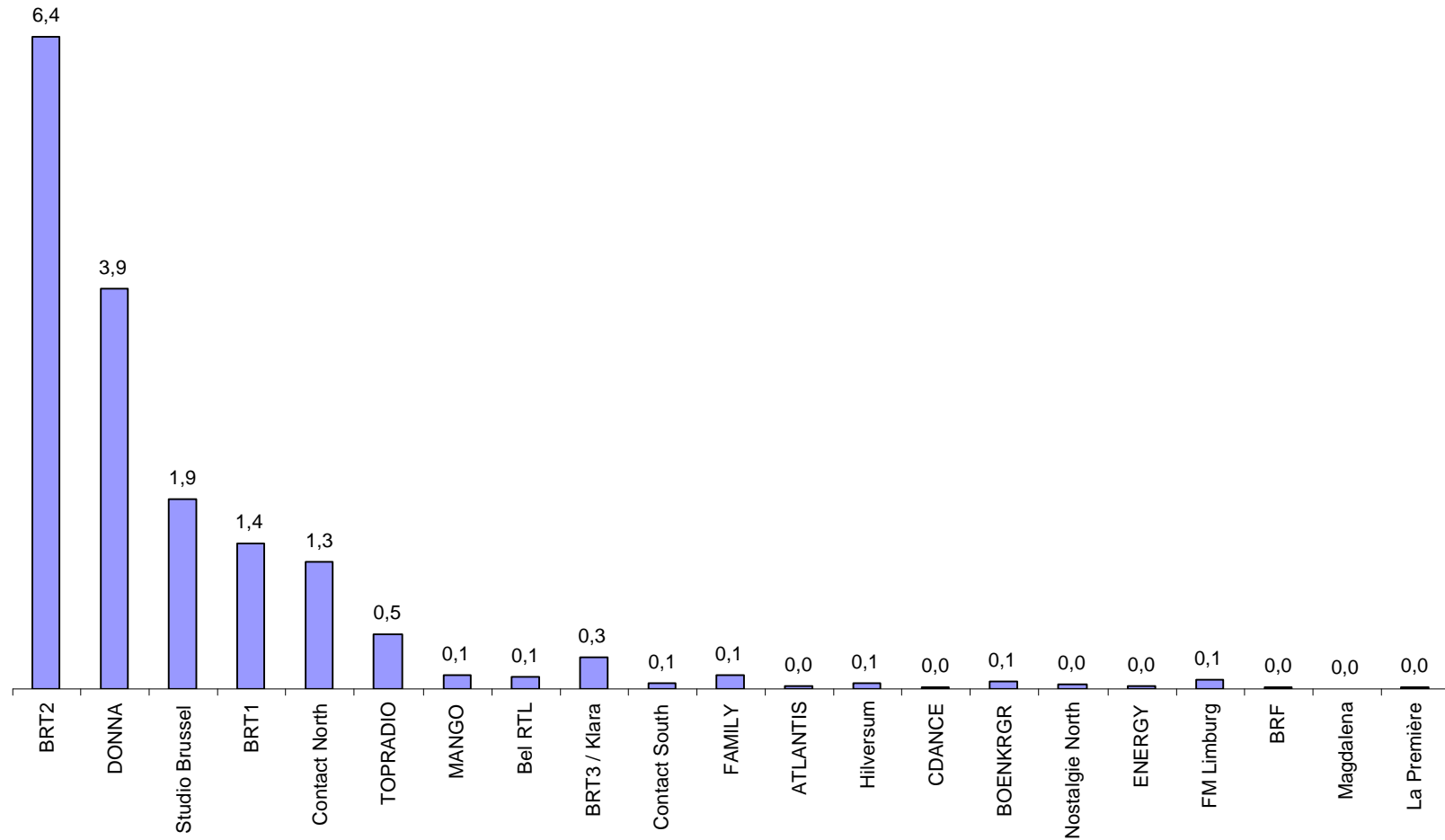
About Audience - 1998

Average Rating (%) - Target : 15+ (05h00-22h00)



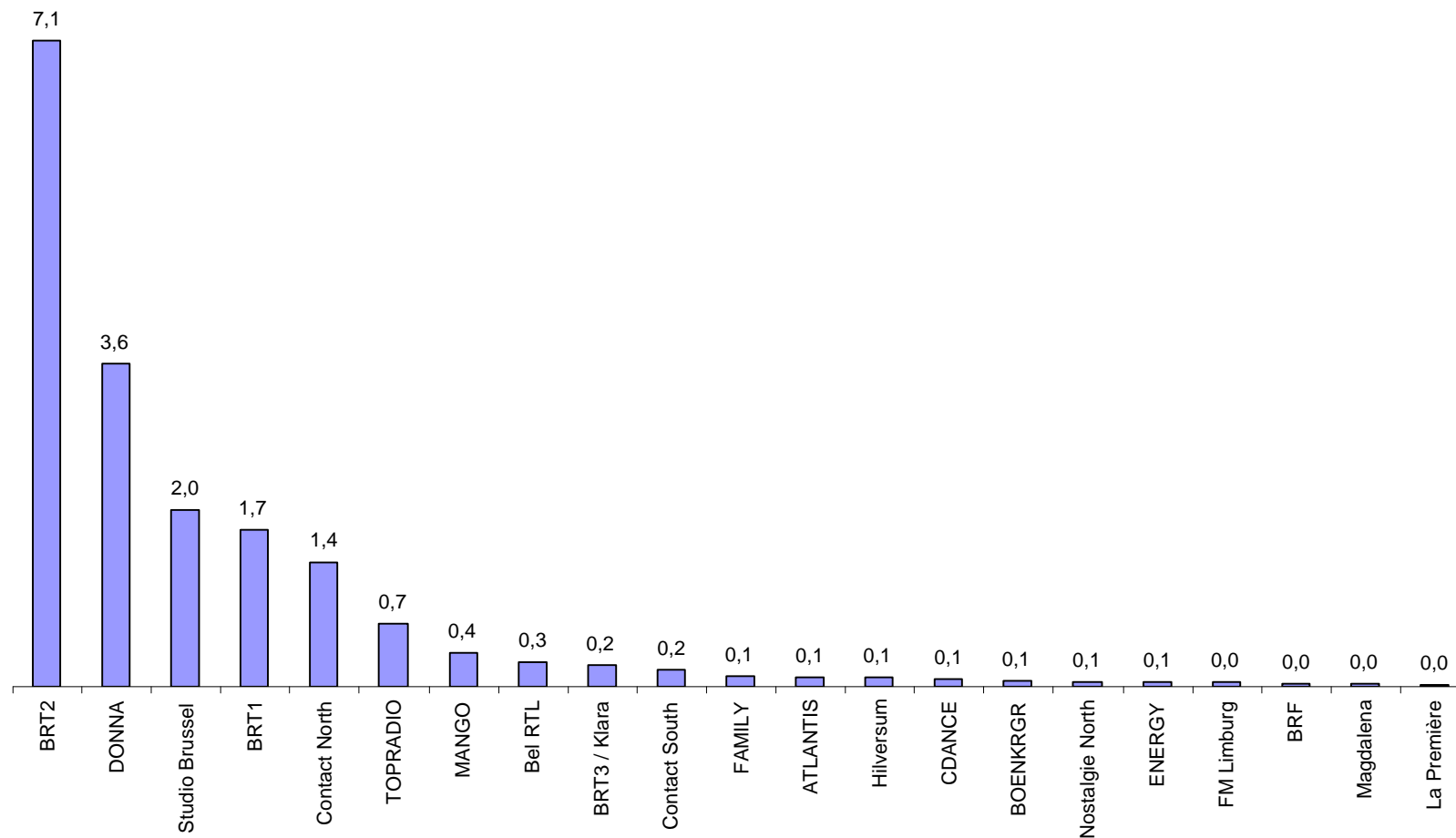
About Audience - 1999

Average Rating (%) - Target : 15+ (05h00-22h00)



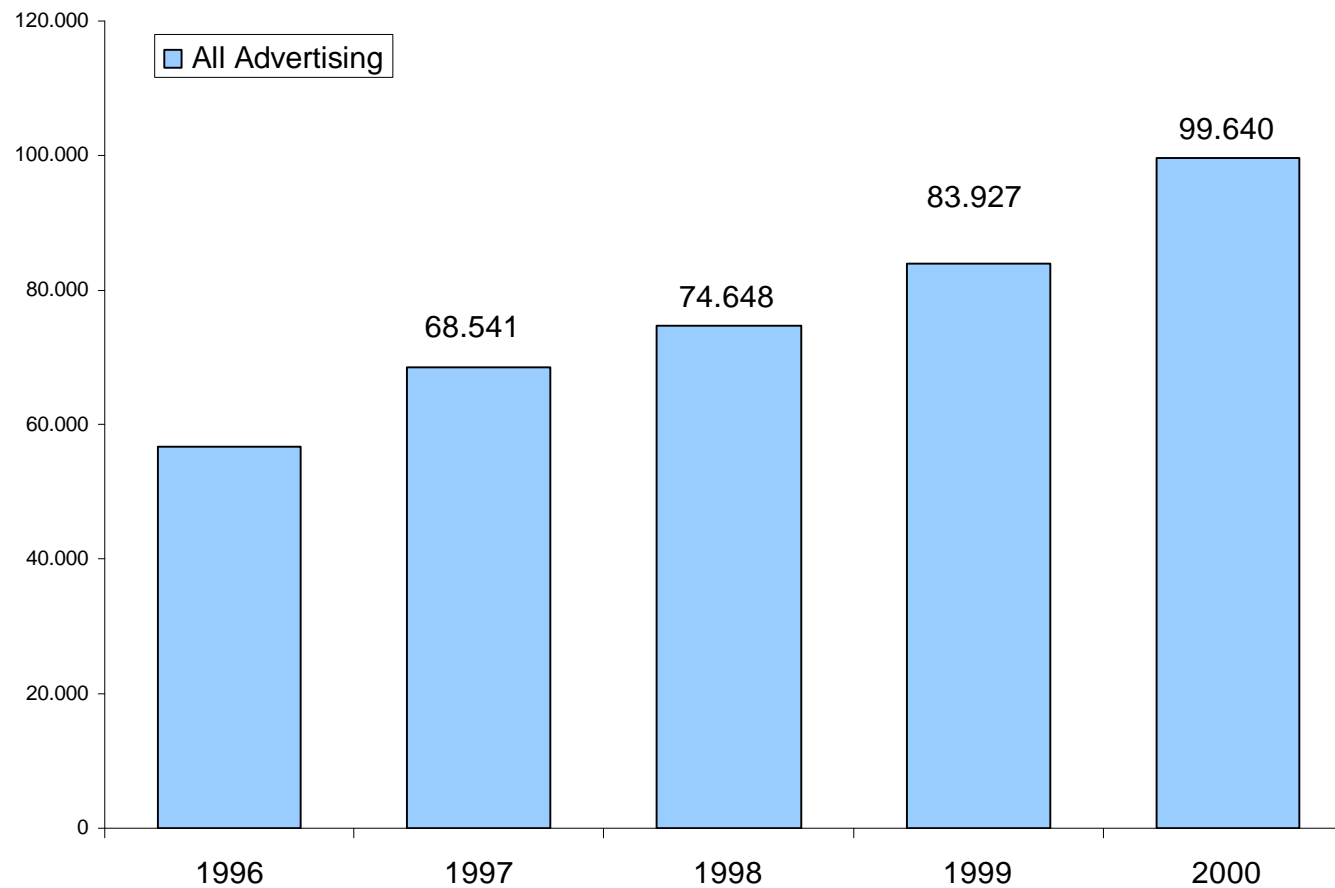
About Audience - 2000

Average Rating (%) - Target : 15+ (05h00-22h00)

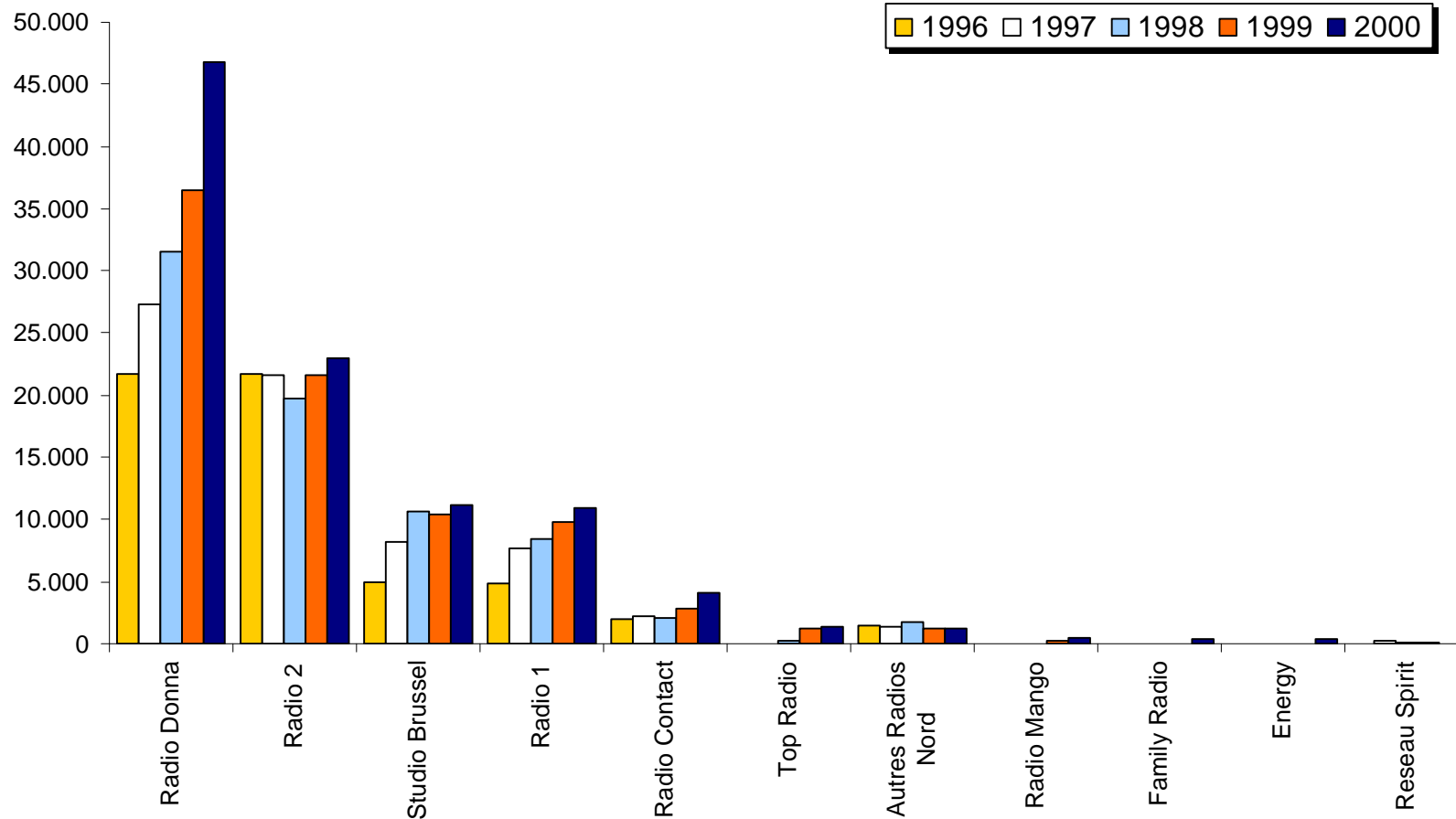


4.6. Media Investment

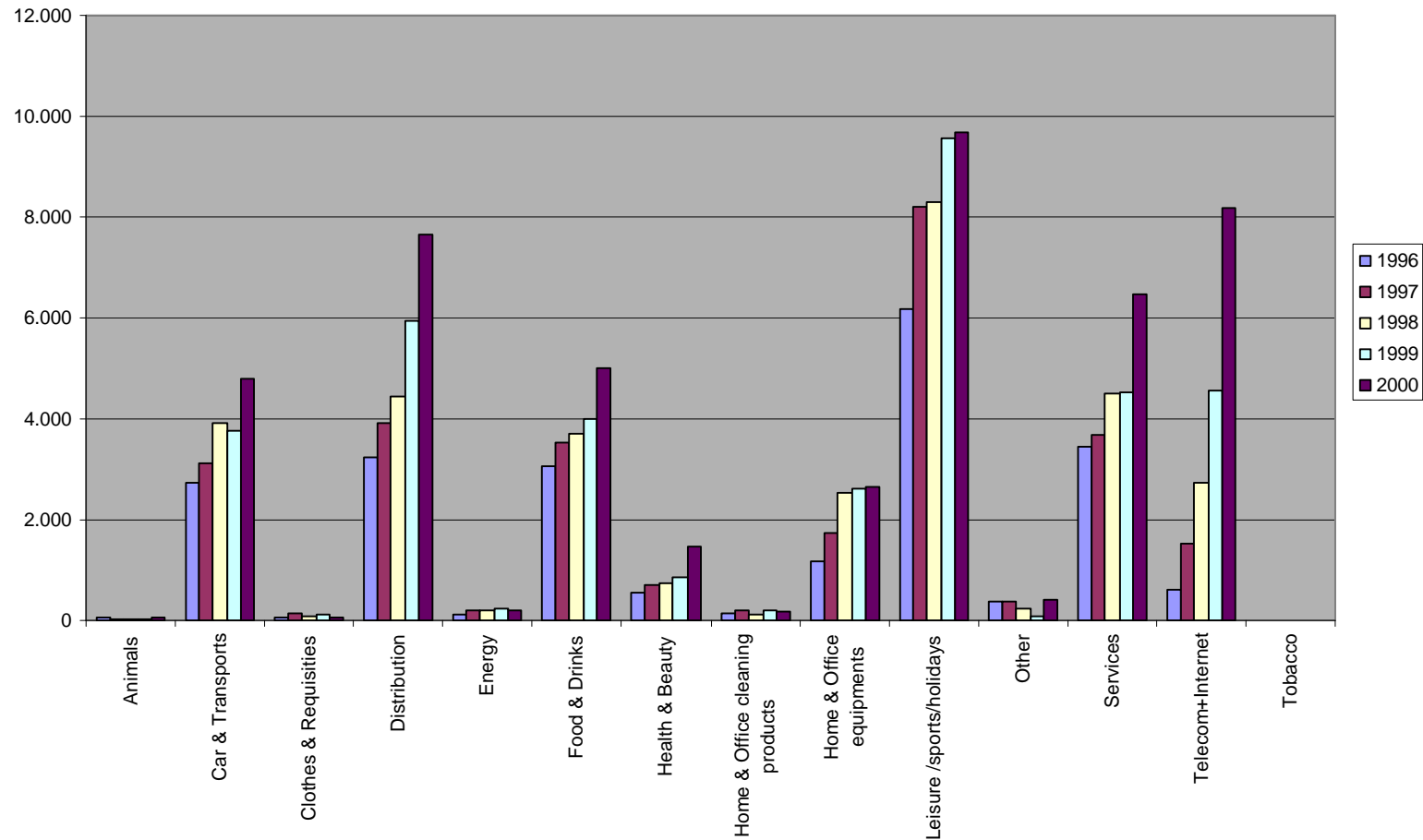
Media Investment Total Radio



Media Investment By Channel

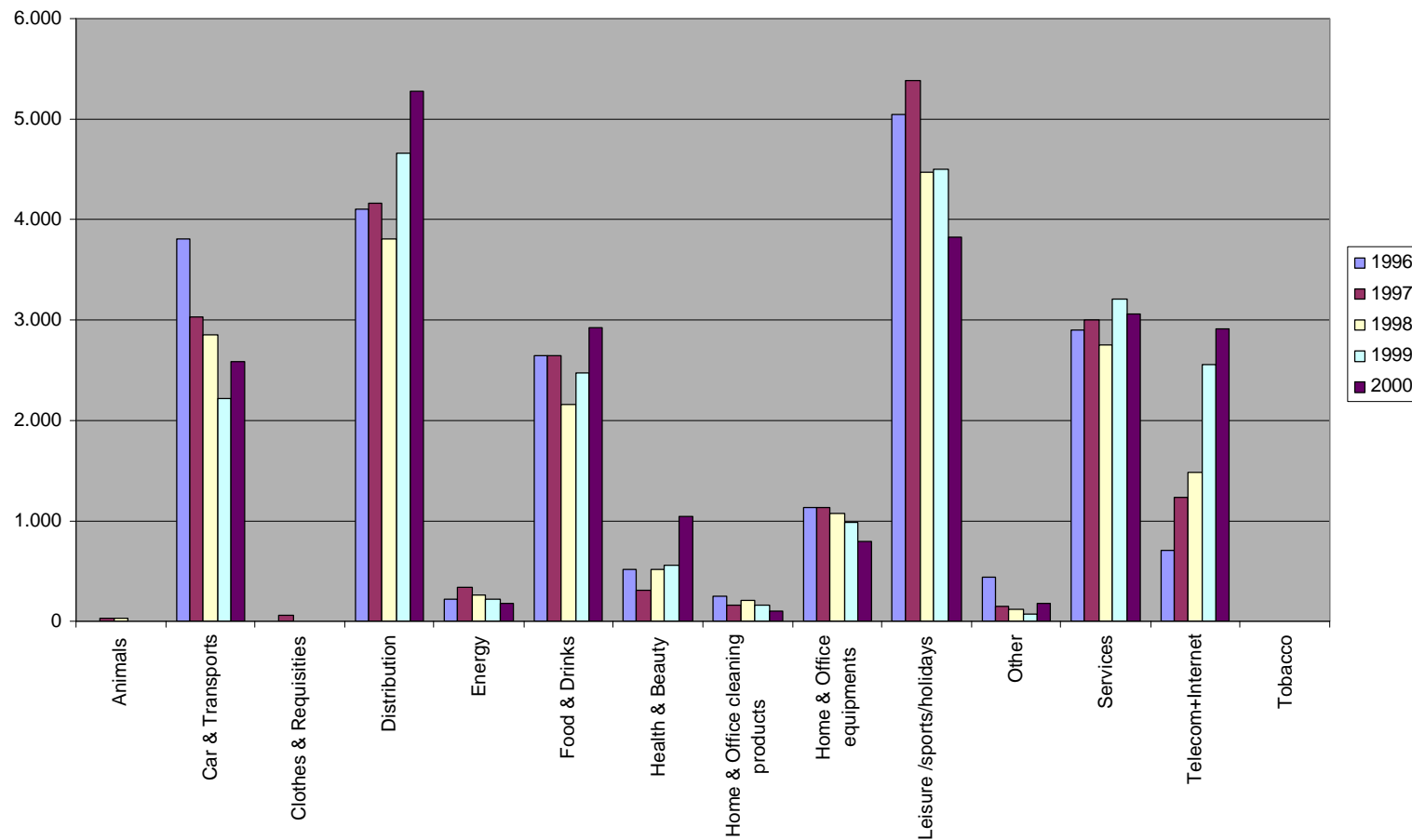


Media Investment Radio Donna

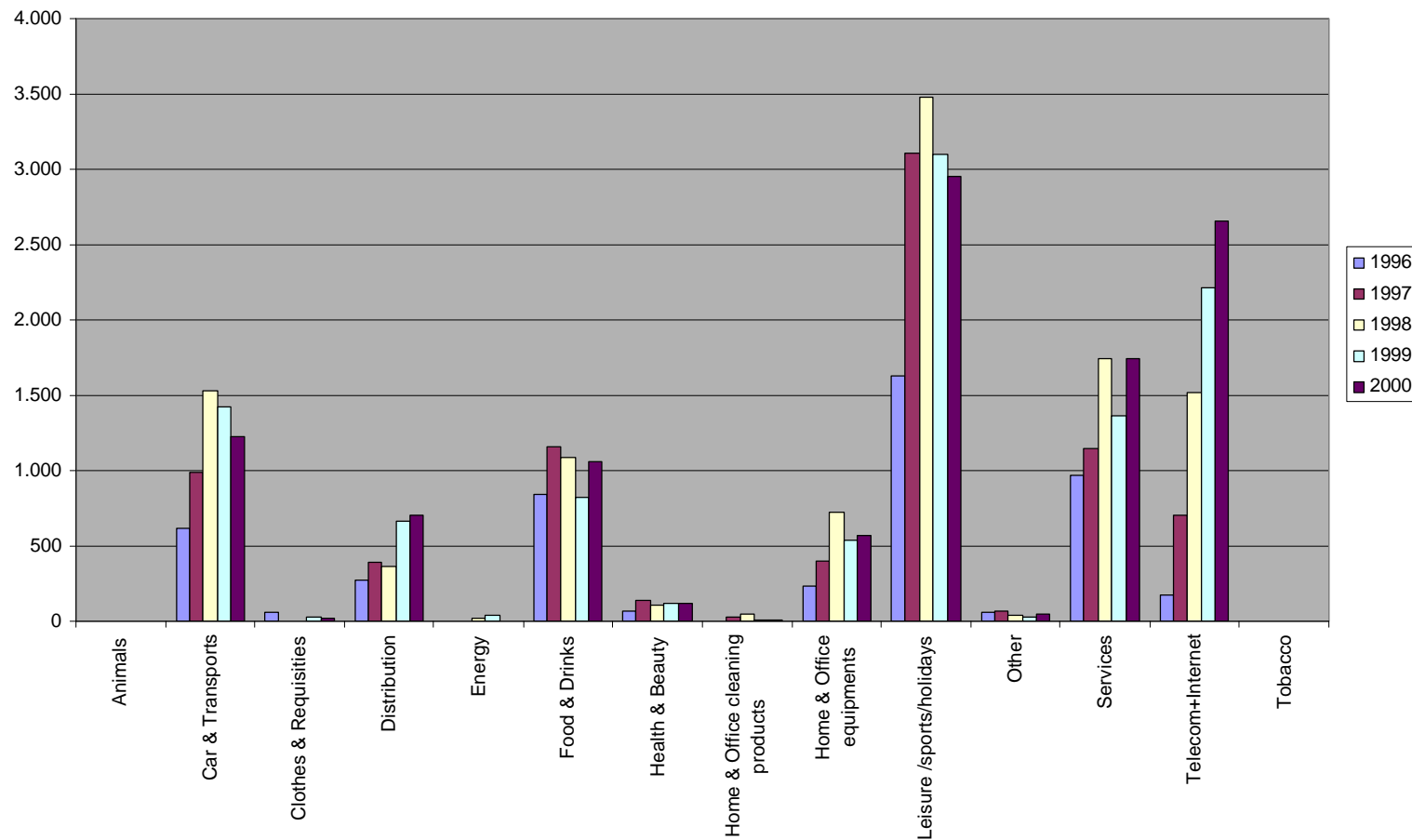


Media Investment

Radio 2

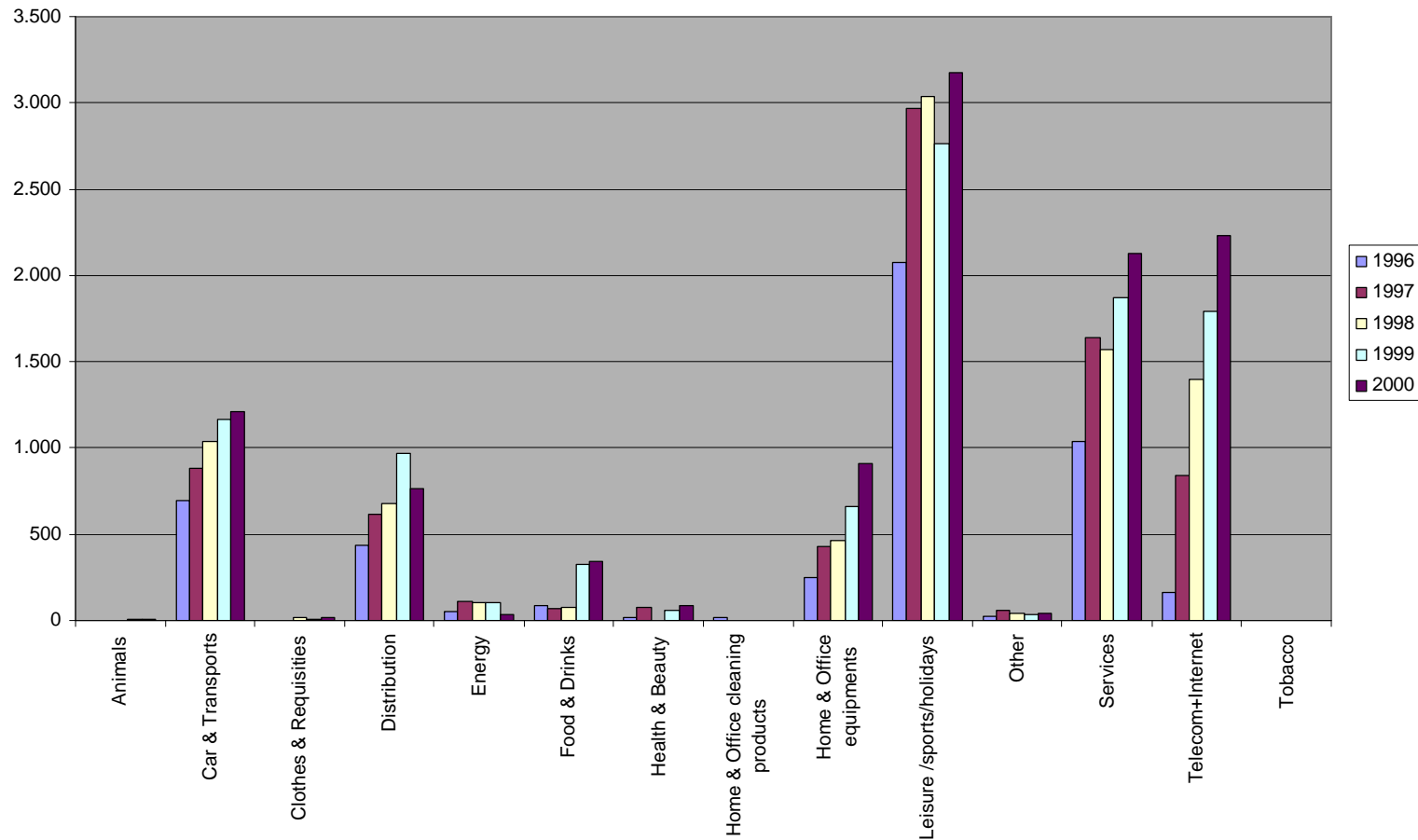


Media Investment Studio Brussel

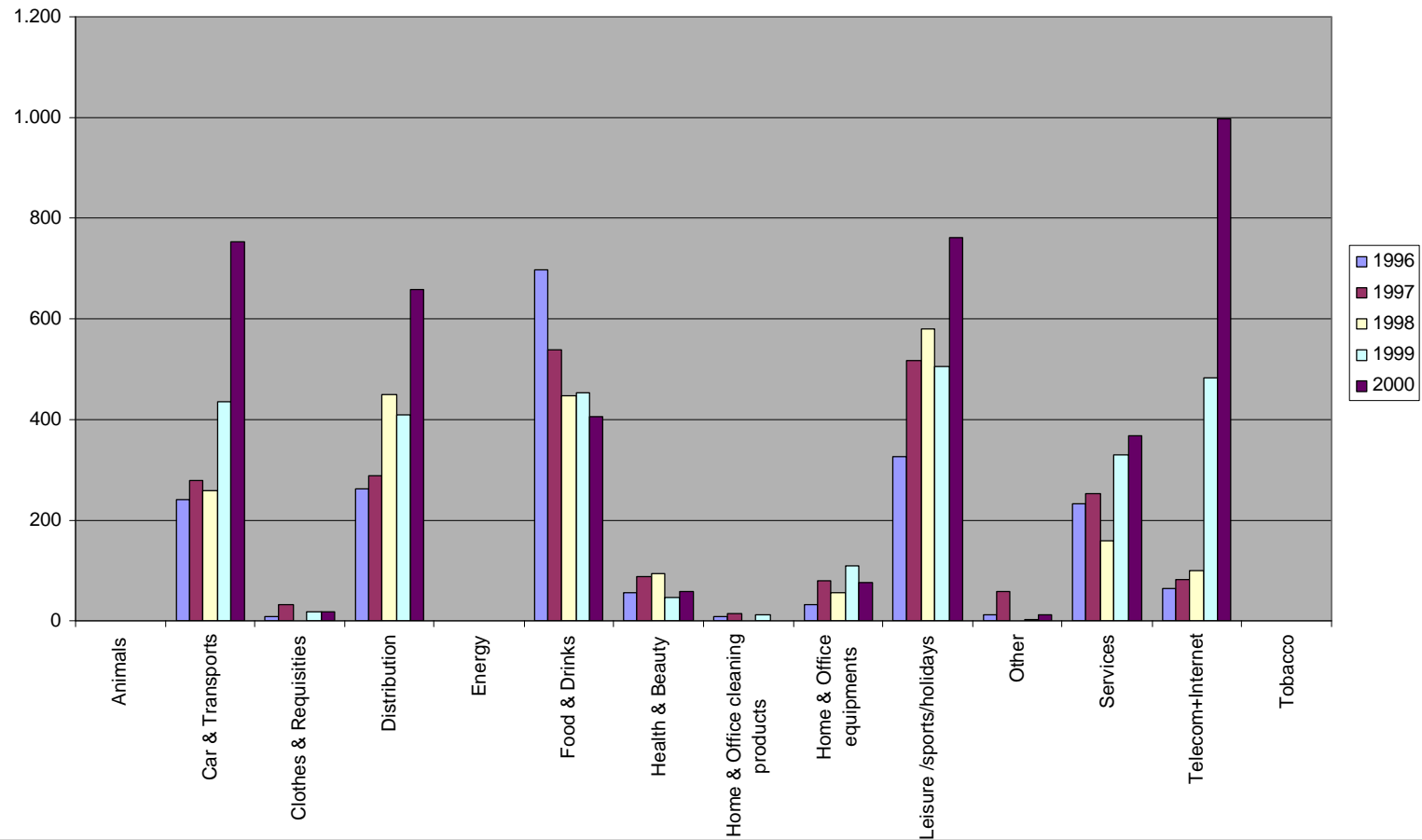


Media Investment

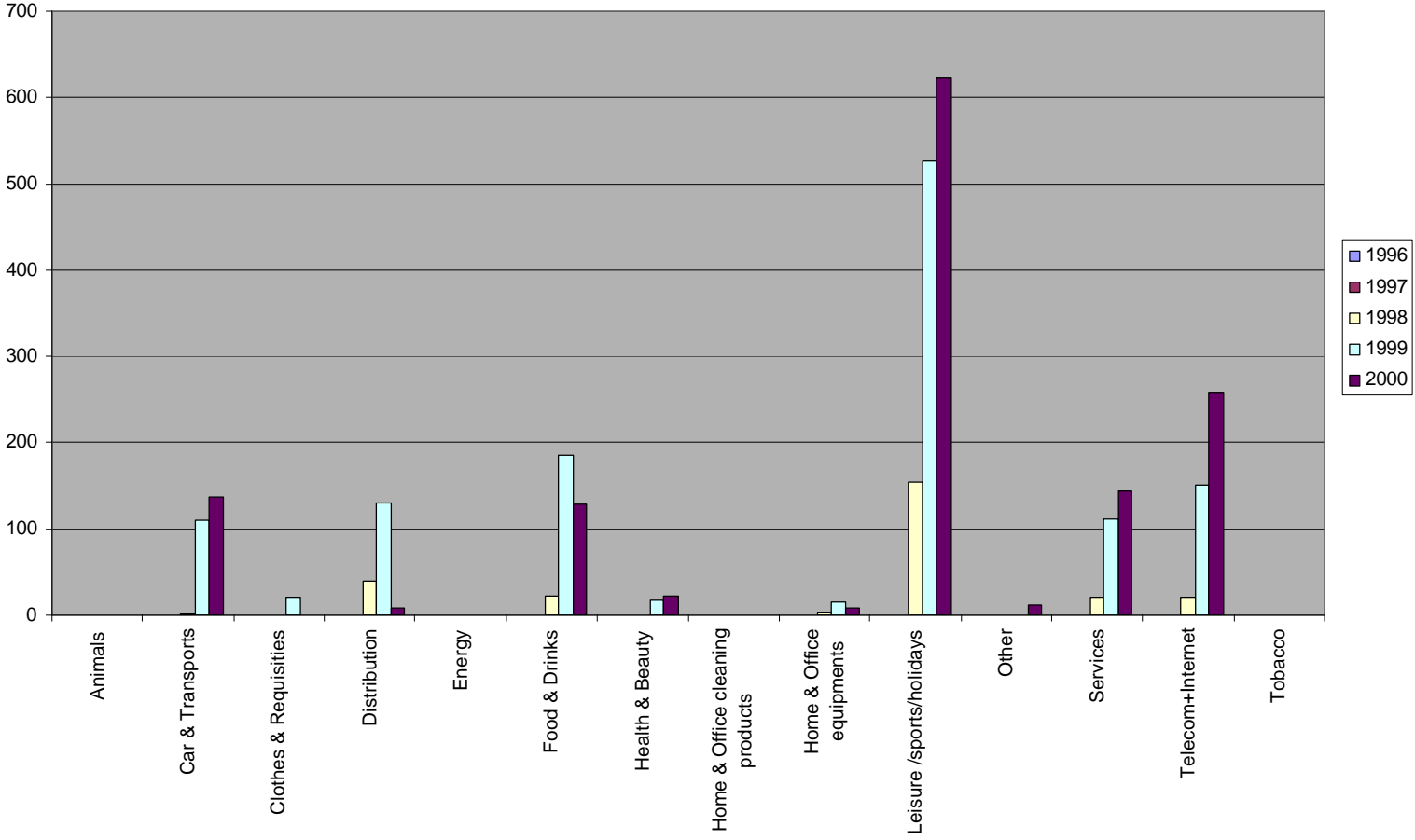
Radio 1



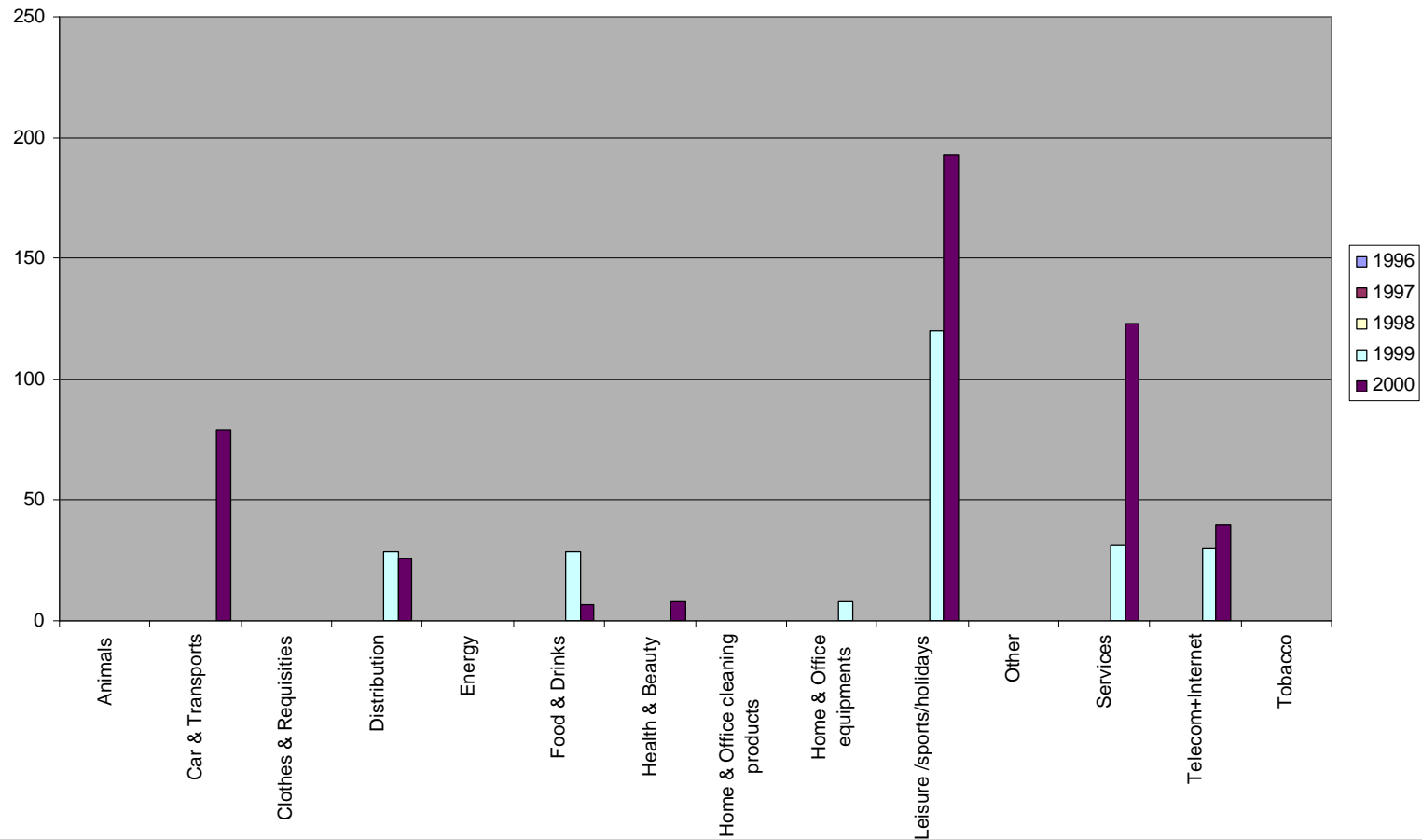
Media Investment Contact



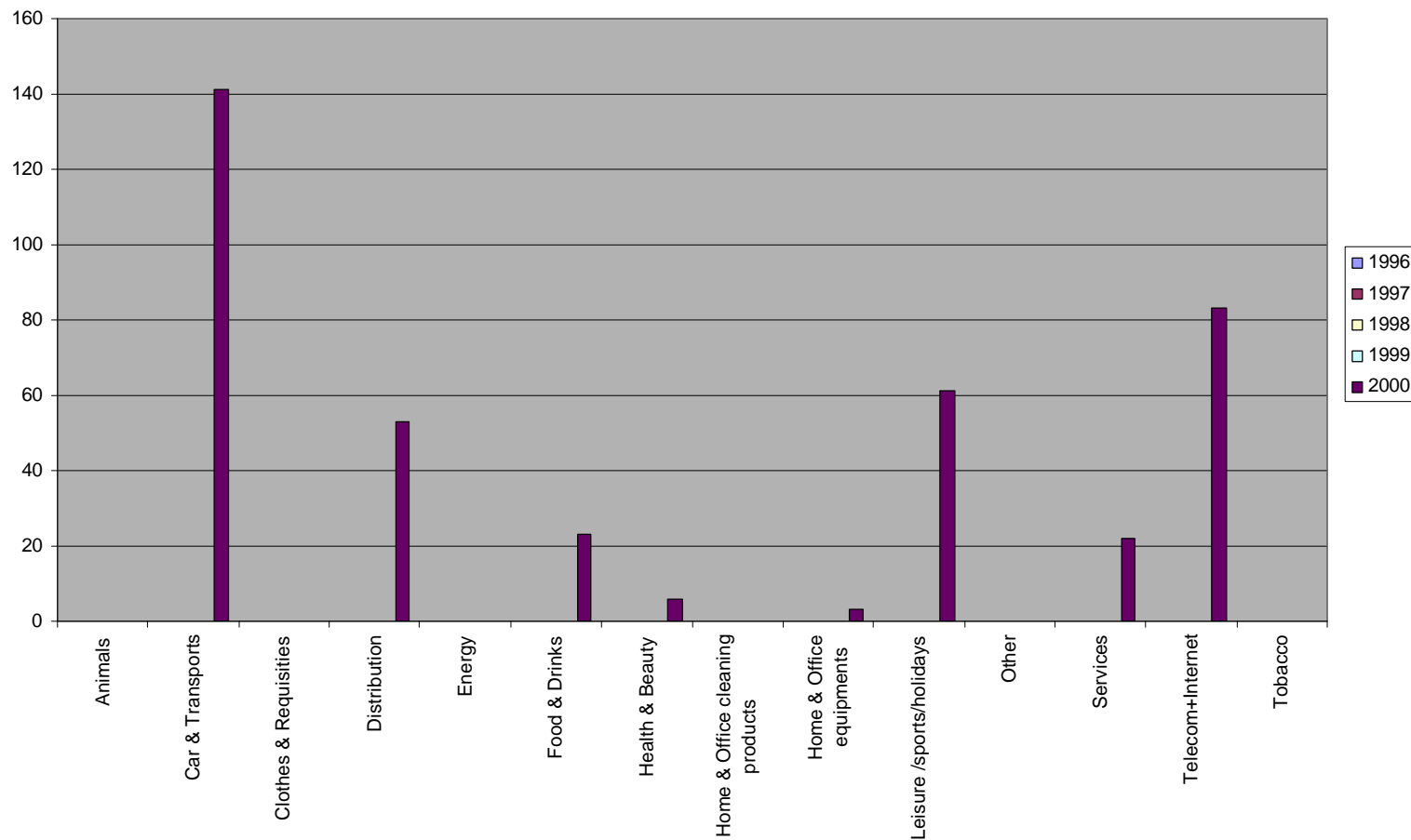
Media Investment Top Radio



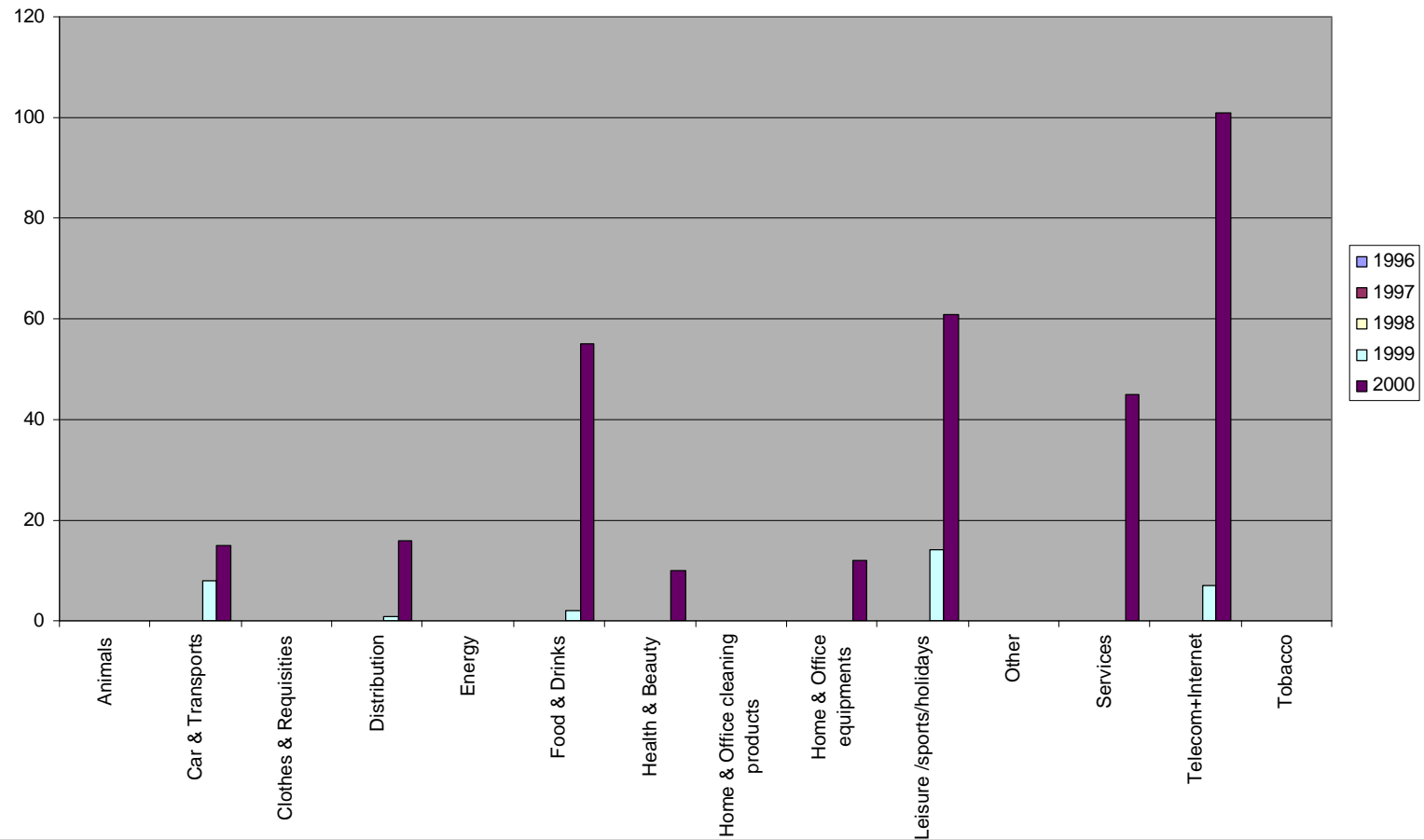
Media Investment Mango



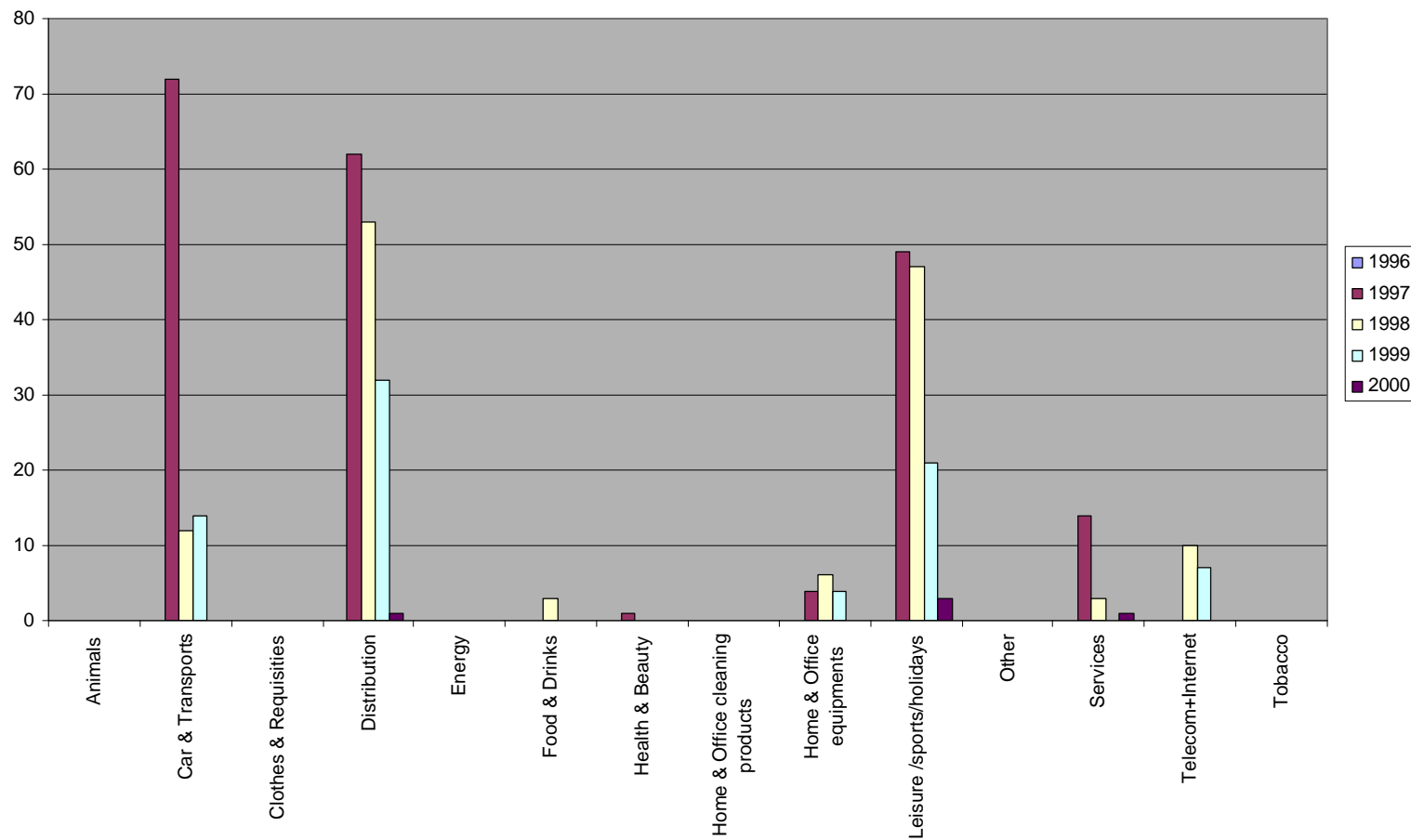
Media Investment Family Radio



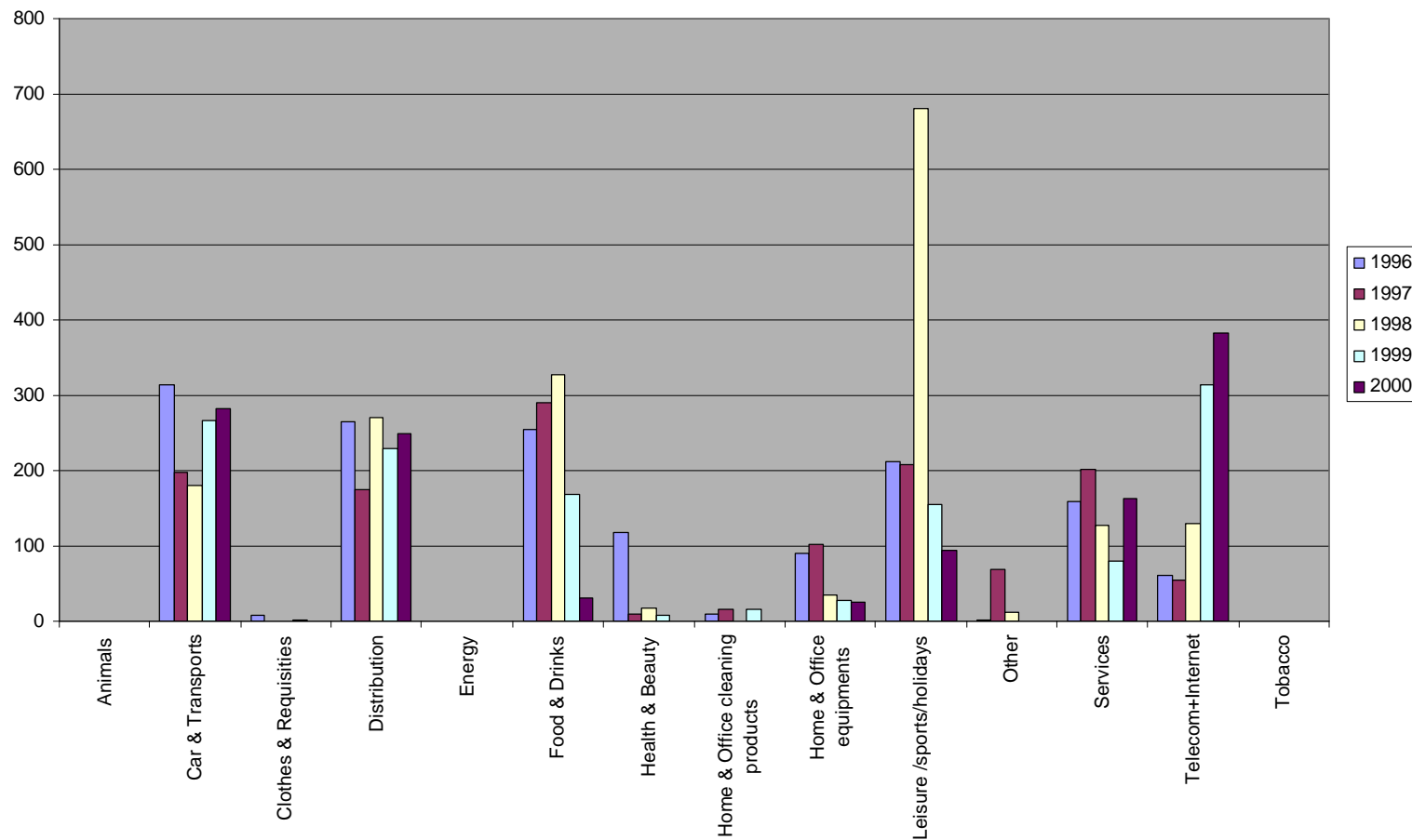
Media Investment Energy



Media Investment Spirit Network



Media Investment Other Northern Radios



Radio Southern Belgium

4.3. General info by station

About Radio Stations

Types of broadcast during 1995-2001

	Status	Names	Active Period		Radio Type
			Founded	Ended**	
Domestic Radios (national)	Public	Bruxelles Capitale	1991		Music & General program
	Public	Fréquence Wallonie (ex Radio 2)	1994		Music & General program
	Public	La Première (ex Radio 1)	1994		Talk (70%)
	Public	Musique 3 (ex Radio 3)	1994		Music (70%)
	Public	Radio 21 (Ex Radio Cité)	1986		Music (70%)
	Private	Bel RTL (ex RFM)	1991		Music & General program
	Private	Contact	1980		Music (50%) & News (50%)
	Private	Contact 2 (ex Contact Gold)	1999		Music (70%)
	Private	Fun Radio	1995		Music & Entertainment
	Private	Nostalgie (ex SIS - ex Europe 2)	1989-1990		Music (70%)
	Private	NRJ (ex Chérie FM)	1994		Music & Entertainment

About Radio Stations

Types of broadcast during 1995-2001

	Status	Names	Active Period		Radio Type
			Founded	Ended**	
Local Radios	Public	BRF	1945		Music & General program
	Public	Das Hit Radio	n.a.		Music & General program
	Private	Action	n.a.		Music (70%)
	Private	Antipode	1985		Music (70%)
	Private	BFM	1994		News & Business
	Private	Campus	1980		Music (70%)
	Private	Ciel Radio	n.a.		Music (50%) & News (50%)
	Private	Cyclone	n.a.		Music (70%)
	Private	Fantasy	n.a.		Music (70%)
	Private	OSR	n.a.		Music (70%)
	Private	Radio OK	n.a.		Music (70%)
	Private	Riva	n.a.		Music (70%)
	Private	Salamandre	n.a.		Music (70%)
	Private	Sud Radio	n.a.		Music (70%)

About Radio Stations

Types of broadcast during 1995-2001

	Status	Names
Foreign Radios	Public	France Inter
	Public	BBC
	Private	Europe 1
	Private	RTL

About Radio Stations

Types of broadcast during 1995-2001

Domestic Radios (national)	Transmission Mode	Reception Mode	Comments for Other Mode
Bruxelles Capitale	FM	Radio	www.rtf.be
Fréquence Wallonie (ex Radio 2 till '78)	FM	Radio	www.rtf.be
La Première (ex Radio 1 till '78)	FM	Radio	www.rtf.be
Musique 3 (ex Radio 3 till '78)	FM	Radio	www.rtf.be
Radio 21 (Ex Radio Cité till '79)	FM	Radio	www.rtf.be
Bel RTL (ex RFM till '87)	FM	Radio	www.belrtl.be
Contact	FM	Radio	www.radiocontact.be
Contact 2 (ex Contact Gold till '95)	FM	Radio	
Fun Radio	FM	Radio	
Nostalgie (ex SIS till '81- ex Europe 2 till '90)	FM	Radio	
NRJ (ex Chérie FM till '90)	FM	Radio	www.nrj.be

- Numerical services on program or commercial level are nearly not developed in Belgium (excepted station name and fm number)

About Radio Stations

Types of broadcast during 1995-2001

Local Radios	Transmission Mode	Reception Mode
BRF	FM	Radio
Das Hit Radio	FM	Radio
Action	FM	Radio
Antipode	FM	Radio
BFM	FM	Radio
Campus	FM	Radio
Ciel Radio	FM	Radio
Cyclone	FM	Radio
Fantasy	FM	Radio
OSR	FM	Radio
Radio OK	FM	Radio
Riva	FM	Radio
Salamandre	FM	Radio
Sud Radio	FM	Radio

- Numerical services on program or commercial level are nearly not developed in Belgium (excepted station name and fm number)

4.4. Commercial Offer

Commercial Offer in 2001 (1)

	Name of Radio	Name	Capital shares holding			
			Private 1	Private 2	Private 3	Private n
Domestic Radios (national)	Bel RTL	Name Part (%)	Group Rossel 46%	TVIsa 32,40%	CLT UFA 21,60%	
	Fun Radio	Name Part (%)	CLT UFA	Contact s.a.		
	Nostalgie	Name Part (%)	Vers l'avenir Mediabel 0,51		Nostalgie FR 0,49	
	NRJ	Name Part (%)	NRJ France 49%	Beherman 12,50%	Canal + 12,50%	Deficom 26%
	Contact (South)	Name Part (%)	CLT UFA			
	La Première	Name Part (%)				

Commercial Offer in 2001 (2)

	Name of Radio	Name Part (%)	Capital shares holding				
			Private 1	Private 2	Private 3	Private n	Public
Domestic Radios (national)	Fréquence Wallonie	Name Part (%)					RTBF 100%
	Musique 3	Name Part (%)					RTBF 100%
	Radio 21	Name Part (%)					RTBF 100%
	Bruxelles Capitale	Name Part (%)					RTBF 100%
	Contact 2	Name Part (%)	CLT UFA				

Commercial Offer in 2001

	Name of Radio	Name Part (%)	Capital shares holding			
			Private 1	Private 2	Private 3	Private n
Local Radios	Ciel Radio	Name Part (%)	Private nmpc			
	BFM	Name Part (%)	BFM France 31,50%	Contact s.a. 25%	Infor fm 22%	
	BRF	Name Part (%)				Public
	Das Hit Radio	Name Part (%)				Public
	Others	Name Part (%)	Private nmpc			

Commercial Offer in 2001 (1)

Domestic Radios (national)	Name of Sales houses	Radio's Target Group
Bel RTL	IP PLURIMEDIA	25-54 y.o.
Fun Radio	IP PLURIMEDIA	12-34 y.o.
Nostalgie	IP PLURIMEDIA	25-55 y.o.
NRJ	RMB	15-34 y.o.
Contact (South)	IP PLURIMEDIA	12-44 y.o.
La Première	RMB	35-50 SG 1-4

Commercial Offer in 2001 (2)

Domestic Radios (national)	Name of Sales houses	Radio's Target Group
Fréquence Wallonie	RMB	35-60 SG 3-6
Musique 3	RMB	40-65 SGC 1-2
Radio 21	RMB	25-35 SG 1-4
Bruxelles Capitale	RMB	35-60 SG 3-6
Contact 2	IP PLURIMEDIA	25-55 y.o.

Commercial Offer in 2001

Local Radios	Name of Sales houses	Radio's Target Group
Ciel Radio	EURO CIEL	30-40 y.o.
BFM	IP radio	Men 25-54, Managers of small & medium companies
BRF	BRF	German Community
Das Hit Radio	RMB	German Community
Campus	Liberty	All
Others	Integrated	All

Commercial Offer in 2001

	Name of Radios	Average Rates in 2001* - for 02h-26h day part - base 30 sec. - Euro					Insert or product placement spots
		Commercial spots	Billboards	Sponsoring spots	Commercial Auto promotion spots	Direct Response Radio	
Domestic Radios (national)	Bruxelles Capitale	108,13					
	Contact 2	74,7					
	Contact Sud	504,47					
	Fréquence Wallonie	374,82					
	FUN	139,57	by packages	by packages	by packages	tailor made	tailor made
	La Première	192,14					
	Nostalgie Sud	206,84					
	NRJ Sud	181,59					
Radio 21	203,7						

Commercial Offer in 2001

	Name of Radios	Average Rates in 2001* - for 02h-26h day part - base 30 sec. - Euro					
		Commercial spots	Billboards	Sponsoring spots	Commercial Auto promotion spots	Direct Response Radio	Insert or product placement spots
Local Radios		n.a.	by packages	by packages	by packages	tailor made	tailor made

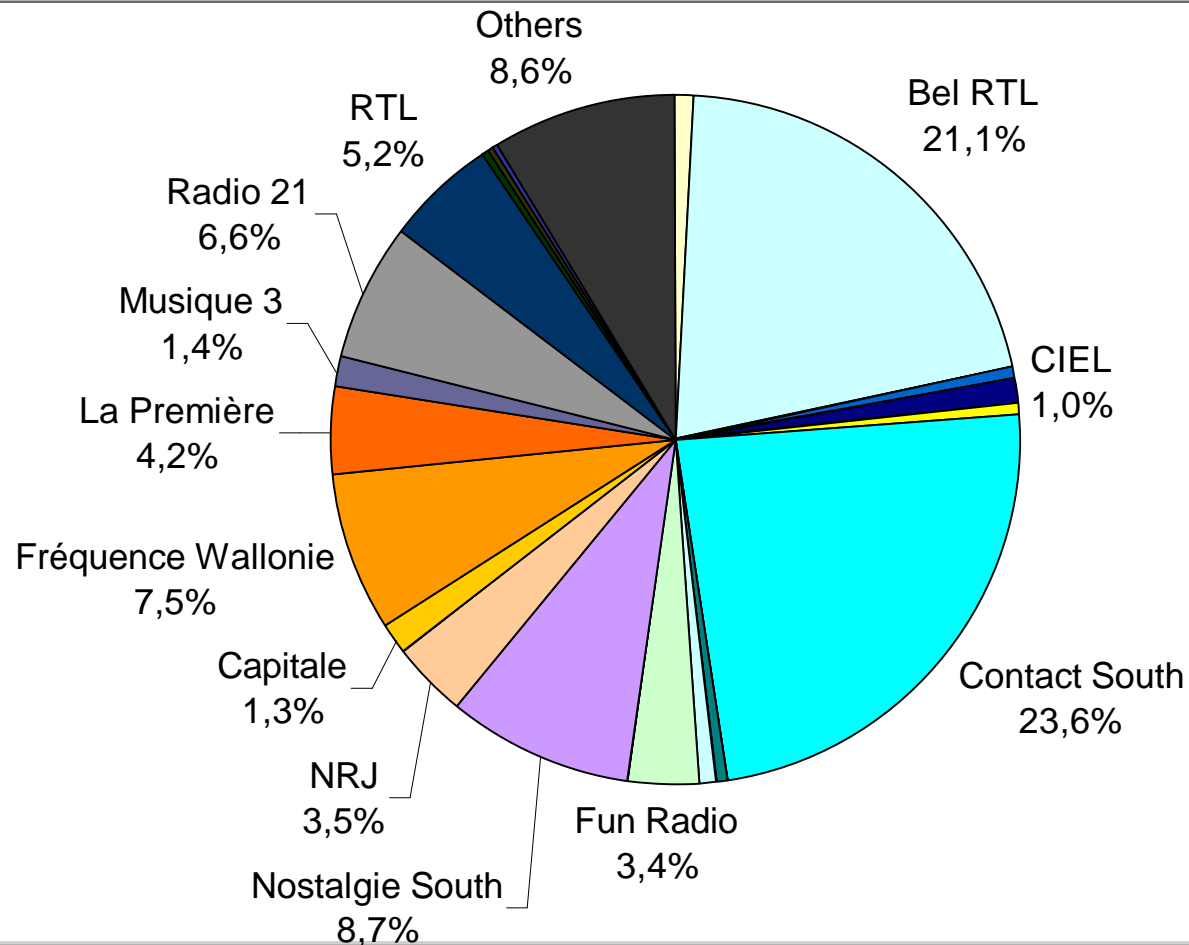
4.5. Audiences

Note about Radios in Belgium

- Market shares :
 - Radios with market share lower than 1% are not analysed.
- Average rating :
 - Analysed for the top 20 radios, based upon annual average rating in 2000
- Media investment :
 - No data available by advertising category
- Local radios :
 - In the South more limited offer of local radios, which are mostly integrated in established networks.
- 2001 :
 - Data will be available only at the end of 2002.

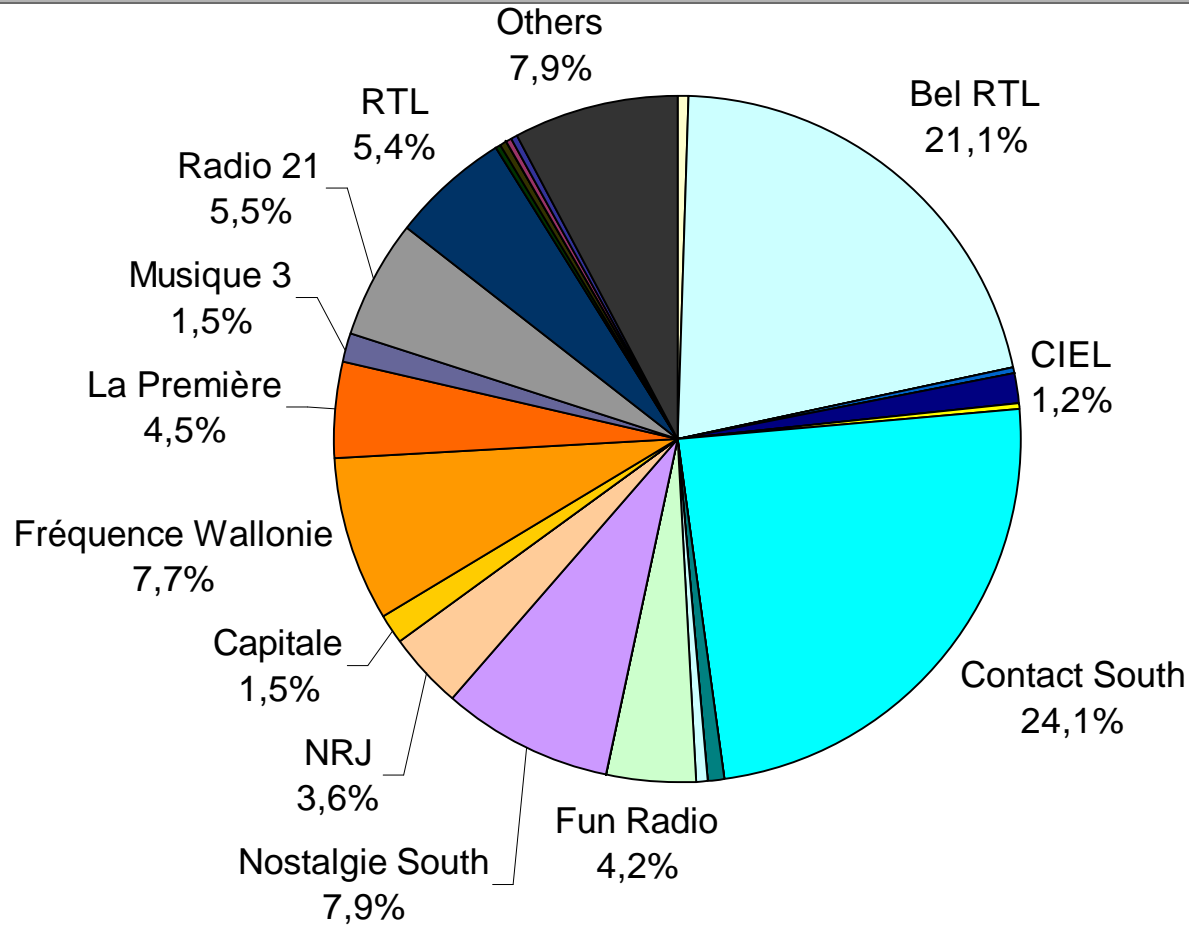
About Audiences - 1997

Share of Market (%) - Target 15+ (05h00-22h00)



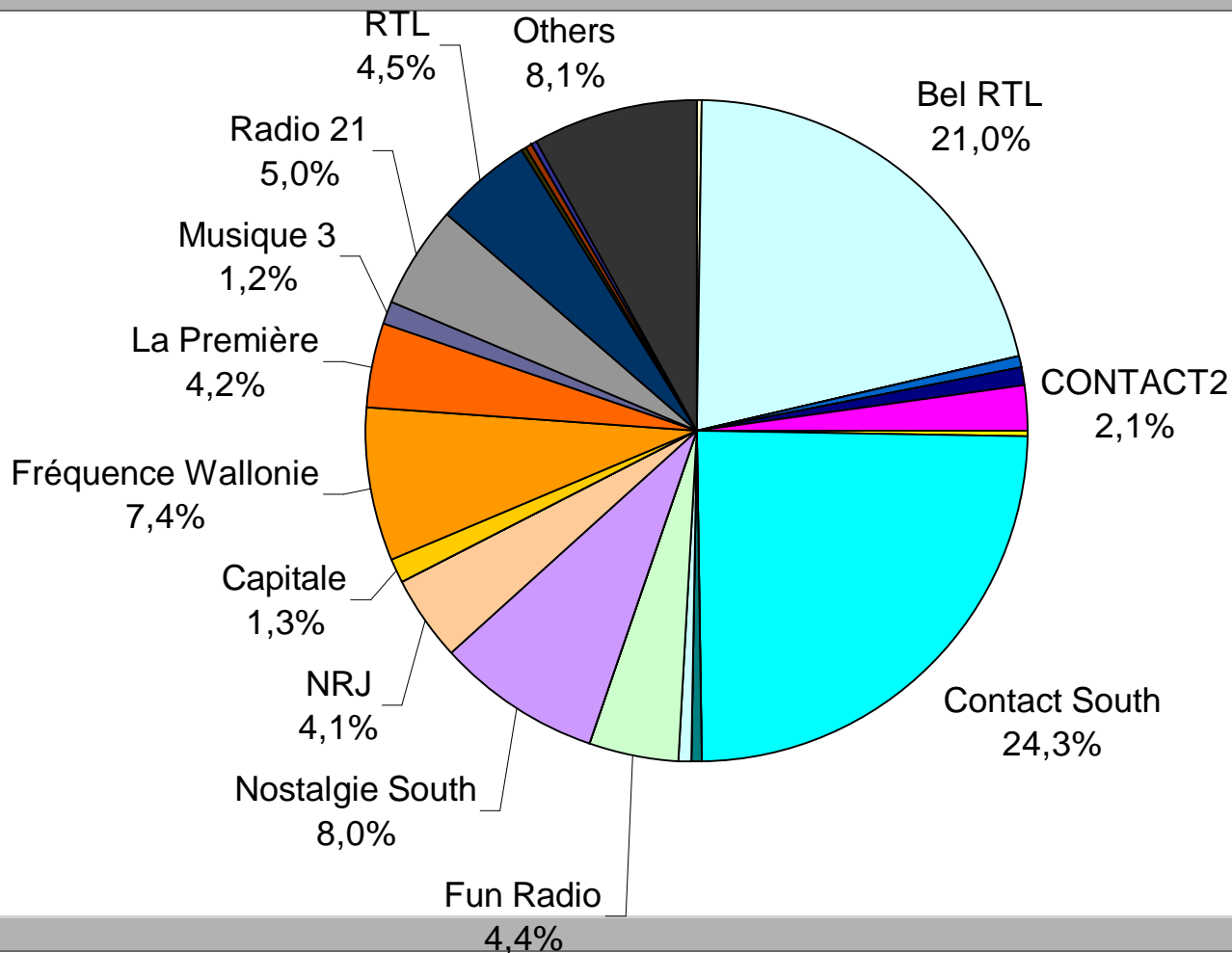
About Audiences - 1998

Share of Market (%) - Target 15+ (05h00-22h00)



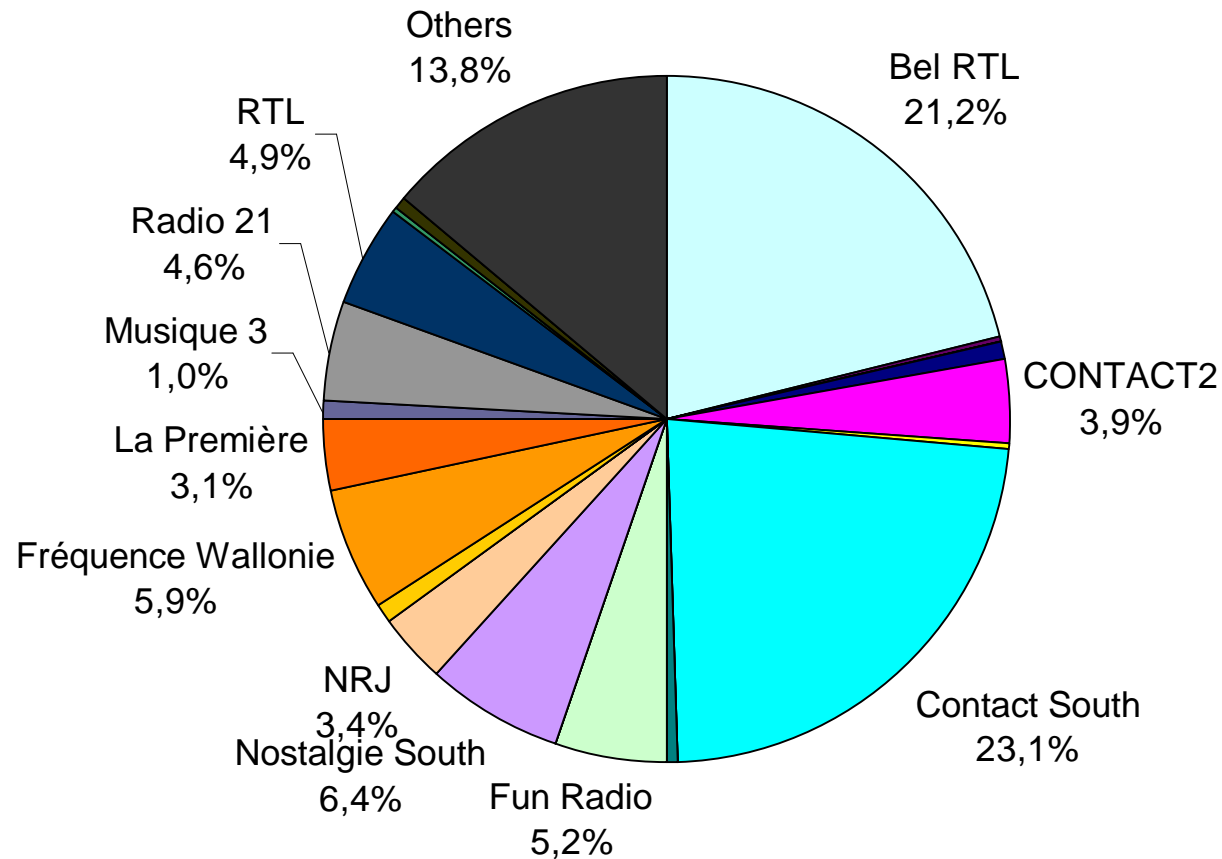
About Audiences - 1999

Share of Market (%) - Target 15+ (05h00-22h00)



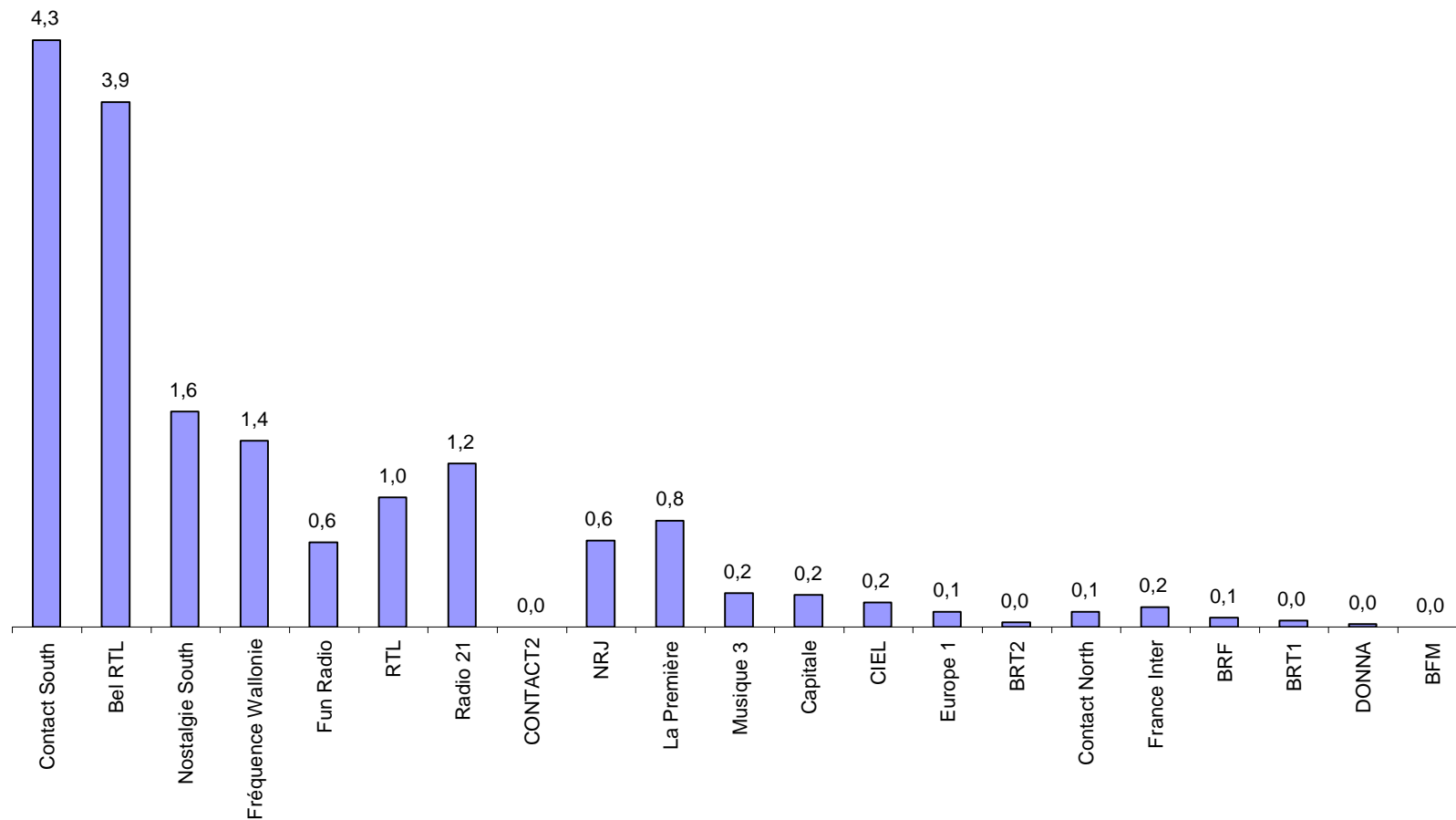
About Audiences - 2000

Share of Market (%) - Target 15+ (05h00-22h00)



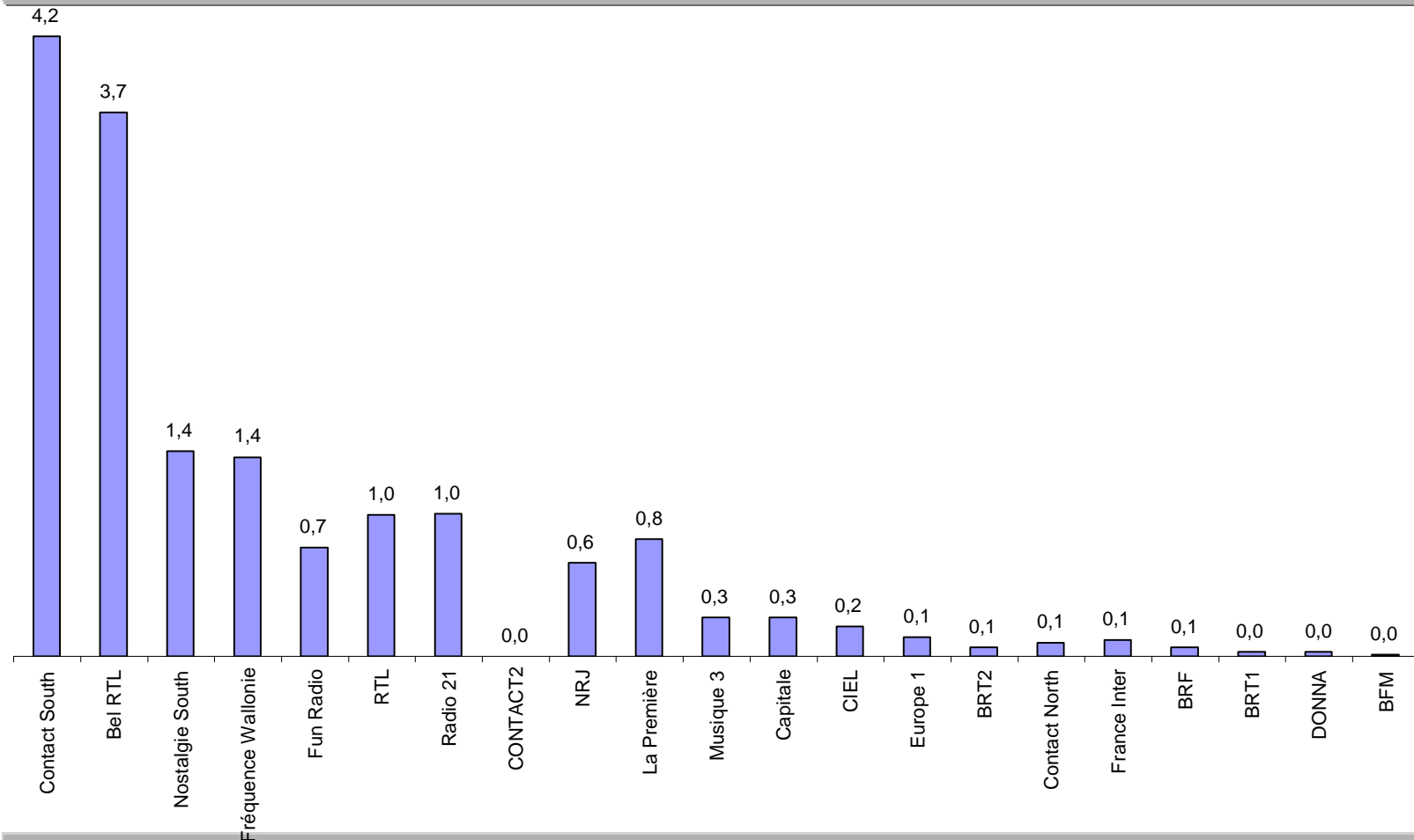
About Audiences - 1997

Average Rating (%) - Target 15+ (05h00-22h00)



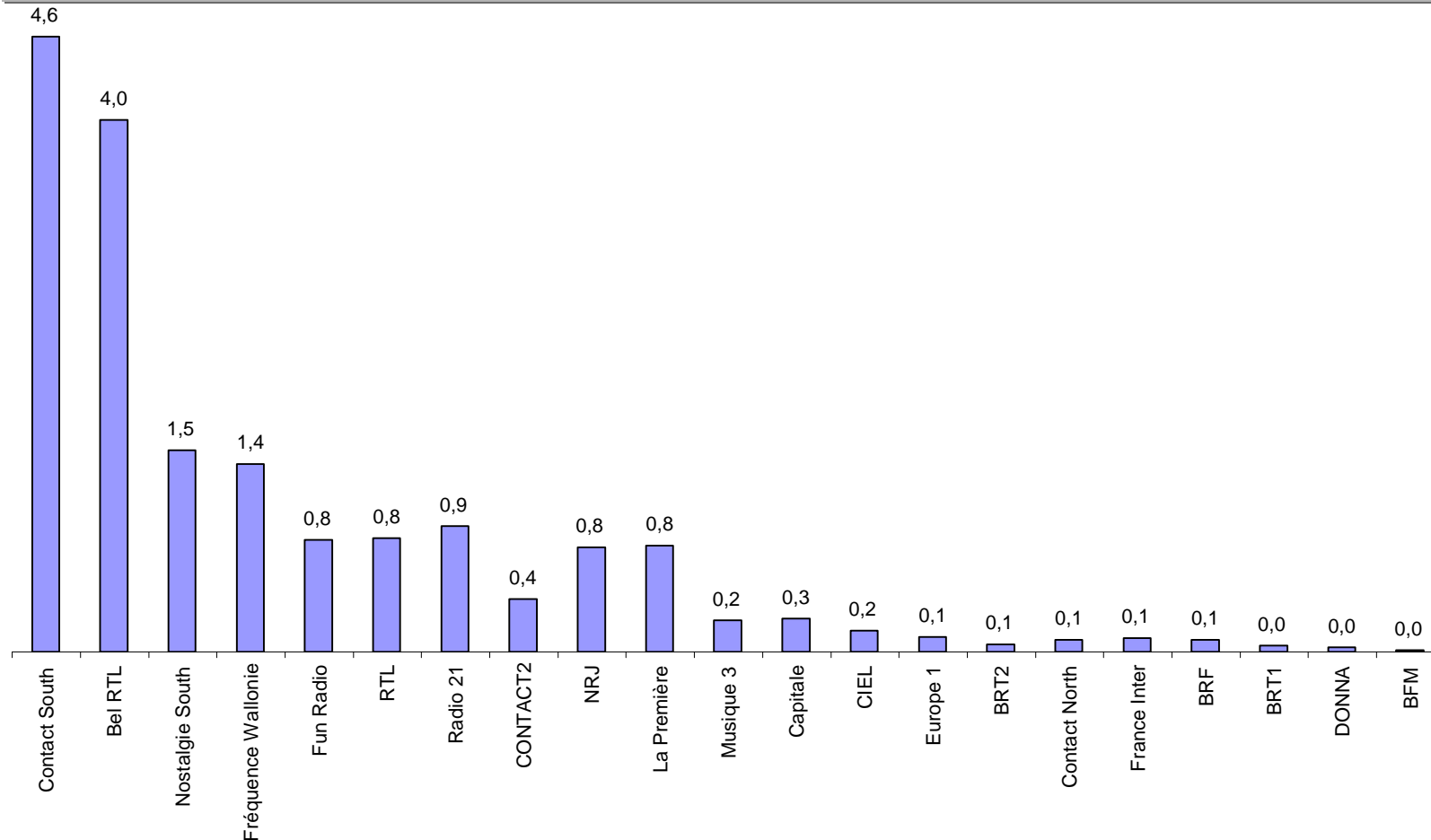
About Audiences - 1998

Average Rating (%) - Target 15+ (05h00-22h00)



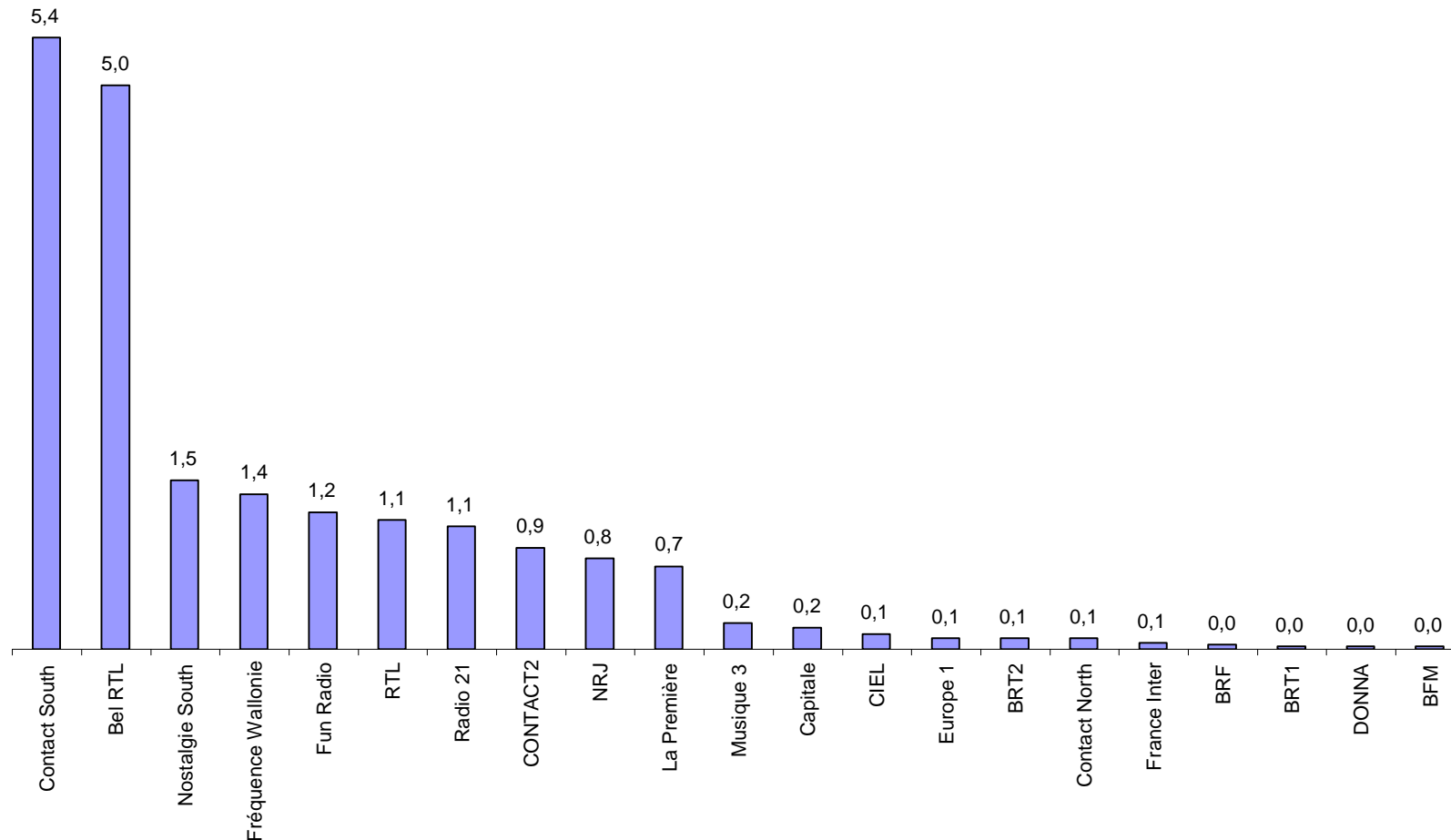
About Audiences - 1999

Average Rating (%) - Target 15+ (05h00-22h00)



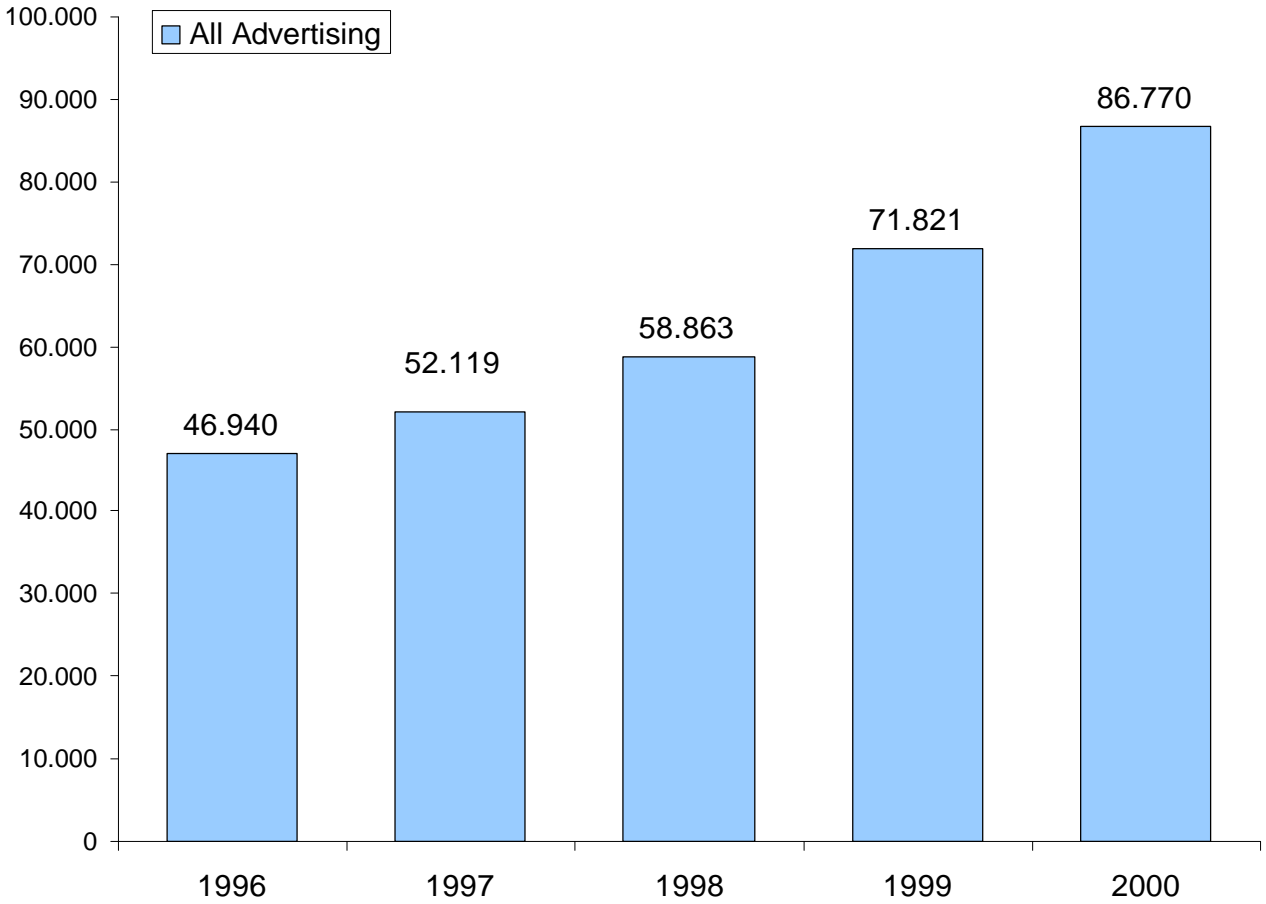
About Audiences - 2000

Average Rating (%) - Target 15+ (05h00-22h00)

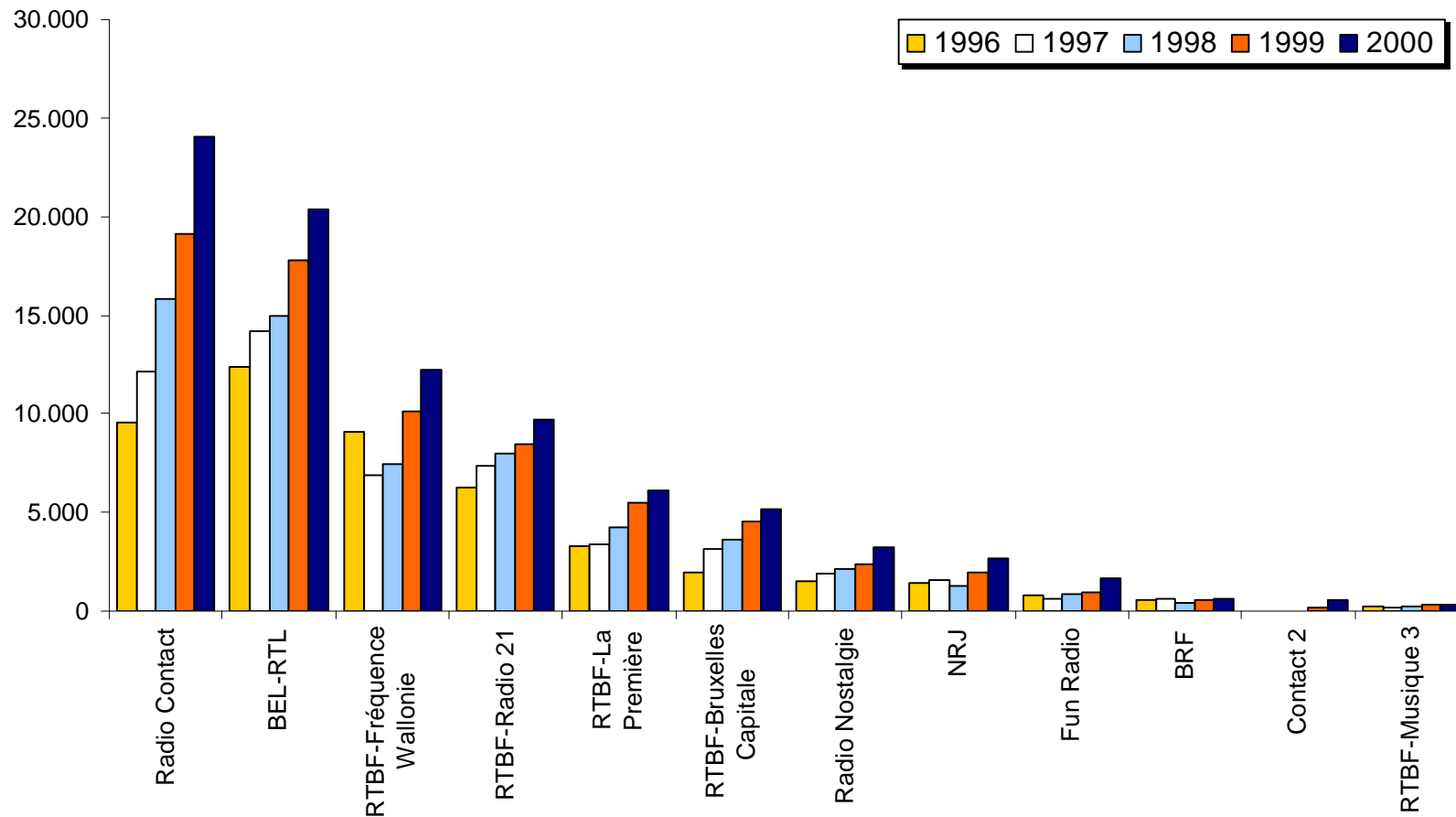


4.6. Media Investment

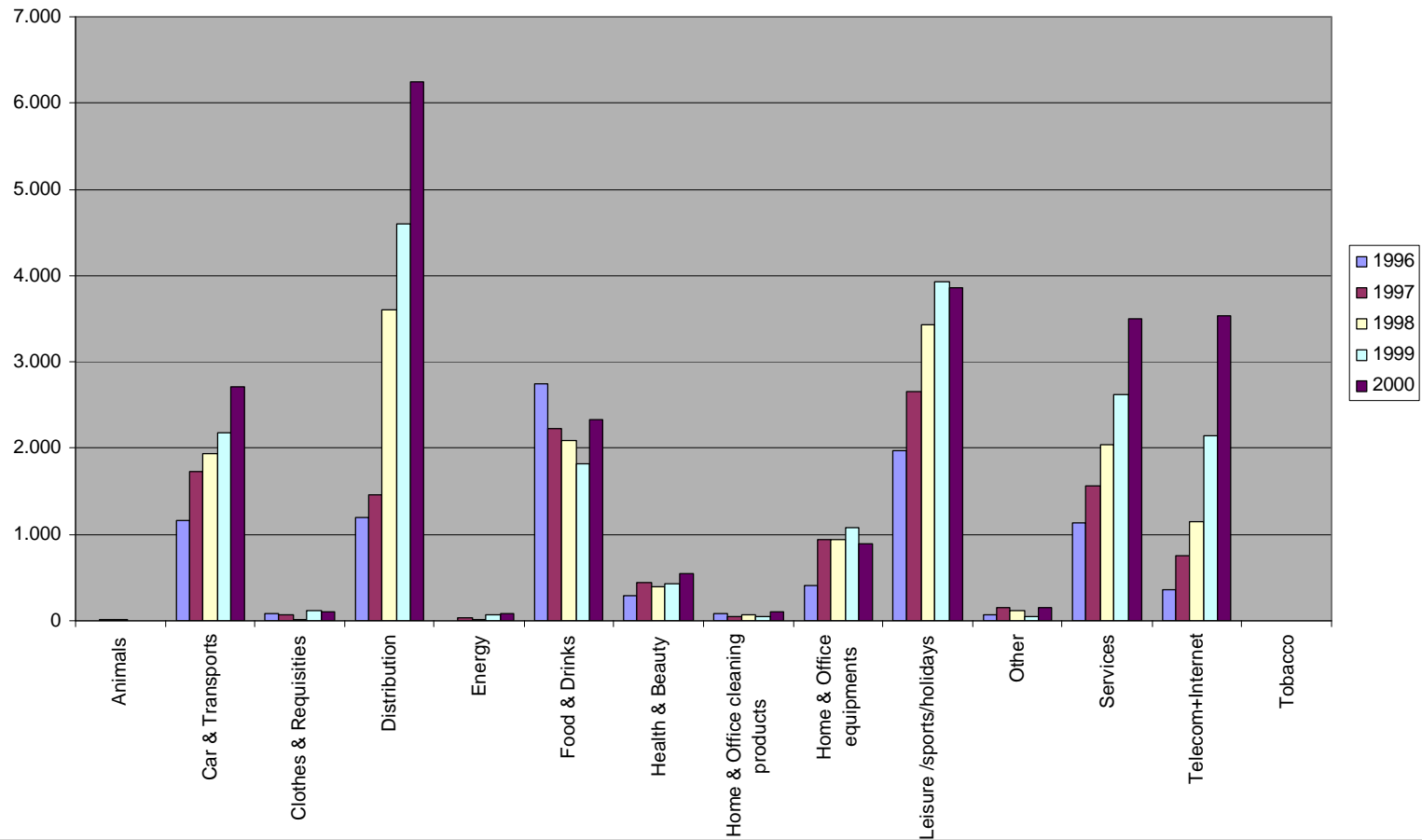
Media Investment Total Radio



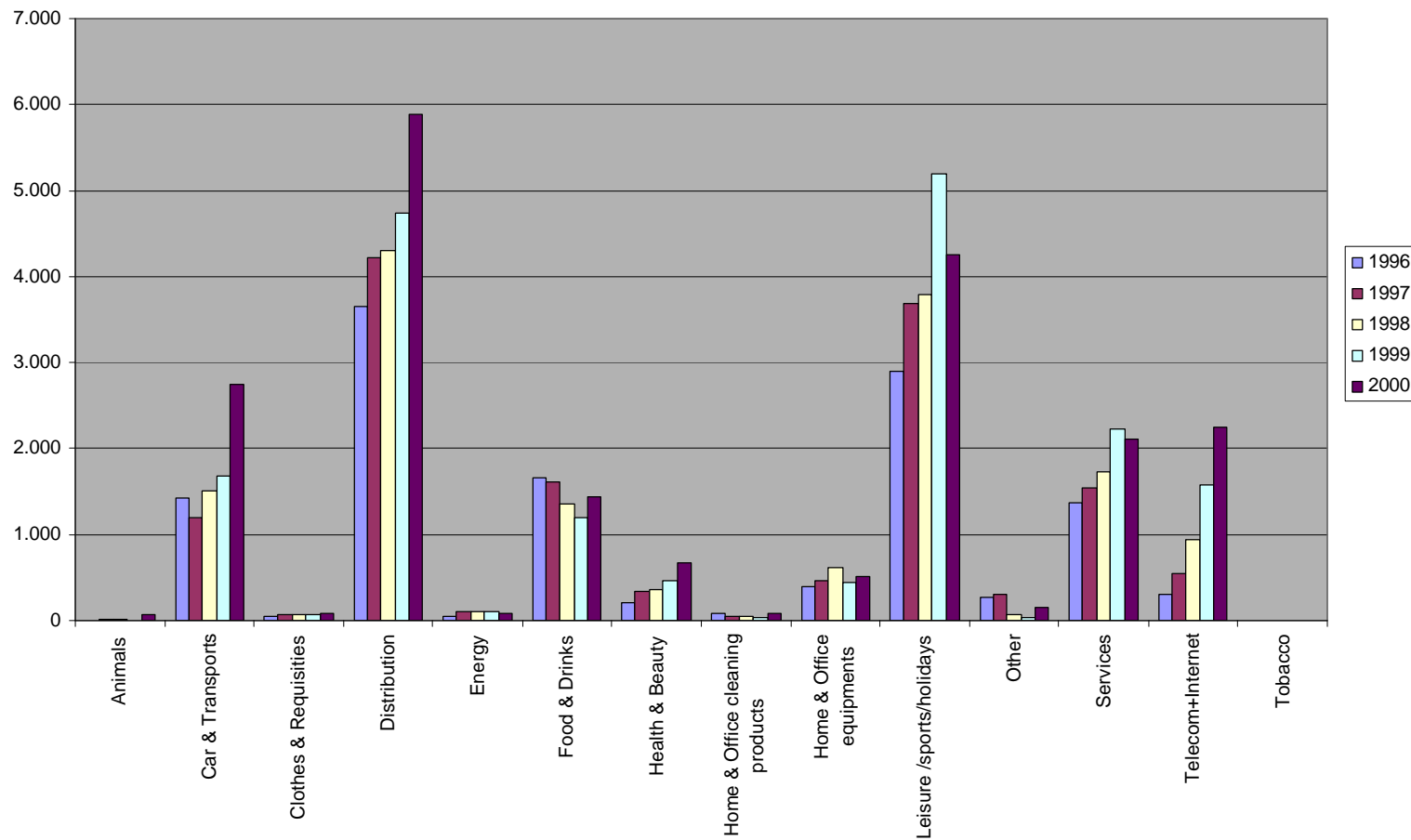
Media Investment By Channel



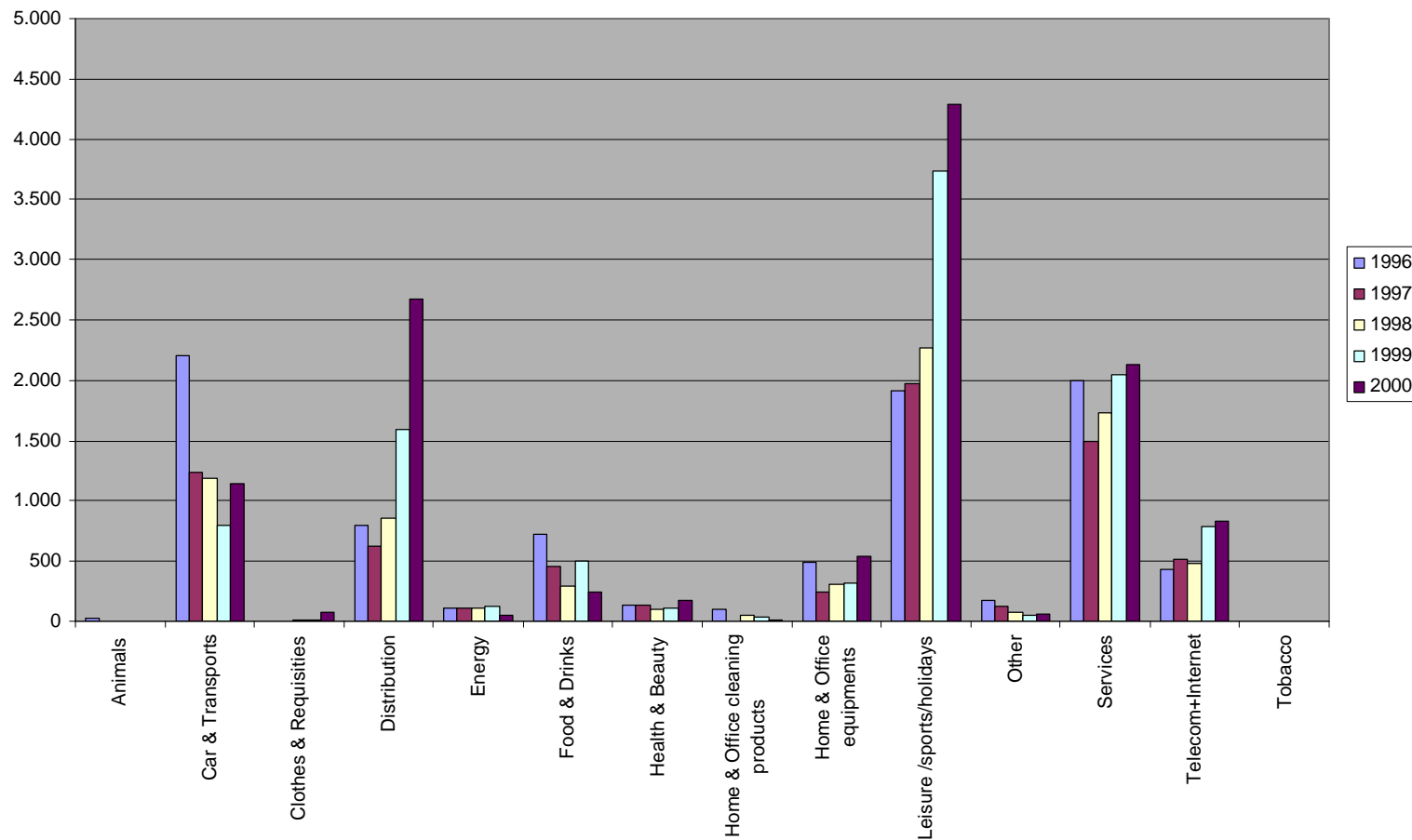
Media Investment Radio Contact



Media Investment Bel RTL

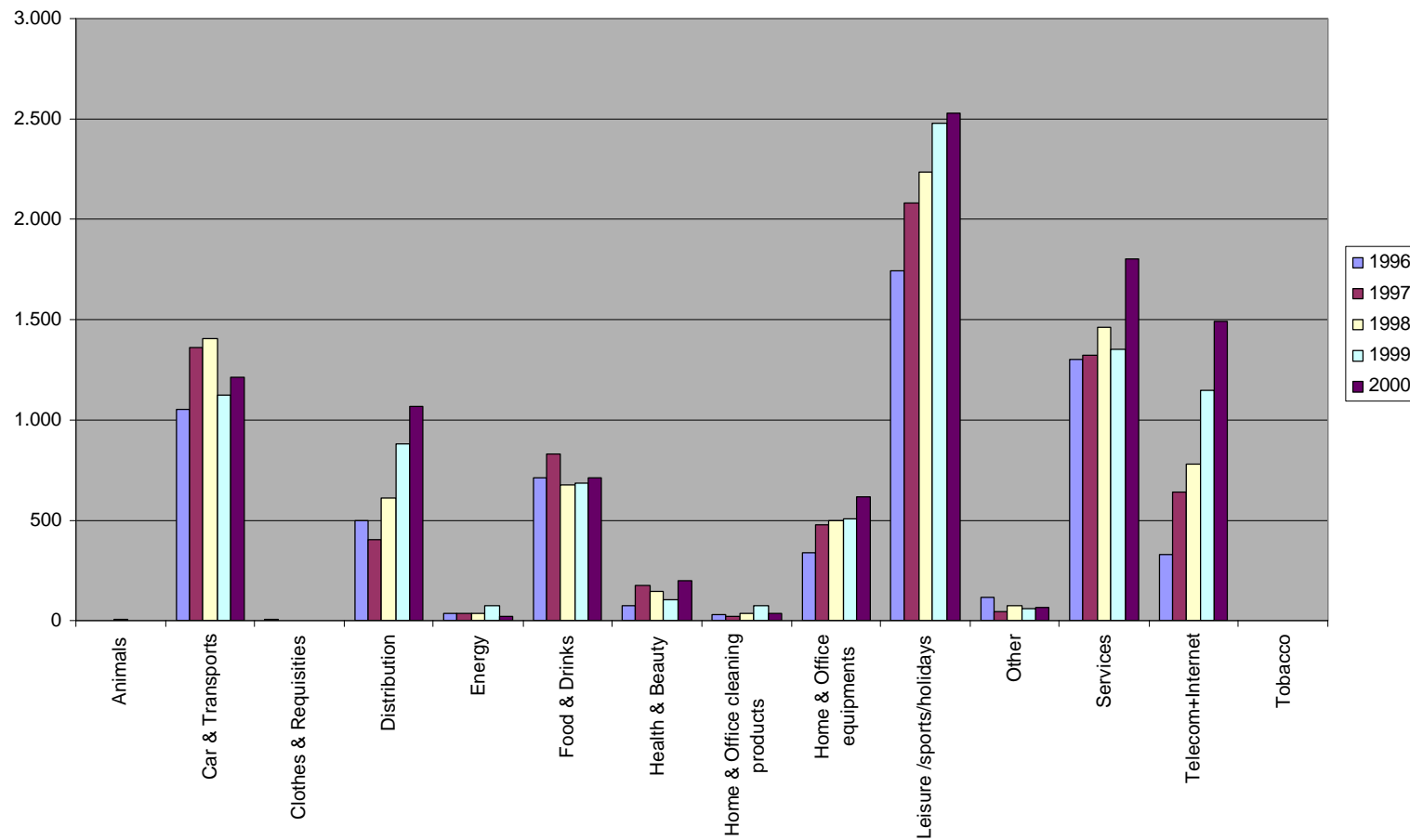


Media Investment Fréquence Wallonie



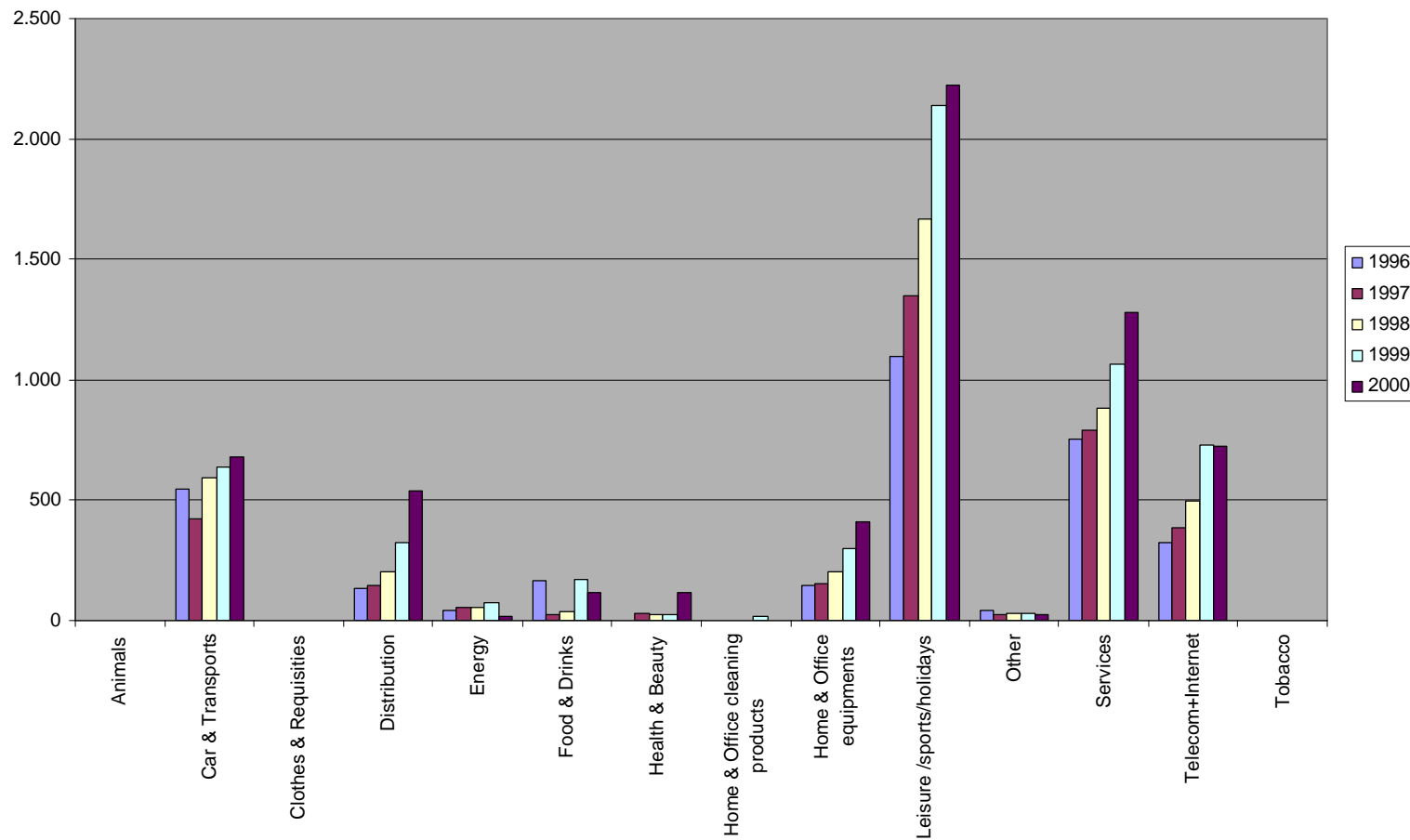
Media Investment

Radio 21

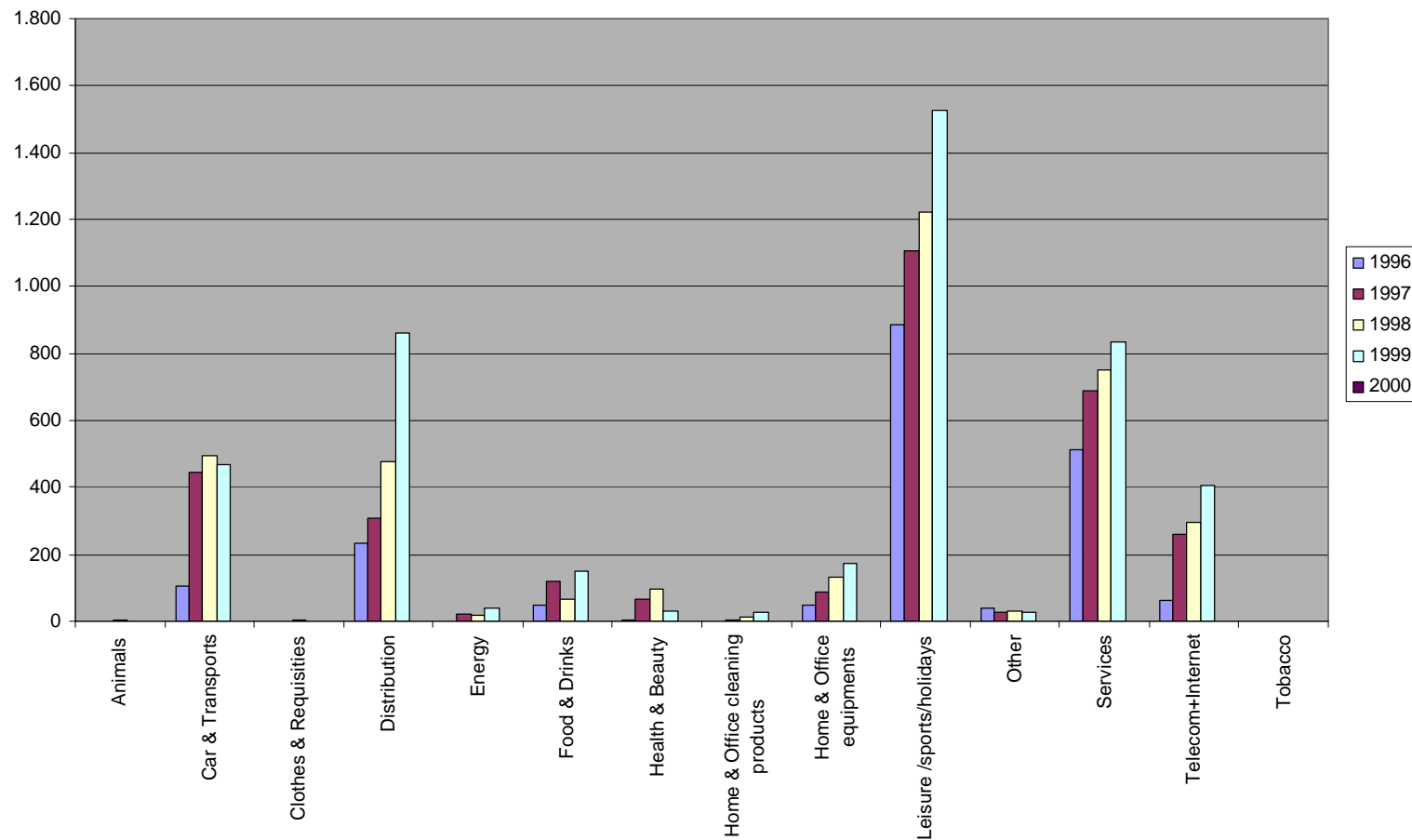


Media Investment

La Première

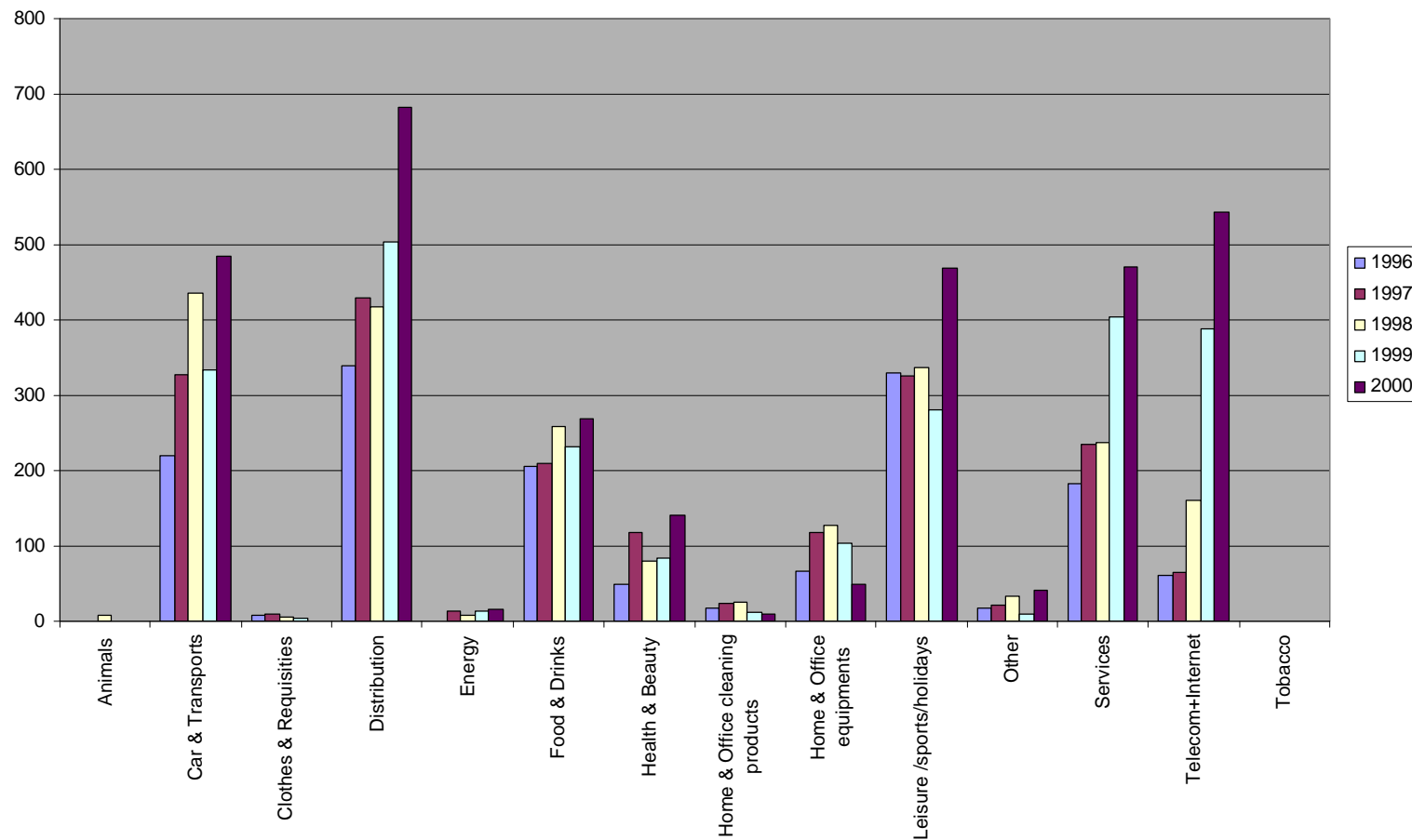


Media Investment Bruxelles Capitale

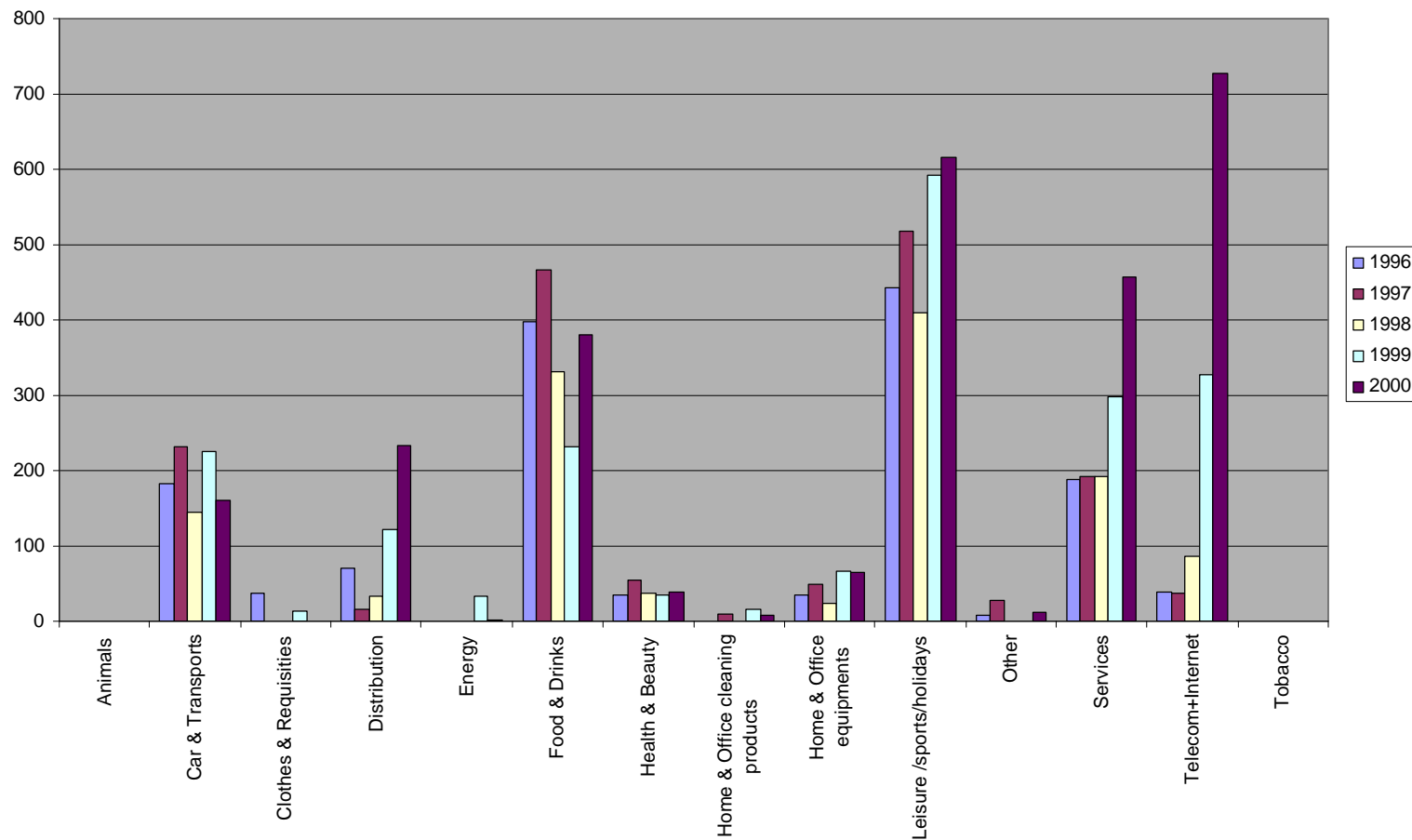


Media Investment

Nostalgie

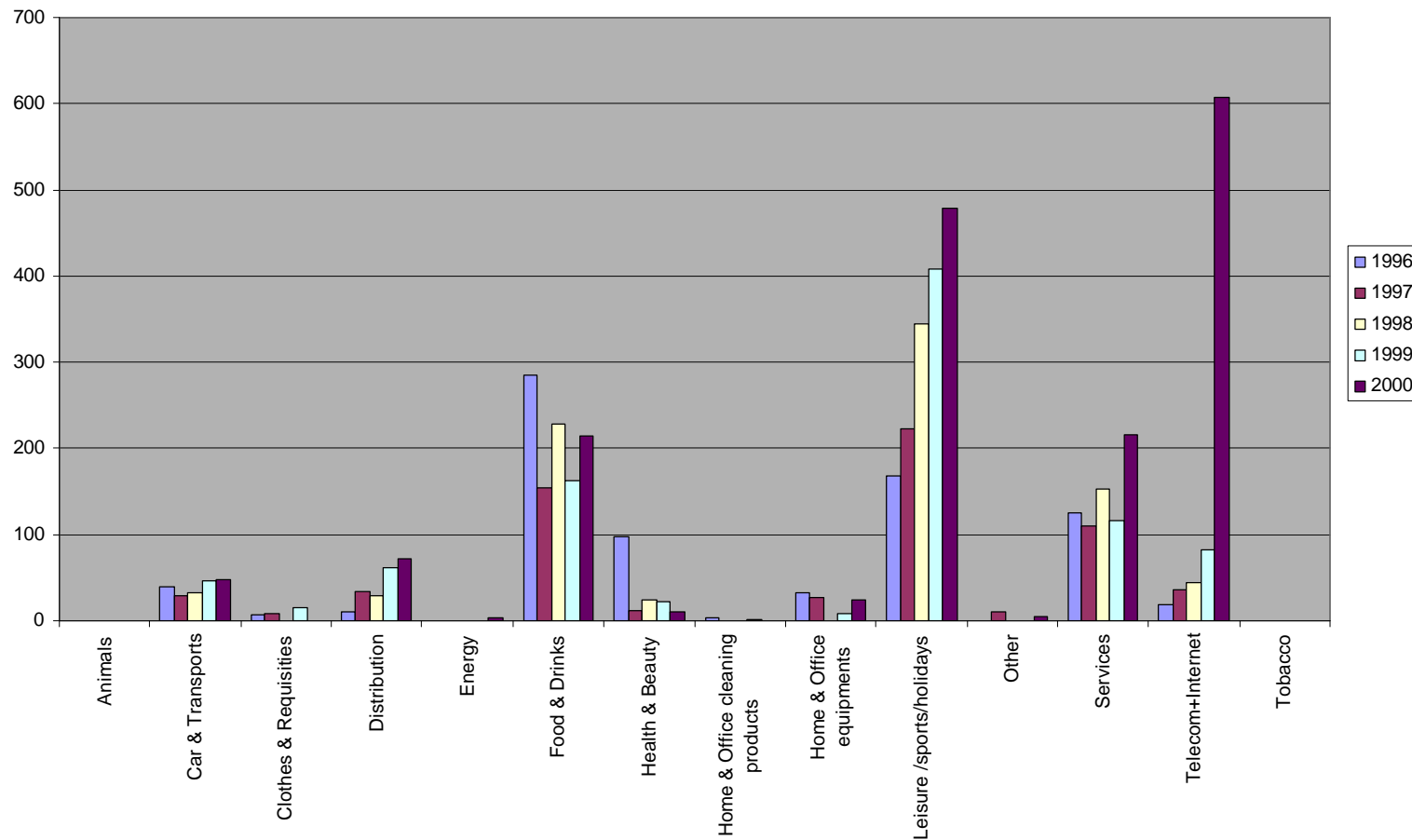


Media Investment NRJ

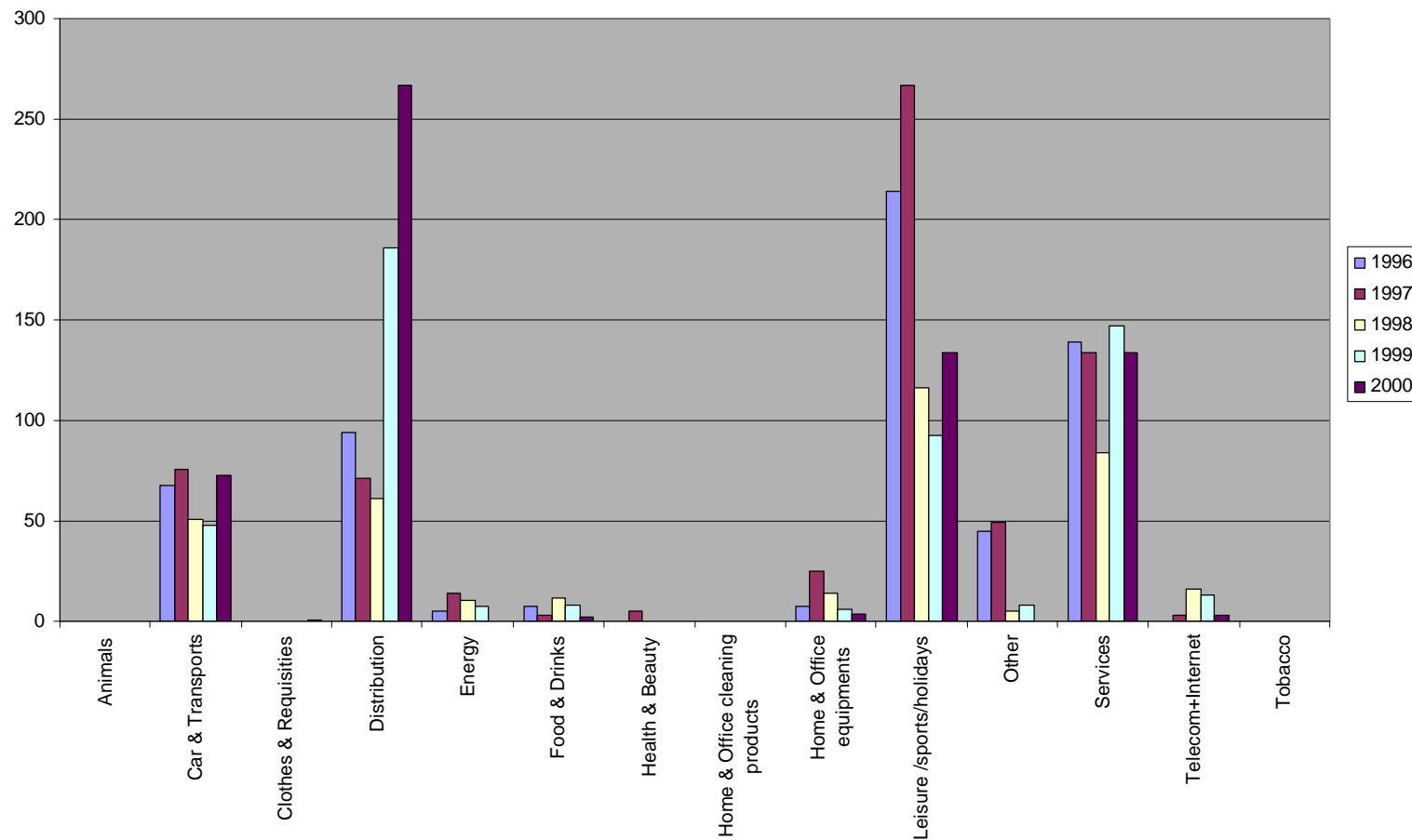


Media Investment

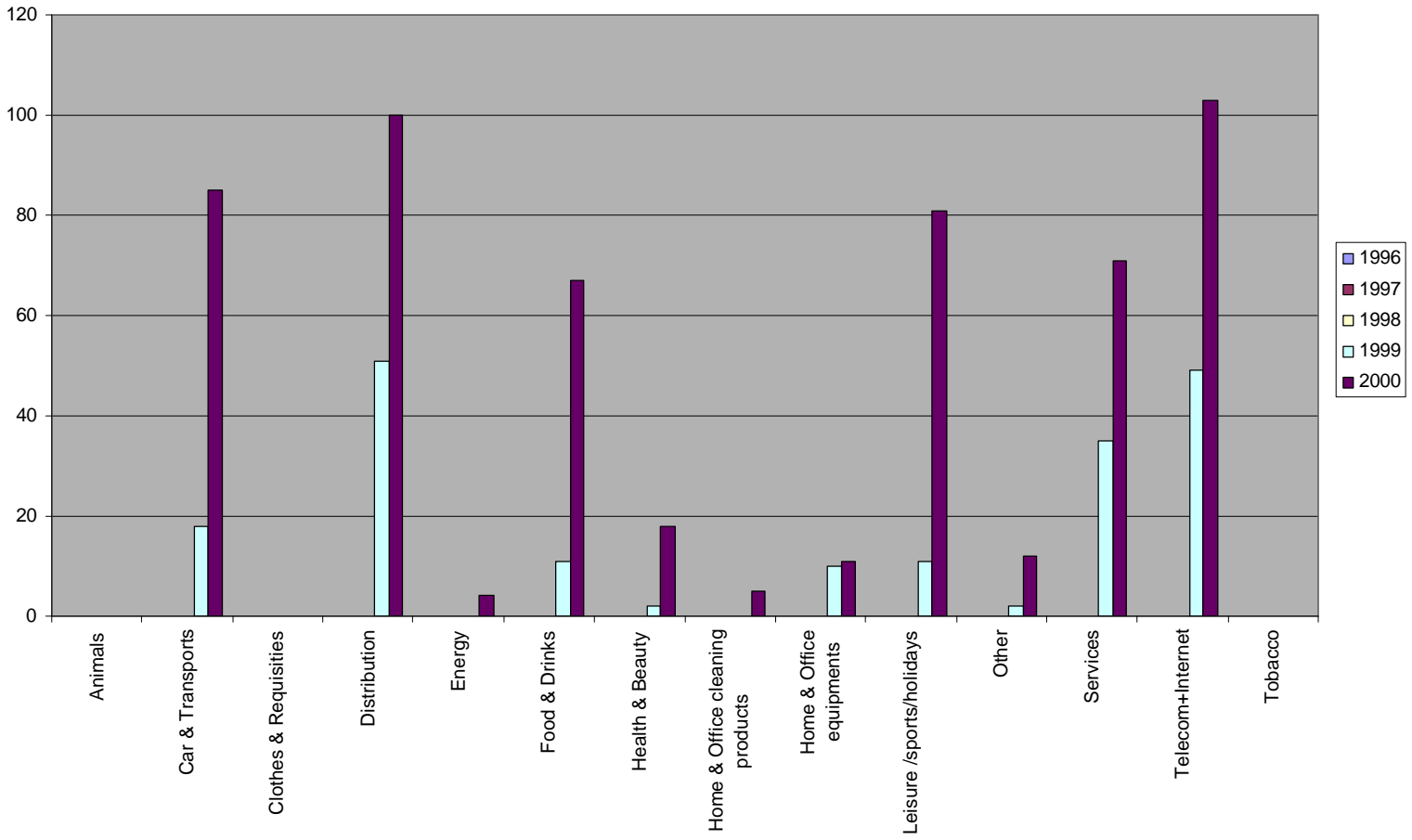
Fun Radio



Media Investment BRF



Media Investment Contact 2



Media Investment

Musique 3

