

# L'AGENDA CINE

## Offer 2022




# 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 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 Sunday)
- 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 2022

JANUARY					FEBRUARY					MARCH				
	W1	W2	W3	W4		W5	W6	W7	W8	W9	W10	W11	W12	W13
	1.800	1.800	1.800	1.800		1.900	2.700	2.700	2.700	2.800	3.500	3.500	3.500	3.400
APRIL					MAY					JUNE				
	W14	W15	W16	W17		W18	W19	W20	W21	W22	W23	W24	W25	W26
	3.200	3.200	3.200	3.200		3.100	3.100	3.100	3.100	3.000	2.300	2.300	2.300	2.300
JULY					AUGUST					SEPTEMBER				
	W27	W28	W29	W30		W31	W32	W33	W34	W35	W36	W37	W38	W39
	1.300	1.300	1.300	1.300		1.400	1.400	1.400	1.400	1.600	3.000	3.000	3.000	3.000
OCTOBER					NOVEMBER					DECEMBER				
	W40	W41	W42	W43		W44	W45	W46	W47	W48	W49	W50	W51	W52
	3.600	3.600	3.600	3.600		3.600	3.800	3.800	3.800	3.700	3.200	3.200	3.200	3.000

"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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