

# L'AGENDA CINE

## Offer 2021




# L'AGENDA CINÉ

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la une

The background of the slide is a photograph of a theater interior. The seats are a vibrant red color and are arranged in neat rows, receding into the distance. The lighting is dim, with a few spotlights visible in the upper right area, creating a focused and intimate atmosphere.

"L'Agenda Ciné" presents, in prime time on the front page, all the week's movie releases on a weekly basis. Highlighting one or two films per week, including the majority Belgian films, co-produced by the RTBF and supported by the Wallonia-Brussels Federation.

The films will be presented in a modern graphic universe, without a presenter but supported by a voice-over.

A rhythmic and dynamic program, lasting 8 to 10 minutes depending on the number of films released.

## BROADCAST

- Monday (rerun Thursday and Saturday)
- At 8:25 PM
- On La Une

## OFFERS SPONSORING

- 1 billboard of max 7 sec broadcast before and after the show

A total of **6 billboards per week** with reruns.



# L'Agenda Ciné – Budget 2021

| JANUARY |       |       |       |       | FEBRUARY |       |       |       |       | MARCH     |       |       |       |       |
|---------|-------|-------|-------|-------|----------|-------|-------|-------|-------|-----------|-------|-------|-------|-------|
|         | W1    | W2    | W3    | W4    | W5       | W6    | W7    | W8    |       | W9        | W10   | W11   | W12   |       |
|         | 3.500 | 3.500 | 3.500 | 3.500 | 3.700    | 3.700 | 3.700 | 3.700 |       | 5.200     | 5.200 | 5.200 | 5.200 |       |
| APRIL   |       |       |       |       | MAY      |       |       |       |       | JUNE      |       |       |       |       |
| W13     | W14   | W15   | W16   | W17   |          | W18   | W19   | W20   | W21   | W22       | W23   | W24   | W25   |       |
| 5.200   | 5.200 | 5.200 | 5.200 | 5.200 |          | 5.200 | 5.200 | 5.200 | 5.200 | 4.000     | 4.000 | 4.000 | 4.000 |       |
| JULY    |       |       |       |       | AUGUST   |       |       |       |       | SEPTEMBER |       |       |       |       |
| W26     | W27   | W28   | W29   | W30   |          | W31   | W32   | W33   | W34   | W35       | W36   | W37   | W38   | W39   |
| 2.400   | 2.400 | 2.400 | 2.400 | 2.400 |          | 2.300 | 2.300 | 2.300 | 3.300 | 5.200     | 5.200 | 5.200 | 5.200 | 5.300 |
| OCTOBER |       |       |       |       | NOVEMBER |       |       |       |       | DECEMBER  |       |       |       |       |
|         | W40   | W41   | W42   | W43   | W44      | W45   | W46   | W47   |       | W48       | W49   | W50   | W51   | W52   |
|         | 5.300 | 5.300 | 5.300 | 5.300 | 5.300    | 5.300 | 5.300 | 5.300 |       | 5.000     | 5.000 | 5.000 | 3.300 | 3.300 |

"This offer covering a very long distribution period may need to be adjusted when an ad-hoc offer and order form are drawn up, or even during the period purchased). TV schedules are in fact subject to numerous modifications for reasons of info/sport events or counter-programming. These data are not available at the time of the establishment of this basic offer. »

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