



WORLD CUP

QATAR 2022

COMMERCIAL OFFER

Commercial Offer





# Before World Cup 2022

# TARGETING Offer



# Occupy efficiently the field before the competition

Targeting  
'Heavy Foot  
Lovers'

**218.614**  
impressions

+

Targeting  
'Heavy Foot  
Lovers'

**525.000**  
impressions

First-party data

=

**Addressable TV  
&  
OLV**  
Impressions

20" only

Period – 4 weeks  
(before the WC)

**ATV setting costs  
offered**

**Addressable tv**

19.675€ net

**Online Video**

20.003€ net

**Total Video Pack**

**39.678€ net**



OLV offer

## Target Red Devils lovers

Online Video targeting

Exclusive first-party data

525.000 impressions

Period: 4 weeks (before the WC)

20.003€ net

Standard offer – From 01/09/22 to 18/11/22



Display offer

## Target Red Devils lovers

Display targeting

Exclusive first-party data

1.000.000 impressions

Period: 4 weeks (before the WC)

14.300€ net

Standard offer – From 01/09/22 to 18/11/22

# Sponsoring Offer





# RTBF TV program (on the channels « La Une » & « Tipik »)

RTBF has reserved prime coverage of the biggest global event of the year for you.

**Live broadcasting of 64 matches.**

**48 matches in 1<sup>st</sup> round**

**8 matches in the 1/8 finals**

**4 matches in the 1/4 finals**

**the 2 semi-finals**

**the 2 finals**

**Live broadcasting of a round-up magazine.**

The magazine will be broadcast **in prime time** and will give an in-depth analysis of all the news from the **FIFA World Cup QATAR 2022™**

The magazine will be broadcast for the entire duration of the FIFA World Cup Qatar 2022™ **on the match days** (25 broadcasts estimated).





FIFA WORLD CUP  
Qatar 2022

# / Sponsorship

## The priorities:

**1 – The FIFA Partners and FIFA World Cup sponsors** have the first right to negotiate with the Media Right Licensee for a period of no less than ten(10) weeks from receipt of the offer.

The sponsoring offers are sent simultaneously to the headquarters contacts for each of the FIFA Partners and the FIFA World Cup Sponsors.

**2 –** Once the exclusive negotiation period has expired, the remaining inventory will be offered to third parties.

## FIFA Partners :

- Adidas
- Coca Cola
- Wanda Group
- Hyundai/Kia
- Qatar Airways
- VISA

## FIFA World Cup™ Sponsors

- Budweiser
- Hisense
- McDonalds
- Vivo





FIFA WORLD CUP  
Qatar 2022

# FIFA Partners & FIFA World Cup Sponsors packages

## Full Package Duosponsoring

(2 packages available)

- 64 Billboards “match”/sponsor (1/match)
- 25 Billboards “round-up mag”/sponsor (1/magazine)
- 96 Replay on screen advertising “match”/sponsor
- 12 Replay on screen advertising “round up mag”/sponsor
- 16 Match clock on screen advertising/sponsor
- 32 Match trailers/sponsors on TV
- 40 Billboards/sponsors on RADIO
- 40 Match trailers/sponsors on RADIO
- 80 Event trailers/max 2 sponsors on TV
- 40 Event trailers/max 2 sponsors on RADIO
- Instream 200.000 imps

Gross value **395.050 €**

## Basic Package Duosponsoring

(6 packages available)

- 64 Billboards “match”/sponsor (1/match)
- 25 Billboards “round-up mag”/sponsor (1/magazine)
- 96 Replay on screen advertising “match”/sponsor
- 12 Replay on screen advertising “round up mag”/sponsor
- 16 Match clock on screen advertising/sponsor
- 32 Match trailers/sponsors on TV
- 40 Billboards/sponsors on RADIO
- 40 Match trailers/sponsors on RADIO
- Instream 200.000 imps

Gross value **362.674 €**

## Spots packs adds

### FULL OR BASIC PACK +

- Pack 2 (Squadra Azzura) = -25% on Gross value sponsoring
- Pack 4 (La Albiceleste) = -22,5% on Gross value sponsoring
- Pack 6 (Les Eléphants) = -20 % on Gross value sponsoring



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# Third parties sponsors

## Basic Package Duosponsoring

- 64 Billboards “match”/sponsor (1/match)
- 25 Billboards “round-up mag”/sponsor (1/magazine)
- 32 Match trailers/sponsors on TV
- 40 Billboards/sponsors on RADIO
- 40 Match trailers/sponsors on RADIO
- Instream 200.000 imps

Gross value **213.900 €**

## Spots packs adds

### BASICPACK +

- Pack 2 (Squadra Azzura) = -25% on Gross value sponsoring
- Pack 4 (La Albiceleste) = -22,5% on Gross value sponsoring
- Pack 6 (Les Eléphants) = -20 % on Gross value sponsoring

# Classic Vidéo Offer





**FIFA WORLD CUP**  
**Qatar 2022**

## **PACK - Seleção**

**255.000€**

**(Net prices on 30'' TV spot & 15'' digital formats)**

- **Match with Red Devils**
  - Up to Quarter-finals : 5
- **Match without Red Devils**
  - Final + 3<sup>rd</sup> place Final : 2
  - Semi-final : 2
  - Quarter-finals : 3
  - Round of 16 : 5
  - Group Stage : 32
- **On top**
  - 1.100.000 imps Digital Pack (Instream, Half Page, Floor Ad and Large Leaderboards)
  - Choice of 3 preferred teams during the competition
  - Preferred position everywhere
  - Screens between extra time and penalties





**FIFA WORLD CUP**  
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# **PACK – Squadra Azzura**

**210.000€**

(Net prices on 30'' TV spot & 15'' digital formats)

- **Match with Red Devils**
  - Up to Quarter-finals : 5
- **Match without Red Devils**
  - Semi-final : 1
  - Quarter-finals : 2
  - Round of 16 : 4
  - Group Stage : 27
- **On top**
  - 1.100.000 imps Digital Pack (Instream, Half Page, Floor Ad and Large Leaderboards)
  - Choice of 2 preferred teams during the competition
  - Preferred position everywhere





**FIFA WORLD CUP**  
**Qatar 2022**

# **PACK – Die Mannschaft**

**155.000€**

**(Net prices on 30'' TV spot & 15'' digital formats)**

- **Match with Red Devils**
  - Up to Quarter-finals : 3
- **Match without Red Devils**
  - Semi-final : 1
  - Quarter-finals : 1
  - Round of 16 : 3
  - Group Stage : 20
- **On top**
  - 675.000 imps Digital Pack (Instream, Half Page, Floor Ad and Large Leaderboards)
  - Choice of 1 preferred teams during the competition
  - Preferred position everywhere





FIFA WORLD CUP  
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## **PACK - La Albiceleste**

**105.000€**

(Net prices on 30'' TV spot & 15'' digital formats)

- **Match with Red Devils**
  - Up to Round of 16 : 3
- **Match without Red Devils**
  - Quarter-finals : 2
  - Round of 16 : 2
  - Group Stage : 14
- **On top**
  - 675.000.000 imps Digital Pack (Instream, Half Page, Floor Ad and Large Leaderboards)
  - Preferred position during group stage excluding Red Devil games





**FIFA WORLD CUP**  
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## **PACK – Samurai Blue**

**65.000€**

(Net prices on 30'' TV spot & 15'' digital formats)

- **Match with Red Devils**
  - Group Stage : 2
- **Match without Red Devils**
  - Round of 16 : 1
  - Group Stage : 13
- **On top**
  - 375.000 imps Digital Pack (Instream, Half Page, Floor Ad and Large Leaderboards)





**FIFA WORLD CUP**  
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## **PACK – Les Elephants**

**35.000€**

**(Net prices on 30'' TV spot & 15'' digital formats)**

- **Match without Red Devils**
  - Group Stage : 16
- **On top**
  - 375.000 imps Digital Pack (Instream, Half Page, Floor Ad and Large Leaderboards)





### Seleção

- **Match with Red Devils**
  - Up to Quarter-finals: 5
- **Match without Red Devils**
  - Final + 3<sup>rd</sup> place Final : 2
  - Semi-final : 2
  - Quarter-finals : 3
  - Round of 16 : 5
  - Group Stage : 32
- **On top**
  - 1.100.000 imps Digital Pack (Instream, Half Page, Floor Ad and Large Leaderboards)
  - Choice of 3 preferred teams during the competition
  - Preferred position everywhere
  - Screens between extra time and penalties



### Squadra Azzura

- **Match with Red Devils**
  - Up to Quarter-finals: 5
- **Match without Red Devils**
  - Semi-final : 1
  - Quarter-finals : 2
  - Round of 16 : 4
  - Group Stage : 27
- **On top**
  - 1.100.000 imps Digital Pack (Instream, Half Page, Floor Ad and Large Leaderboards)
  - Choice of 2 preferred teams during the competition
  - Preferred position everywhere



### Die Mannschaft

- **Match with Red Devils**
  - Up to Quarter-finals: 3
- **Match without Red Devils**
  - Semi-final : 1
  - Quarter-finals : 1
  - Round of 16 : 3
  - Group Stage : 20
- **On top**
  - 675.000 imps Digital Pack (Instream, Half Page, Floor Ad and Large Leaderboards)
  - Choice of 1 preferred teams during the competition
  - Preferred position everywhere



### La Albiceleste

- **Match with Red Devils**
  - Up to Round of 16 : 3
- **Match without Red Devils**
  - Quarter-finals : 2
  - Round of 16 : 2
  - Group Stage : 14
- **On top**
  - 675.000.000 imps Digital Pack (Instream, Half Page, Floor Ad and Large Leaderboards)
  - Preferred position during group stage excluding Red Devil games



### Samurai Blue

- **Match with Red Devils**
  - Group Stage : 2
- **Match without Red Devils**
  - Round of 16 : 1
  - Group Stage : 13
- **On top**
  - 375.000 imps Digital Pack (Instream, Half Page, Floor Ad and Large Leaderboards)



### Les Eléphants

- **Match without Red Devils**
  - Group Stage : 16
- **On top**
  - 375.000 imps Digital Pack (Instream, Half Page, Floor Ad and Large Leaderboards)



**Seleção**



**Squadra Azzura**



**Die Mannschaft**



**La Albiceleste**



**Samurai Blue**



**Les Éléphants**

Min gross  
value

**566.667 €**

**381.818 €**

**258.333 €**

**150.000 €**

**89.041 €**

**46.667 €**

Net

**255.000 €**

**210.000 €**

**155.000 €**

**105.000 €**

**65.000 €**

**35.000 €**

conditions: -55%  
GRP PRP 18-54 : 357

conditions: -45%  
GRP PRP 18-54 : 277

conditions: -40%  
GRP PRP 18-54 : 216

conditions: -30%  
GRP PRP 18-54 : 120

conditions: -27%  
GRP PRP 18-54 : 81

conditions: -25%  
GRP PRP 18-54 : 54





# Digital Offer

# Digital Global Packages

## FIFA World Cup QATAR 2022™



### Package 1

#### Instream

500.000 Imps

#### Inread

300.000 Imps

#### Display

750.000 Imps

(Large Leaderboard – Half Page – Floorad)

**28.250 €\***



### Package 2

#### Instream

250.000 Imps

#### Inread

175.000 Imps

#### Display

450.000 Imps

(Large Leaderboard – Half Page – Floorad)

**16.798 €\***



### Package 3

#### Instream

100.000 Imps

#### Inread

125.000 Imps

#### Display

300.000 Imps

(Large Leaderboard – Half Page – Floorad)

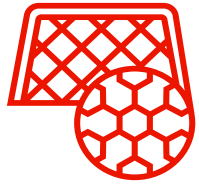
**9.605 €\***

\*Net price

All impressions will be delivered between 21/11 and 18/12

# Instream Packages

## FIFA World Cup QATAR 2022™



### Package 1

Instream  
600.000 Imps

**23.700 €\***



### Package 2

Instream  
400.000 Imps

**16.500 €\***



### Package 3

Instream  
200.000 Imps

**8.525 €\***



### Package 4

Instream  
100.000 Imps

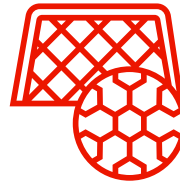
**4.400 €\***

\*Net price

All impressions will be delivered between 21/11 and 18/12

# Vidéo Packages

## FIFA World Cup QATAR 2022™



**1.000.000 Imps**

Instream

400.000 Imps

Inread

600.000 Imps

**27.200 €\***

**\*Net price**

All impressions will be delivered between 21/11 and 18/12