

A credible rock station since 2019

WILLY listeners are people who spend money on their passion: festivals, concerts, bars and restaurants, etc. They're not afraid to go against the grain. Willy gives a strong focus on Belgian music, rock and metal genre. The main target group is generation X. Furthermore WILLY focuses on 35-54 year music lovers.

Radio

Daily Listeners ¹	89,500
------------------------------	--------

Audience Share

Men 35-54 SG 1-4	6%
------------------	----



¹CIM RAM. WILLY is published in Belgium.