

# LES AMBASSADEURS

Offer 2023

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## DESCRIPTION

"Les Ambassadeurs" TV show starts 2023 with a new formula!

For its 8th season, La Une TV's program dedicated to the discovery of our heritage is reinventing itself to offer viewers ever more diverse content. If the DNA of the show remains the same, since this month of January, the program offers a new 30-minute formula with new sequences that will give you even more ideas for your next tourist destination!

Every Saturday on TV (and daily on Viva and Facebook), Les Ambassadeurs takes us to discover beautiful corners of Wallonia, Brussels or the border regions, joyfully carried by inhabitants proud of their territory and its riches.

In 2023, presenter Nathalie Guirma will further strengthen the link with the land by proposing new places of escapades and a formula that will allow her to diversify her content, in order to make the viewer travel even more! Today, tourism is above all a story of shared experiences.

"Les Ambassadeurs" can be seen on TV on La Une every Saturday at 1:35 pm, on the Facebook Les Ambassadeurs RTBF and whenever you want on Auvio.



### The "At the heart of" sequence :

The immersive sequence of the program will go to the discovery of unusual places, will plunge in the middle of folkloric, historical or tourist events, will reveal the engagement of all those which make live our inheritance.

### The "City Trip" sequence :

The idea is to make the viewers discover the neighboring cities at less than 4 hours by car of our nice Manneken-Pis.

### The sequence "I tested for you":

A trip down the mine, a chocolate workshop, a micro-museum of French fries, a visit to a cave or a hot-air balloon flight, this year again the Ambassadors' team is not skimping on the means to complete your notebook of incredible outings to be done alone, with a partner or with your family by testing them for you !

### The sections that continue to punctuate the program :

- The Terroir section to taste local products and honor the flavors of our regions.
- The Breathing section to let go, to go green, to find little corners of paradise, unusual routes that give pride of place to soft mobility.
- The Passion section to reveal the best of our craftsmen, forgotten trades or inspired creators, with this pride to reveal the authenticity of their region.



## OFFER

### BROADCAST :

- On La Une
- Saturday, at 13:35

### TV COUNTERPARTS :

- 4 billboards (max. 7") / show
- 10 trailers / week (incl. 3 in prime)

# BUDGET 2023

JANUARY					FEBRUARY					MARCH					
	W1	W2	W3	W4		W5	W6	W7	W8		W9	W10	W11	W12	W13
	-	-	6.300	6.300		6.700	6.700	6.700	6.700		9.300	9.300	9.300	9.300	9.300
APRIL					MAY					JUNE					
	W14	W15	W16	W17		W18	W19	W20	W21		W22	W23	W24	W25	W26
	9.300	9.300	9.300	9.300		9.300	9.300	9.300	9.300		7.200	7.200	7.200	7.200	4.400
JULY					AUGUST					SEPTEMBER					
	W27	W28	W29	W30		W31	W32	W33	W34	W35		W36	W37	W38	W39
	4.400	4.400	4.400	4.400		4.100	4.100	4.100	6.000	9.700		9.700	9.700	9.700	9.700
OCTOBER					NOVEMBER					DECEMBER					
	W40	W41	W42	W43		W44	W45	W46	W47	W48		W49	W50	W51	W52
	9.700	9.700	9.700	9.700		9.700	9.700	9.700	9.700	9.300		9.300	9.300	9.300	5.900

« 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. »



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