WORLD CUP 2018
Russian story

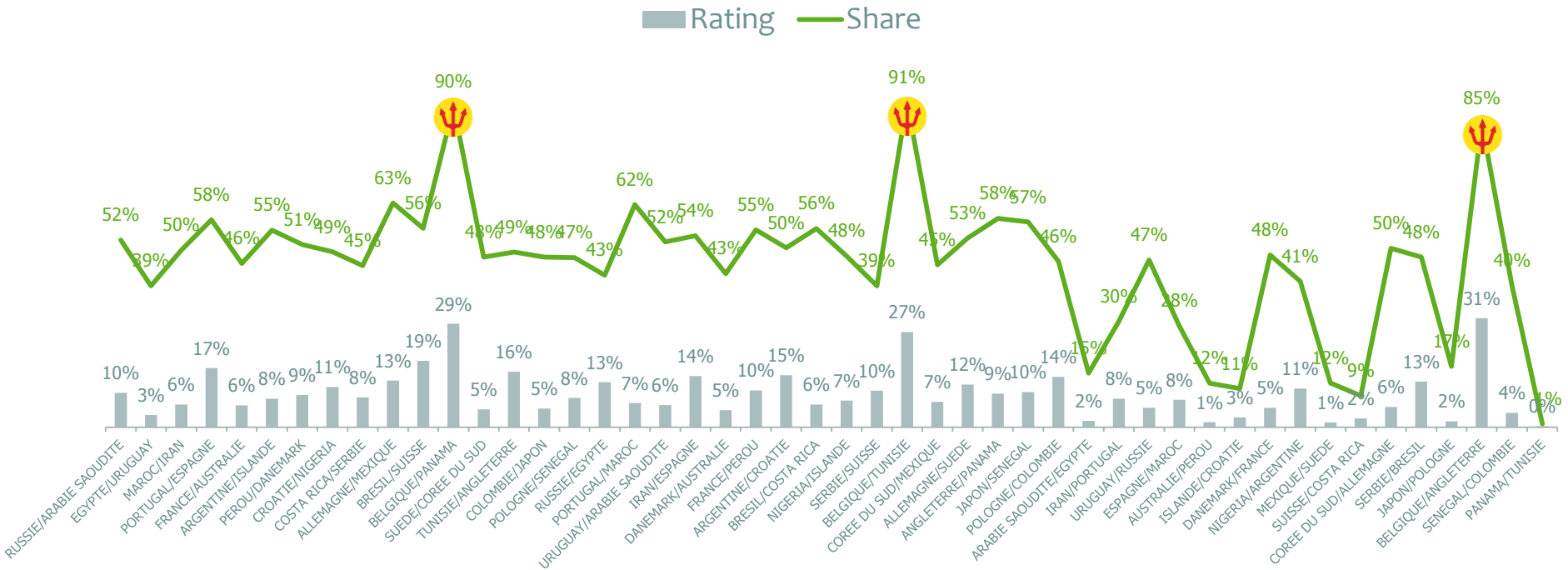
BE REMARKABLE

RTBF TV AUDIENCES

MATCH AFTER MATCH ON RTBF TV

1st Round

Rating & Share – 15-54 years

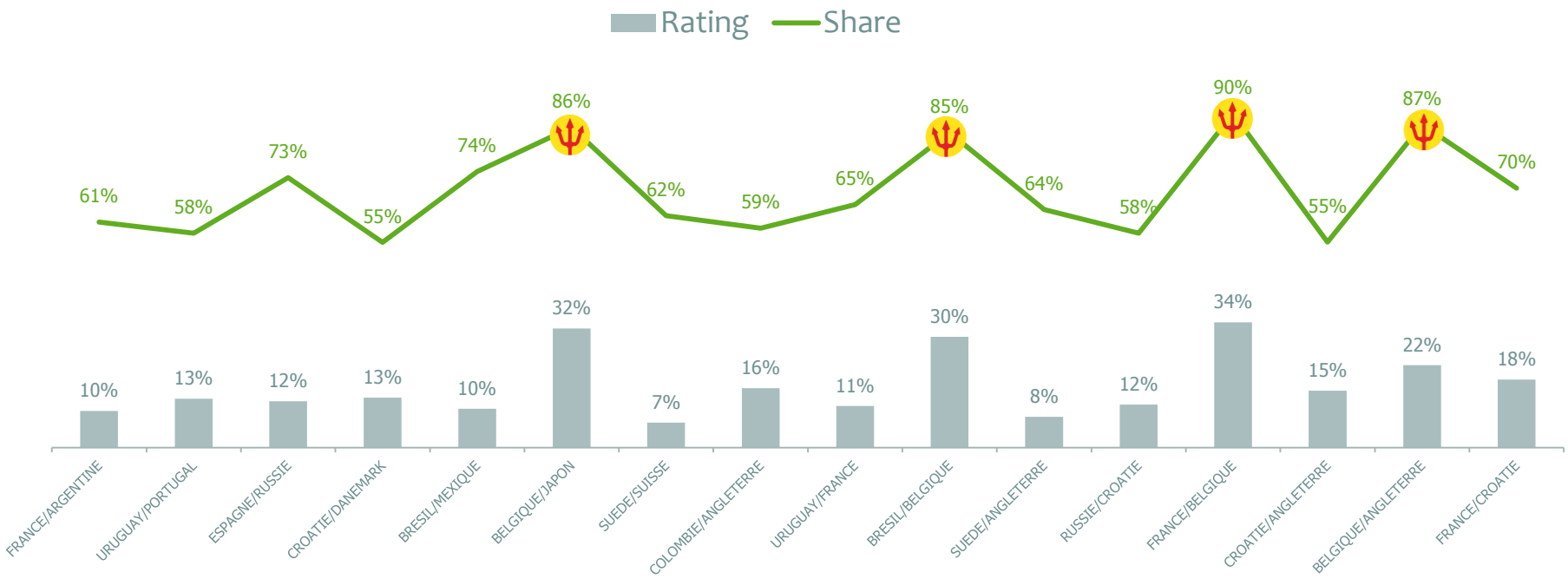


CIM Audimetrie ; South ; 14/06-28/06/2018 ; 15-54 years ; TTVsh% (Live only); Rating% (Live+vosdal)

MATCH AFTER MATCH ON RTBF TV

Final Round

Rating & Share – 15-54 years



CIM Audimetrie ; South ; 30/06-15/07/2018 ; 15-54 years ; TTVsh% (Live only); Rating% (Live+vosdal)

TV TOP 5 (without Red Devils)

TOP 5	RATING%
BRESIL/SUISSE	19
FRANCE/CROATIE	18
PORTUGAL/ESPAGNE	17
COLOMBIE/ANGLETERRE	16
TUNISIE/ANGLETERRE	16
Average TOP 5	17

CIM Audimetrie ; South ; 14/06-15/07/2018 ; 15-54 years ; Rating% (Live+vosdal)

THE DIFFERENT PHASES OF THE COMPETITION

Average rating% 15-54	Average rating% 15-54	Average share% 15-54
1st round	9	47
1/8	14	66
1/4	15	70
1/2	23	72
Final	18	70
Average	11	54

CIM Audimerte ; South ; 14/06-15/07/2018 ;15-54 years ; Average rating% (Live+vosdal) & TTVsh% (Live only)

THE GLOBAL AUDIENCE

Cumulated reach

Total viewers

3.946.832 (90%)

GfK Audimetrie ; South ; 14/06-15/07/2018 ; 4+; Cumulated reach 10'cons. (Live+vosdal)

MEN, WOMEN AND PRP ?

	Average Rating	Average Rating%	Average Share%	Cum. Coverage%	Average nbr of matches watched
Total viewers	535.295	12	49	90	11,7
15-54	269.575	11	54	89	10,7
Men 18-54	153.940	14	61	91	12,7
Women 18-54	104.871	9	45	88	9,2
PRP 18-54	177.561	12	51	91	11,6

CIM Audimetrie ; South ; 14/06-15/07/2018 ; TTVsh% (Live only); Cumulated reach% 10’cons. & Rating% (Live+vosdal)

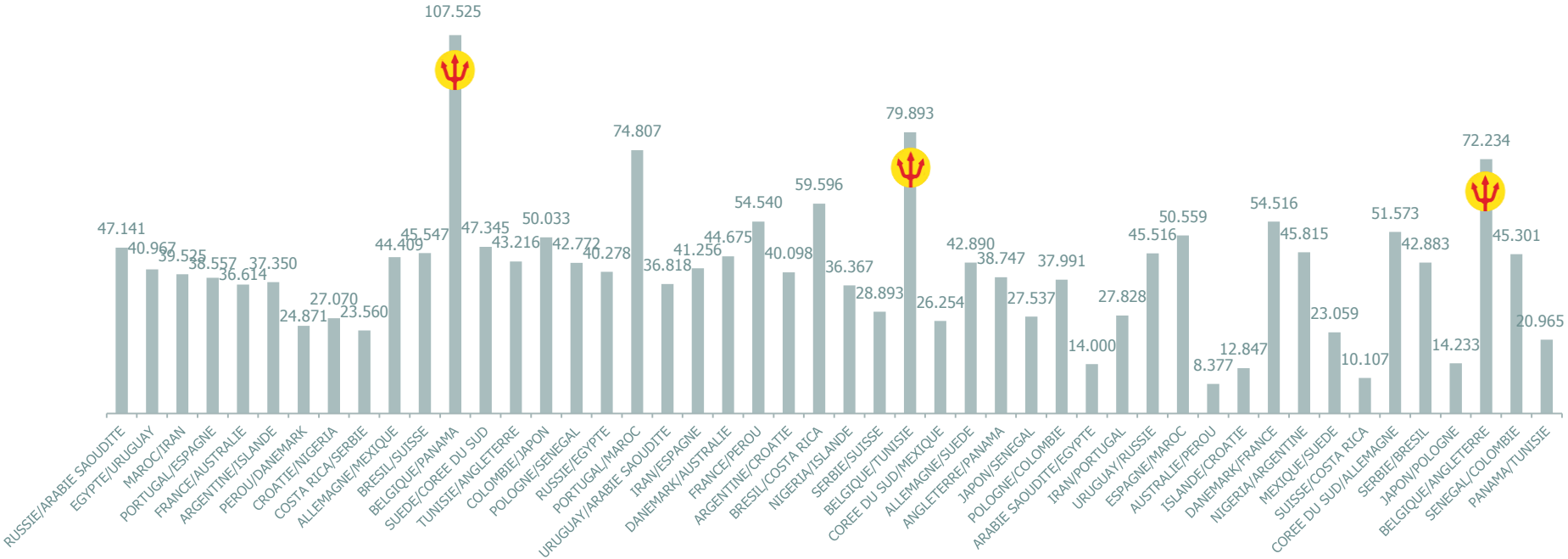
AUVIO REPORT

MATCH AFTER MATCH ON AUVIO

1st Round

Streaming live Auvio - Unique visitors

Avg 1st round : 40.562



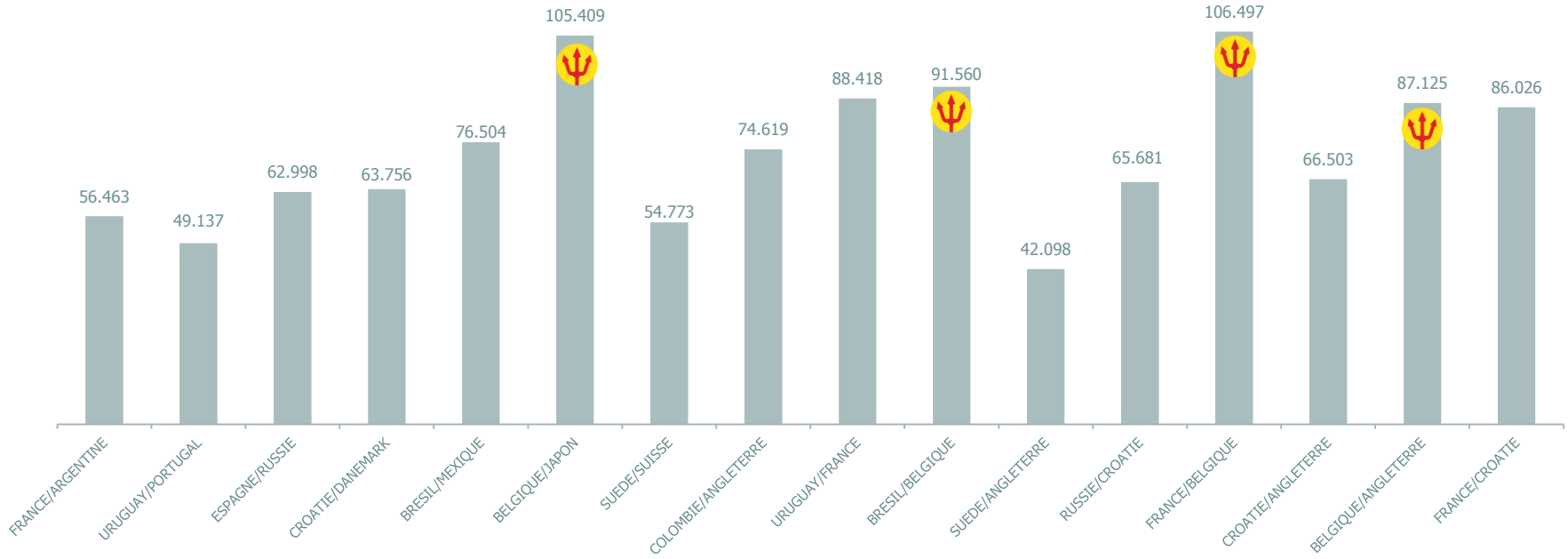
RTBF; streaming live Auvio ; 14/06-28/06/2018 ; unique visitors

MATCH AFTER MATCH ON AUVIO

Final Round

Streaming live Auvio - Unique visitors

Avg Final round : 73.598
Avg WC : 48.821



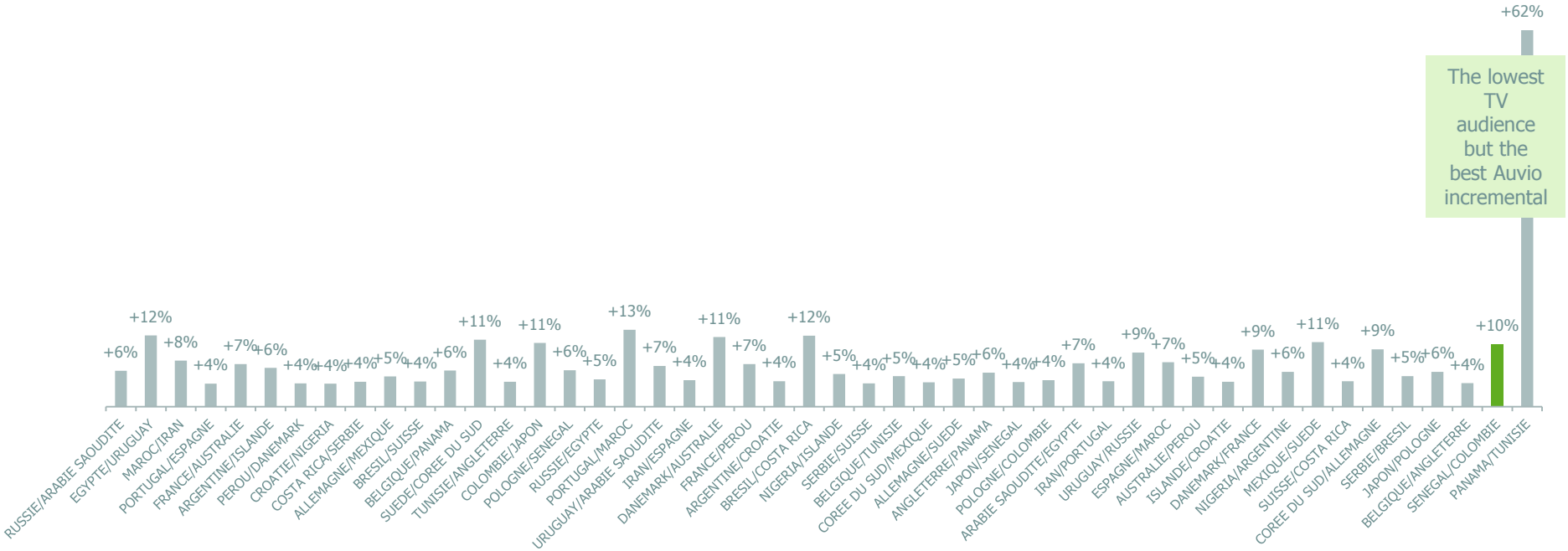
RTBF; streaming live Auvio ; 30/06-15/07/2018 ; unique visitors

AUVIO : INCREMENTAL VS TV

1st Round

Incremental Auvio – Total viewers

Avg incremental 1st round : +6%



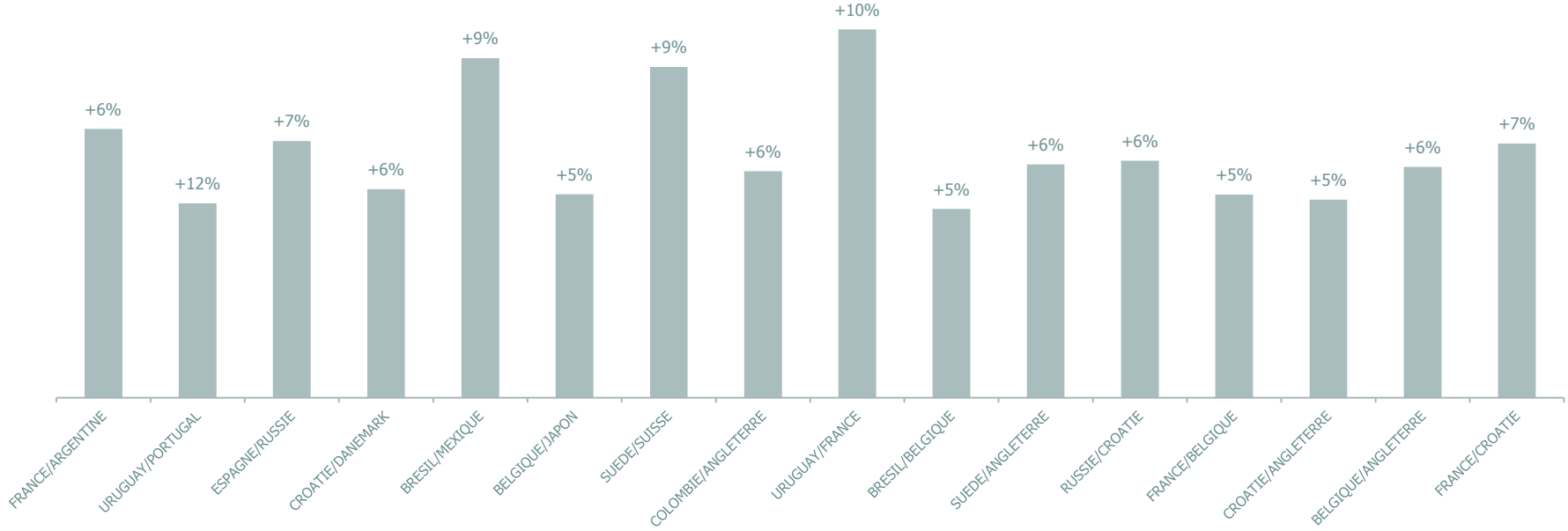
RTBF; streaming live Auvio ; unique visitors - CIM Audimetrie South ; reach 4+ - Incremental = reach « Auvio + TV » versus reach TV only

AUVIO : INCREMENTAL VS TV

Final Round

Incremental Auvio – Total viewers

Avg incremental Final round : +6%
Avg incremental WC : +6%

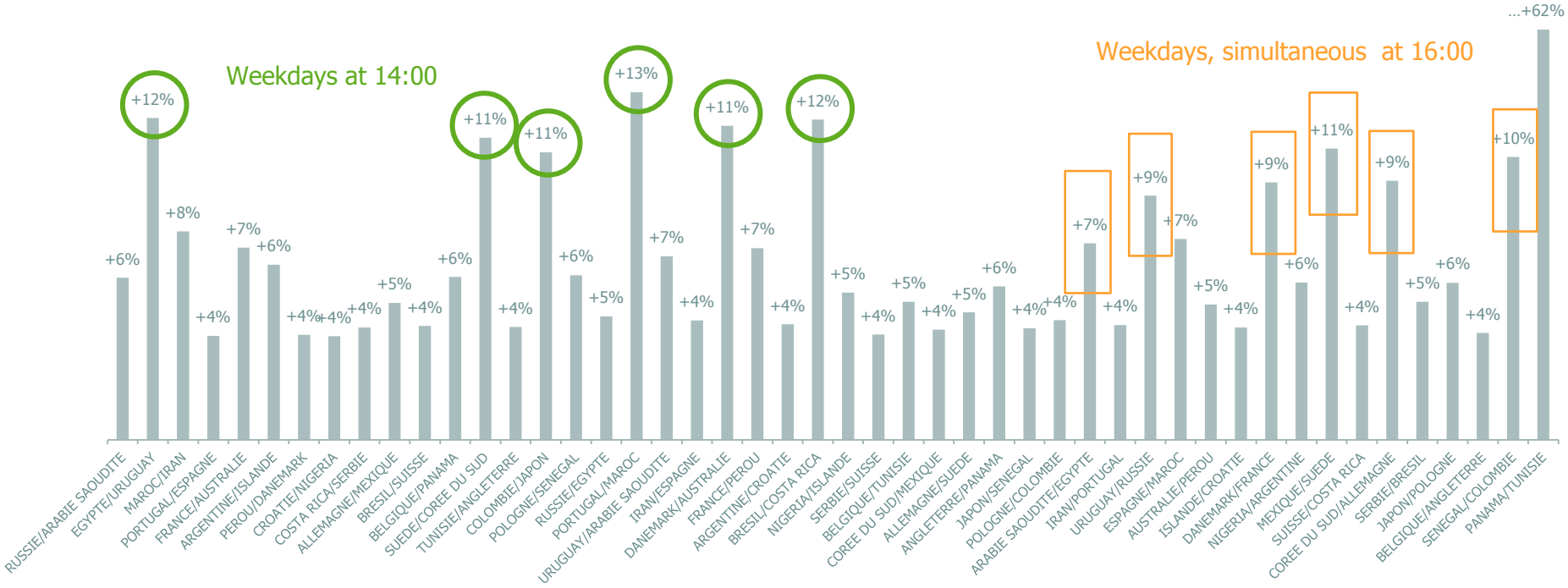


RTBF; streaming live Auvio ; unique visitors - CIM Audimetrie South ; reach 4+ - Incremental = reach « Auvio + TV » versus reach TV only

HIGHER INCREMENTAL IN THE AFTERNOON (WEEKDAYS)

1st Round

Incremental Auvio – Total viewers



RTBF; streaming live Auvio ; unique visitors - CIM Audimetrie South ; reach 4+ 10'cons - Incremental = reach « Auvio + TV » versus reach TV only

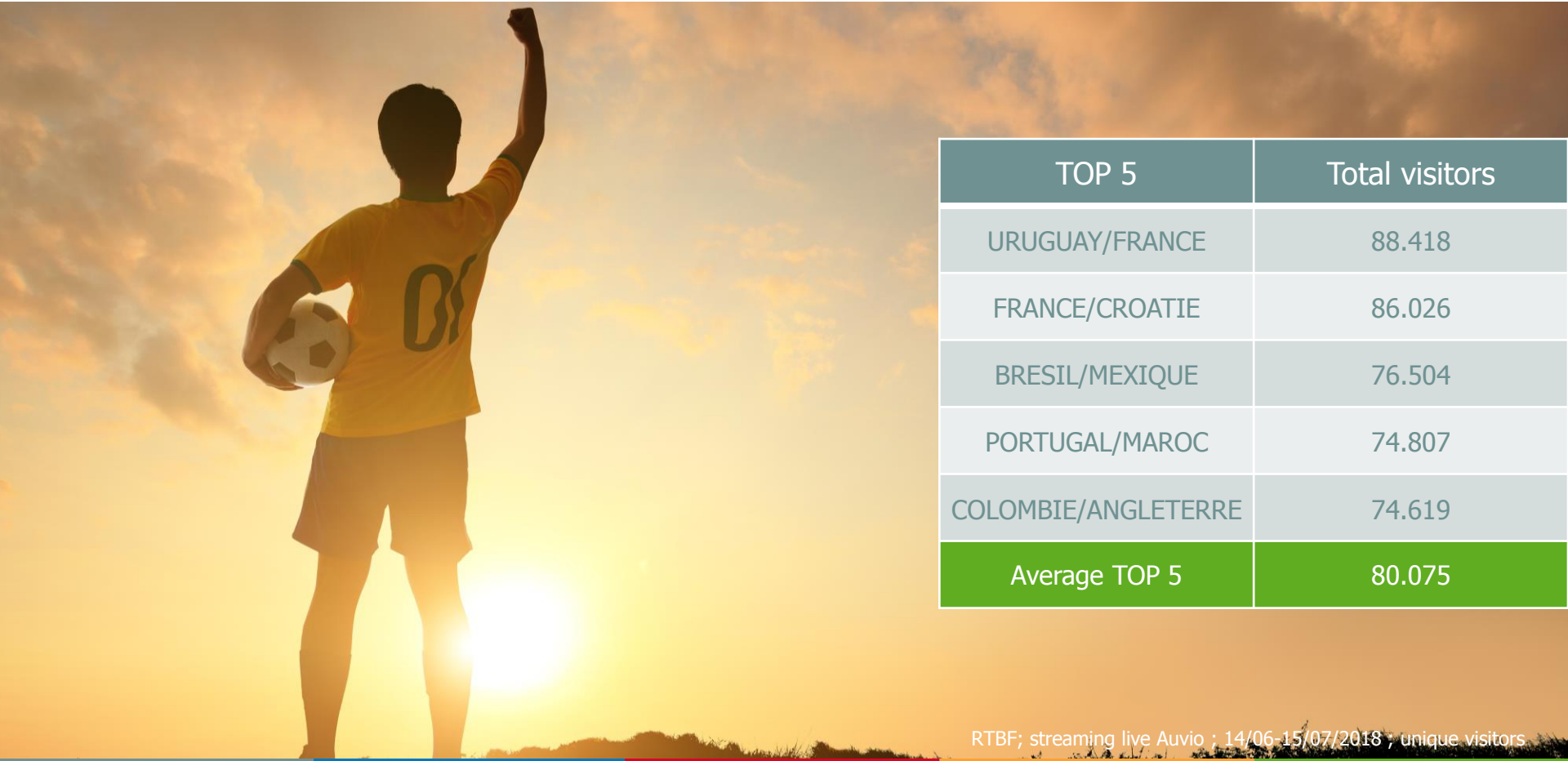
HIGHER INCREMENTAL ON MEN & YOUNG PEOPLE

INCREMENTAL VS TV

MEN	WOMEN	18-34	35-54	55+
+9%	+2%	+16%	+6%	+2%

RTBF; streaming live Auvio ; unique visitors - CIM Audimetrie South ; reach 10’cons- Incremental = reach « Auvio + TV » versus reach TV only

AUVIO TOP 5 (without Red Devils)



TOP 5	Total visitors
URUGUAY/FRANCE	88.418
FRANCE/CROATIE	86.026
BRESIL/MEXIQUE	76.504
PORTUGAL/MAROC	74.807
COLOMBIE/ANGLETERRE	74.619
Average TOP 5	80.075

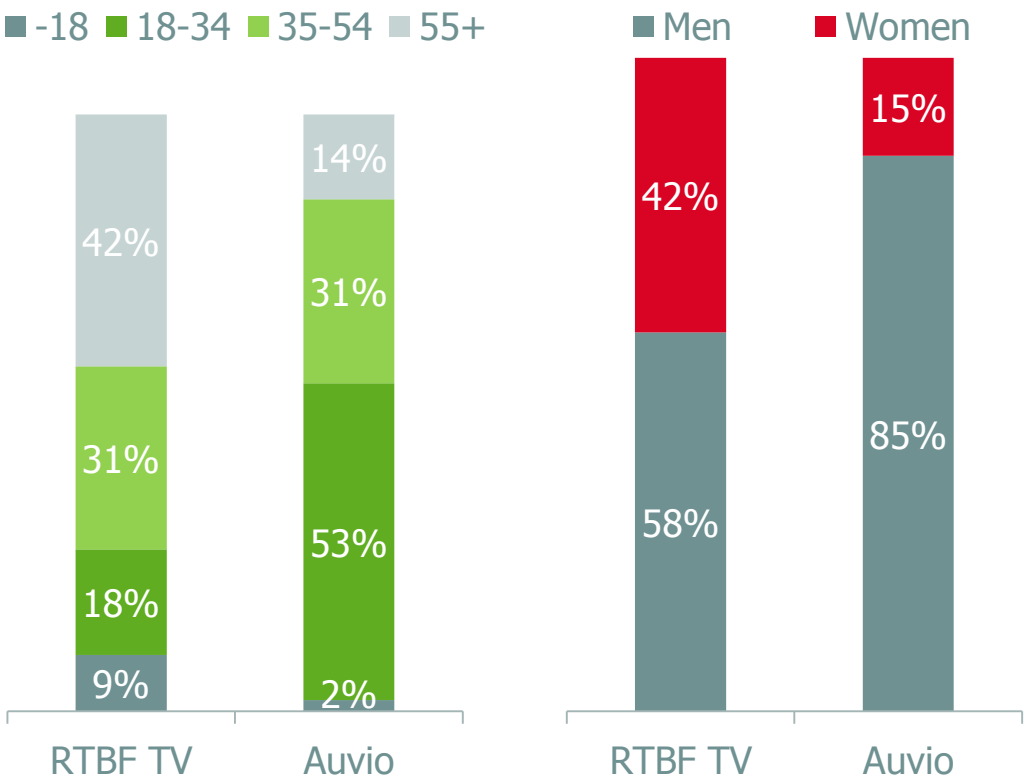
RTBF; streaming live Auvio : 14/06-15/07/2018 ; unique visitors

THE DIFFERENT PHASES OF THE COMPETITION

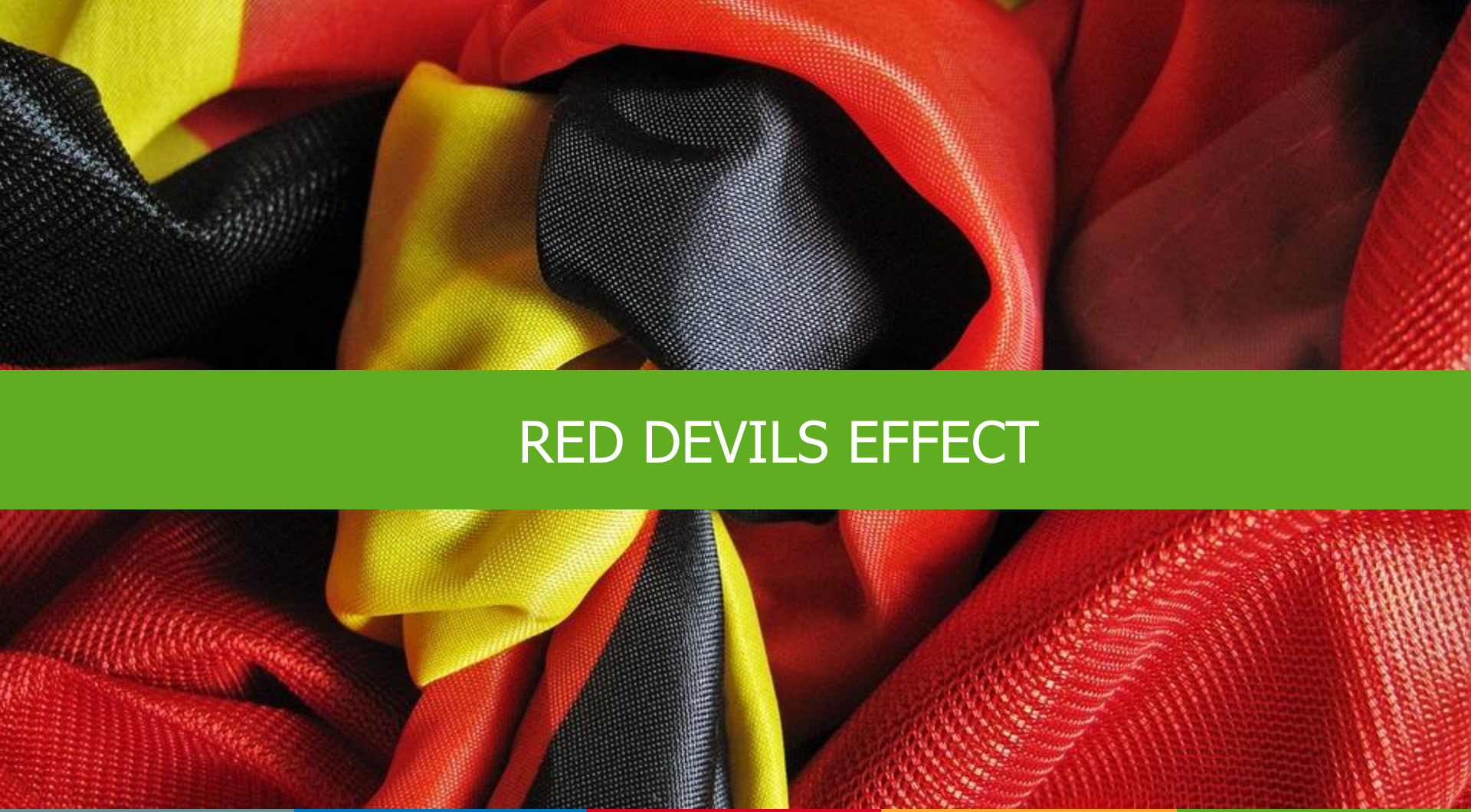
Average unique visitors	Total visitors	18-54
1st round	40.562	34.072
1/8	67.957	56.608
1/4	71.939	59.782
1/2	86.500	72.574
Final	86.026	73.466
Average	48.821	40.912

RTBF; streaming live Auvio ; 14/06-15/07/2018 ; unique visitors

DIGITAL AUDIENCE : MORE MEN & MORE YOUNG PEOPLE

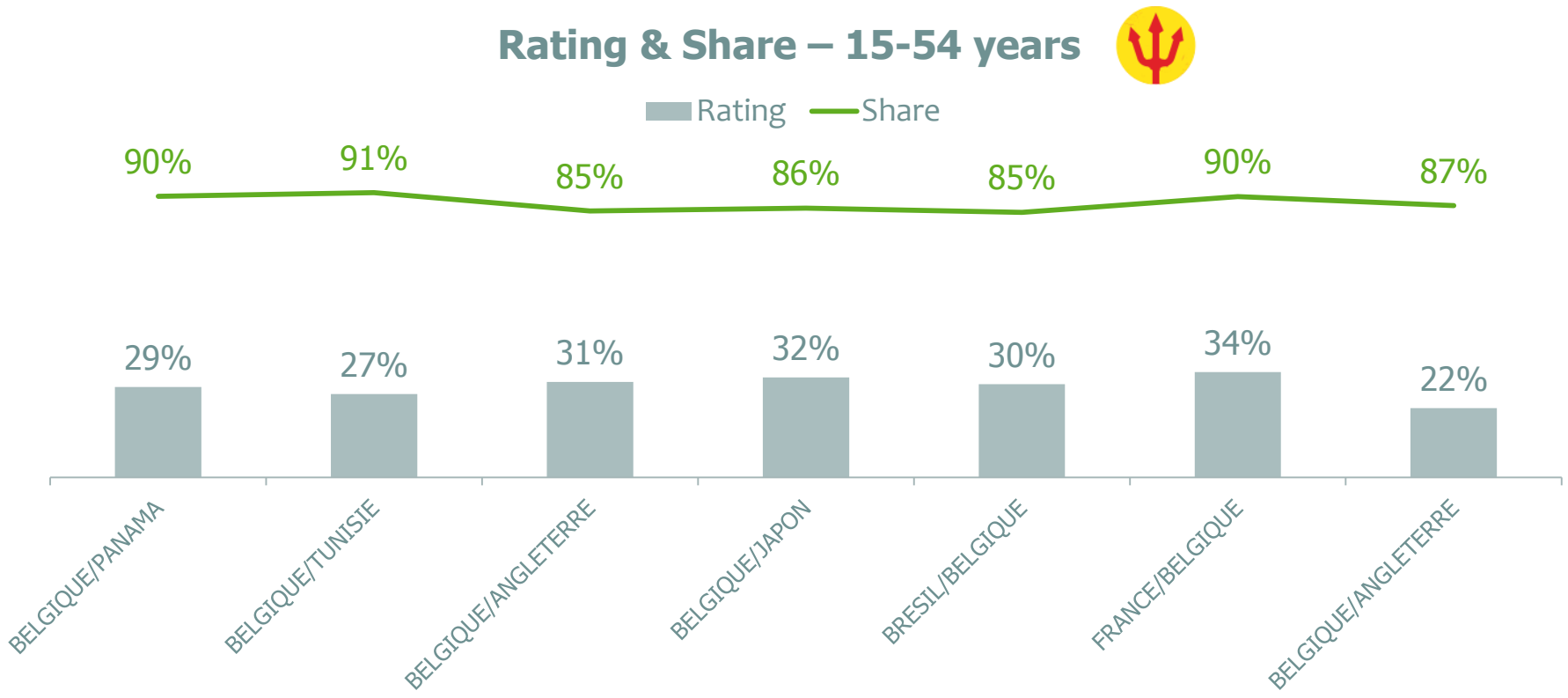


RTBF; AUVIO LIVE 14/06-15/07/2018 ; unique visitors - CIM Audimetrie / South ; profil% (Live + vosdal)



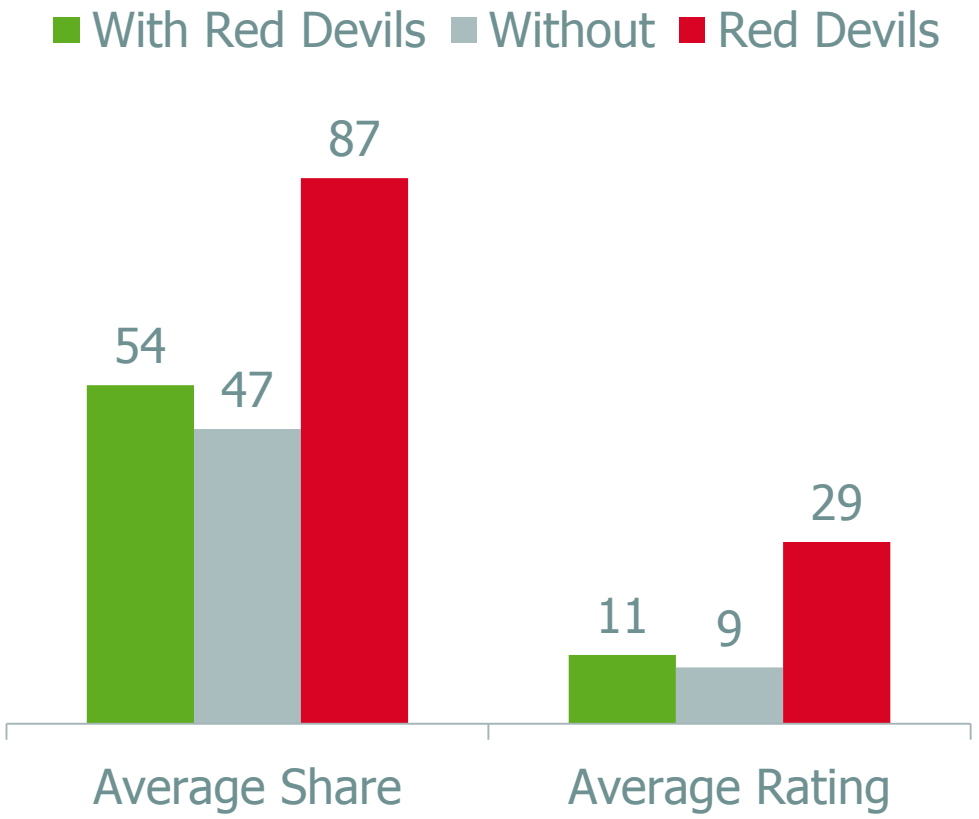
RED DEVILS EFFECT

RED DEVILS : MATCH AFTER MATCH ON RTBF TV



CIM Audimetrie ; South ; 14/06-15/07/2018 ; 15-54 years ; TTVsh% (Live only); Rating% (Live+vosdal)

RTBF TV : EVERYBODY IN BLACK, YELLOW & RED !



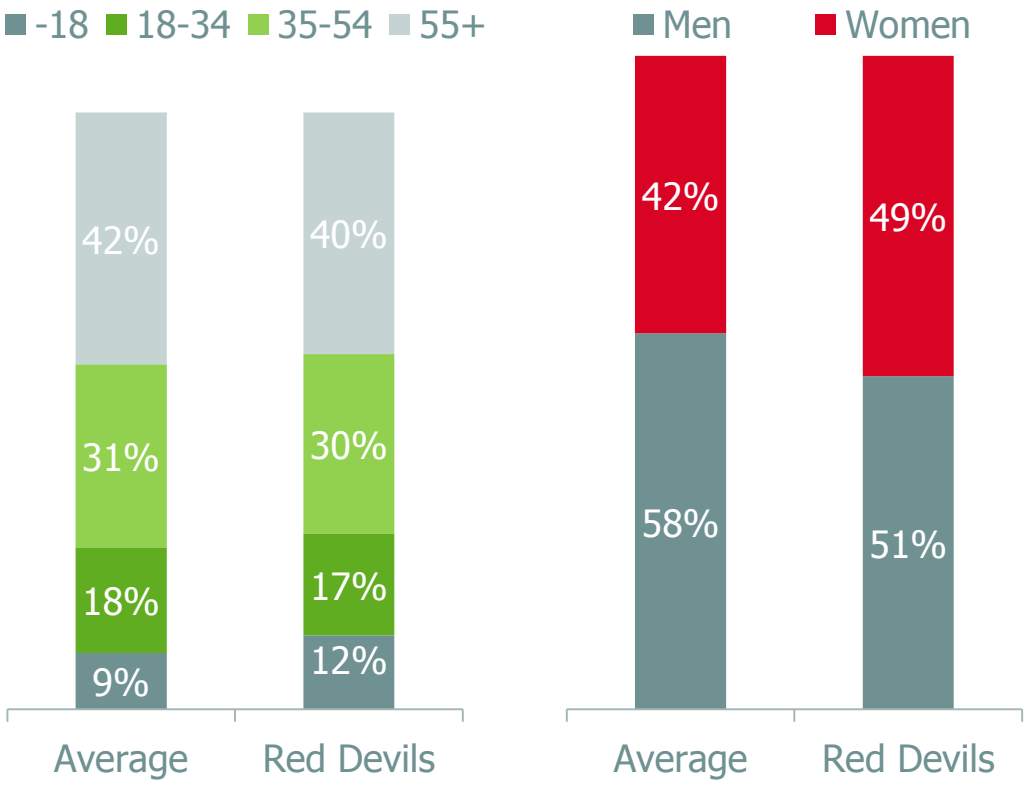
CIM Audimetrie South ; 14/06-15/07/2018 ; 15-54 years; TTVsh% (Live only) ; Rating% (Live+vosdal)

RED DEVILS COVERAGE

Cumulated reach 10’cons.	
4+	78%
15-54	76%
MEN 18-54	78%
WOMEN 18-54	75%
PRP 18-54	79%

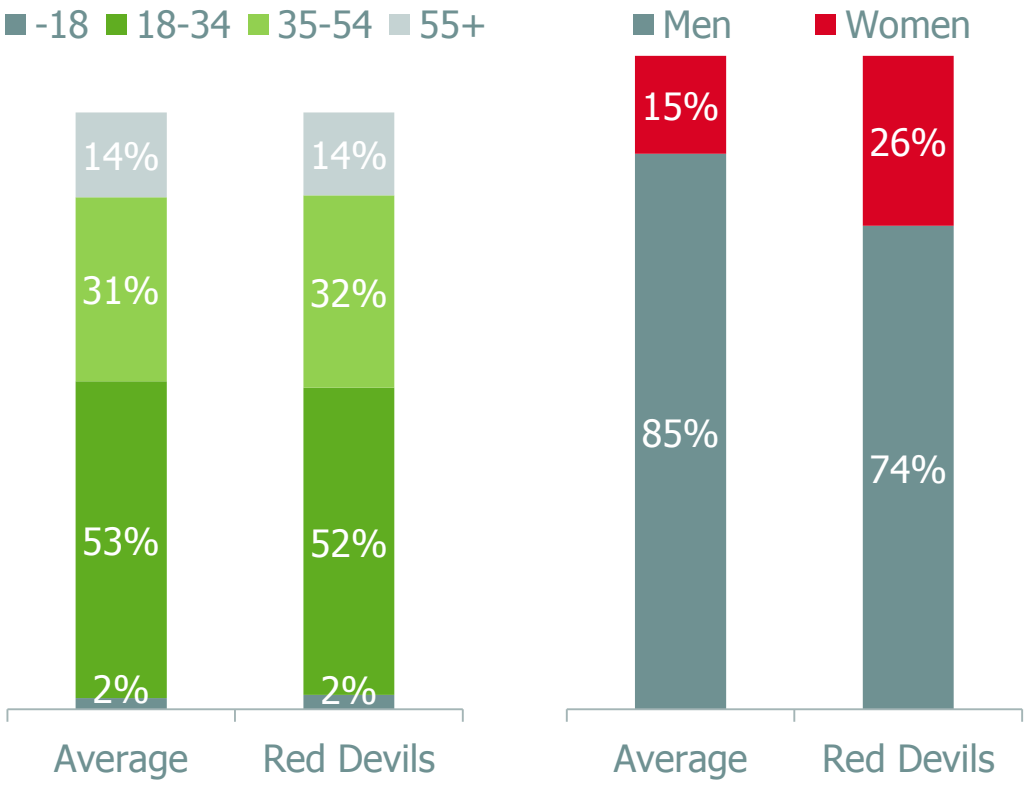
CIM Audimetrie ; South ; 14/06-15/07/2018 ; Reach% 10 min (Live+vosdal)

BELGIUM TV AUDIENCE : MORE WOMEN



CIM Audimetrie / South ; 14/06-15/07/2018 profil% (Live + vosdal)

BELGIUM **AUVIO** AUDIENCE : MORE WOMEN



RTBF; AUVIO LIVE 14/06-15/07/2018 ; unique visitors

RECORDS FOR THE RED DEVILS MATCHES

VS World Cup 2014 & Euro 2016

Best Share
France - Belgium

94%

MEN 18-54

More women

49%

Average profile

CIM Audimetrie ; South

COMPARISON WITH WC 2014

BEST EDITION EVER (Shr%) !

	2014		2018	
	Average Rating%	Average Share%	Average Rating%	Average Share%
Total viewers	11,9	43,1	12,2 (+3%)	49,1 (+14%)
15-54	11,6	46,2	11,2	53,6 (+16%)
Men 18-54	14,1	52,6	13,8	60,8 (+16%)

CIM Audimetrie ; South ; 14/06-15/07/2018 ; TTVsh% (Live only); Rating% (Live+vosdal)

RTBF BOOSTER

RTBF TV : INCREASING TV SHARE

Share La Une + La Deux : 21%

WC 2018 vs June-July 2017

+119%

WC 2018 vs 01-13/06/2018

+67%

CIM Audimetrie ; South ; 14/06-15/07/2018; 15-54 ; total day ; % evolution in TTVShare % (Live)

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BE REMARKABLE