

# ICI TOUT COMMENCE

## Offer 2021



la une

# Ici tout commence – Offer 2021



## DESCRIPTION

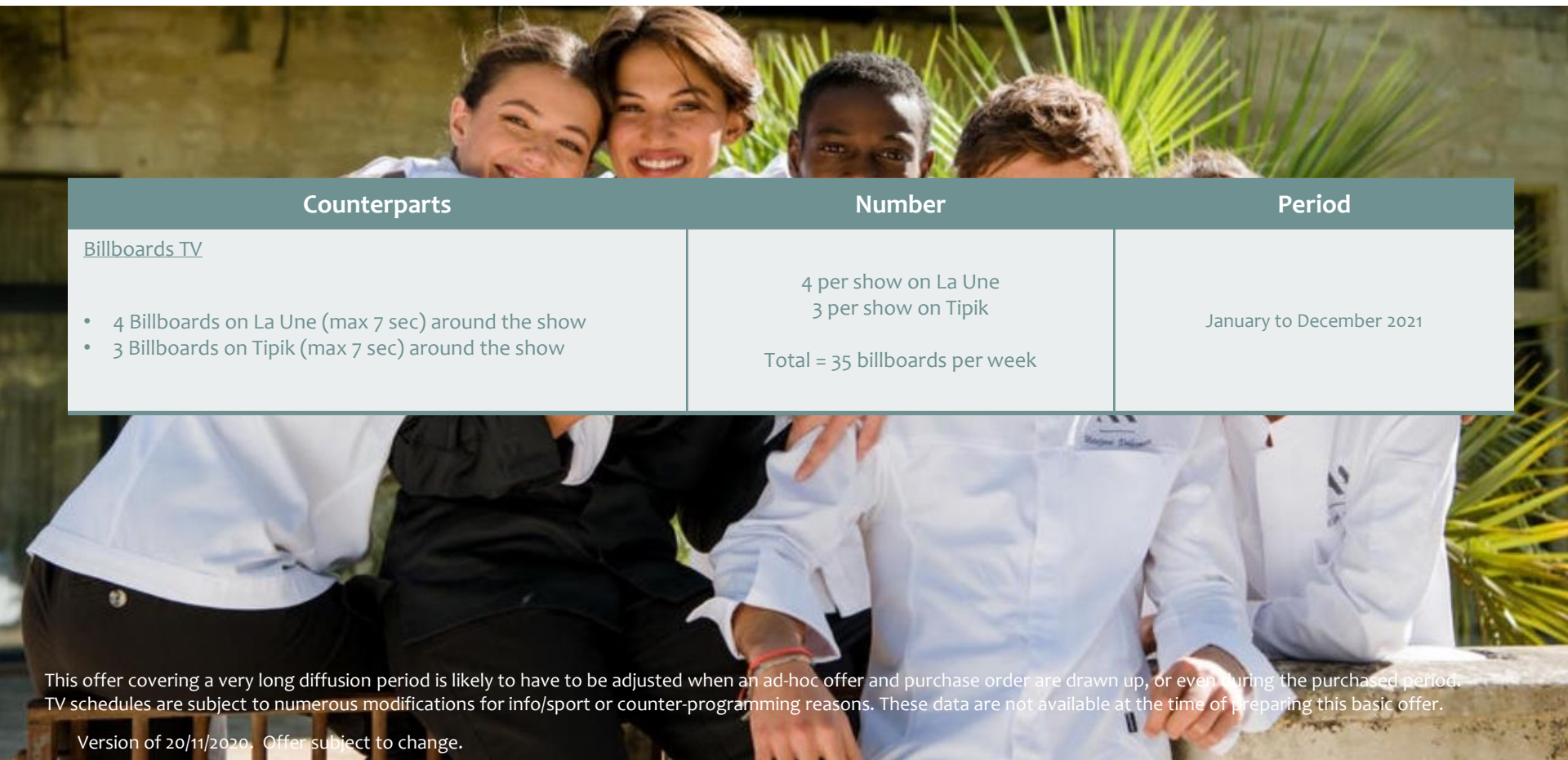
The story takes place in the prestigious Auguste Armand cooking school (called "institut") where we follow the daily life of the students, trained by famous and starred chefs. Among them, Maxime Delcourt, who is beginning his new orientation, in the learning of gastronomy.

## BROADCAST

- On La Une
- From monday to friday, 17:20
- Rerun on Tipik, from Monday to Friday, 12:30



# Ici tout commence – Offer 2021



Counterparts	Number	Period
<p><u>Billboards TV</u></p> <ul style="list-style-type: none"><li>• 4 Billboards on La Une (max 7 sec) around the show</li><li>• 3 Billboards on Tipik (max 7 sec) around the show</li></ul>	<p>4 per show on La Une 3 per show on Tipik</p> <p>Total = 35 billboards per week</p>	<p>January to December 2021</p>

This offer covering a very long diffusion period is likely to have to be adjusted when an ad-hoc offer and purchase order are drawn up, or even during the purchased period. TV schedules are subject to numerous modifications for info/sport or counter-programming reasons. These data are not available at the time of preparing this basic offer.

Version of 20/11/2020. Offer subject to change.

# Ici tout commence – Budget 2021

JANUARY					FEBRUARY					MARCH				
	W1	W2	W3	W4	W5	W6	W7	W8		W9	W10	W11	W12	
	7.400	7.400	7.400	7.400	7.800	7.800	7.800	7.800		11.000	11.000	11.000	11.000	
APRIL					MAY					JUNE				
W13	W14	W15	W16	W17		W18	W19	W20	W21	W22	W23	W24	W25	
11.000	11.000	11.000	11.000	11.000		11.000	11.000	11.000	11.000	8.400	8.400	8.400	8.400	
JULY					AUGUST					SEPTEMBER				
W26	W27	W28	W29	W30		W31	W32	W33	W34	W35	W36	W37	W38	W39
5.100	5.100	5.100	5.100	5.100		4.800	4.800	4.800	7.000	11.000	11.000	11.000	11.000	11.300
OCTOBER					NOVEMBER					DECEMBER				
	W40	W41	W42	W43	W44	W45	W46	W47		W48	W49	W50	W51	W52
	11.300	11.300	11.300	11.300	11.300	11.300	11.300	11.300		10.600	10.600	10.600	6.900	6.900

« This offer covering a very long broadcast period may need to be adjusted at the time of the establishment of an ad-hoc offer and the purchase order, or even during the purchased period). The TV screens are indeed subject to many modifications for info/Sport events or counter-programming reasons. These data are not available at the time of the establishment of this basic offer. »



[sales@rmb.be](mailto:sales@rmb.be)  
[www.rmb.be](http://www.rmb.be)

