

PRO LEAGUE CONTENT PROGRAMS

Offer January – May 2024





LATRIBUNE



OFFER 2024

All the news and footages of the Belgian football championship.

- Saturday, on La Une, Studio Foot analyses the night's games with consultants and guests.
- Sunday, around eleven pm, on La Une, a special edition with footages of all week-end games
- Monday, on Tipik, « La Tribune » get back on the highlight of the last championship days. Benjamin Deceuninck backed up with journalist and Belgian championship actors analyze the different games with a sharp eye and without political speak. A moment for all the fans to try to understand the coach choices, game tactics, referee decisions, ...
- Wednesday/Thursday, on Tipik, when games are played Wednesday or Thursday night, a special edition with news and footages.
- Studio Foot, a TV program showing the expertise of the RTBF's football sports department.

VIDEO Broadcast

By championship weeks :

- **Saturday night :**
 - ❖ « Studio Foot » at 11 pm on La Une (based on 16 programs)
 - ❖ Rebroadcast on Sunday after 10 am on La Une (based on 16 programs)
- **Sunday evening :**
 - ❖ « Studio foot (week-end) after 11 pm on La Une (Based on 17 programs)
- **Monday evening :**
 - ❖ « La tribune » at 8:30 pm on Tipik (based on 17 programs)
- 4 weeks championship must be played on **Tuesday/Wednesday/Thursday**, so 4 programs « Studio Foot spécial »
 - ❖ Tuesdays/Wednesday/Thursday night at 10:45 pm

VIDEO Duo Sponsoring offer *

COUNTERPARTS

Duo sponsoring Billboards :

Studio Foot – Saturday :

- ❖ 2 billboards/sponsor broadcasted before (1/sponsor) and after (1/sponsor) each program and 1 billboard around the tv advertising during the program → total 48 BB/sponsor + 48 BB/sponsor on rebroadcast

Studio Foot – Sunday :

- ❖ 2 billboards/sponsor broadcasted before (1/sponsor) and after (1/sponsor) each program → total 34 BB/sponsor

La Tribune - Monday :

- ❖ 2 billboards/sponsor broadcasted before (1/sponsor) and after (1/sponsor) each program and 1 billboard around the tv advertising during the program → total 51 BB/sponsor

Studio Foot – special Tuesday/Wednesday/Thursday :

- ❖ 2 billboards/sponsor broadcasted before (1/sponsor) and after (1/sponsor) each program → 8 BB/sponsor

VIDEO Duo Sponsoring offer *

COUNTERPARTS

Duo sponsoring Trailers :

- 25 trailers (spread over the months of January and May 2024)
 - ❖ 5 prime on La Une and 20 Prime on Tipik
→ 25 trailers/sponsor

VIDEO Sponsoring offer

COUNTERPARTS

- 700.000 imps est. **Instream Video Roll** on Studio Foot and La Tribune videos / sponsor



AUDIO Duo Sponsoring offer *

COUNTERPARTS

Duo sponsoring billboards :

- Sunday :
 - ❖ VivaSport : Live (2pm-8pm) : 3 BB/program (based on 20 programs)
 - ❖ Complètement Foot (8pm-11pm) : 2 BB/program (based on 16 programs)

Duo sponsoring trailers :

- 15 trailers/week



GROSS BUDGET

TOTAL Excl. VAT : 153.300,- €

JANUARY – MAY 2024

Deadline for airing : December 15, 2023