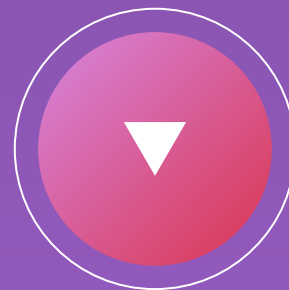


# Connection is n

from inventory to human connection





# COLLECTIVE

Be a part of something bigger.

# PEOPLE CONNECT TO WHAT BRINGS THEM TOGETHER

**This is where collective empowerment  
begins**

When audiences come together

# FROM AUDIENCES TO COMMUNITIES



COLLECTIVE MOMENTS  
CONCENTRATE AUDIENCES.

RMB REGISTERS AN AVERAGE OF

**+20%**

Daily TV viewers  
WHEN THERE'S A COLLECTIVE EVENT ON  
OUR CHANNELS

Audimétrie CIM Sud (Belgique francophone), PRA18-54,  
average daily reach, Live, RTBF only, année 2025



# COLLECTIVE MOMENTS MAKE BRANDS MORE RELEVANT

13%

Of French-speaking Belgians  
are likely to buy a brand that  
sponsors events.

**+7pts**  
For 18-34 y.o.

18%

Say sponsored events catch  
their attention.

15%

Of the 18-34 years old find  
them relevant and useful.

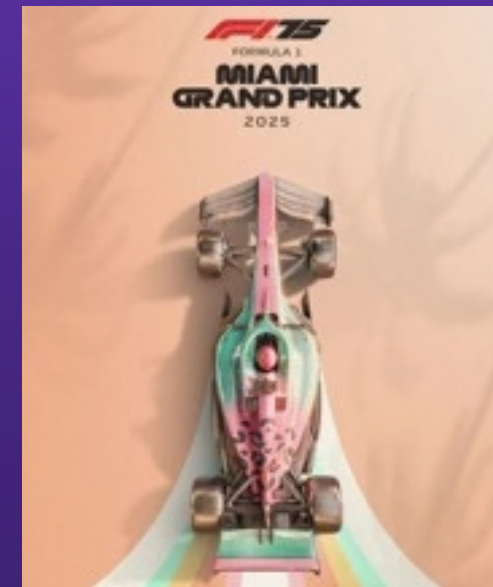
# RMB IS THERE WHEN IT MATTERS



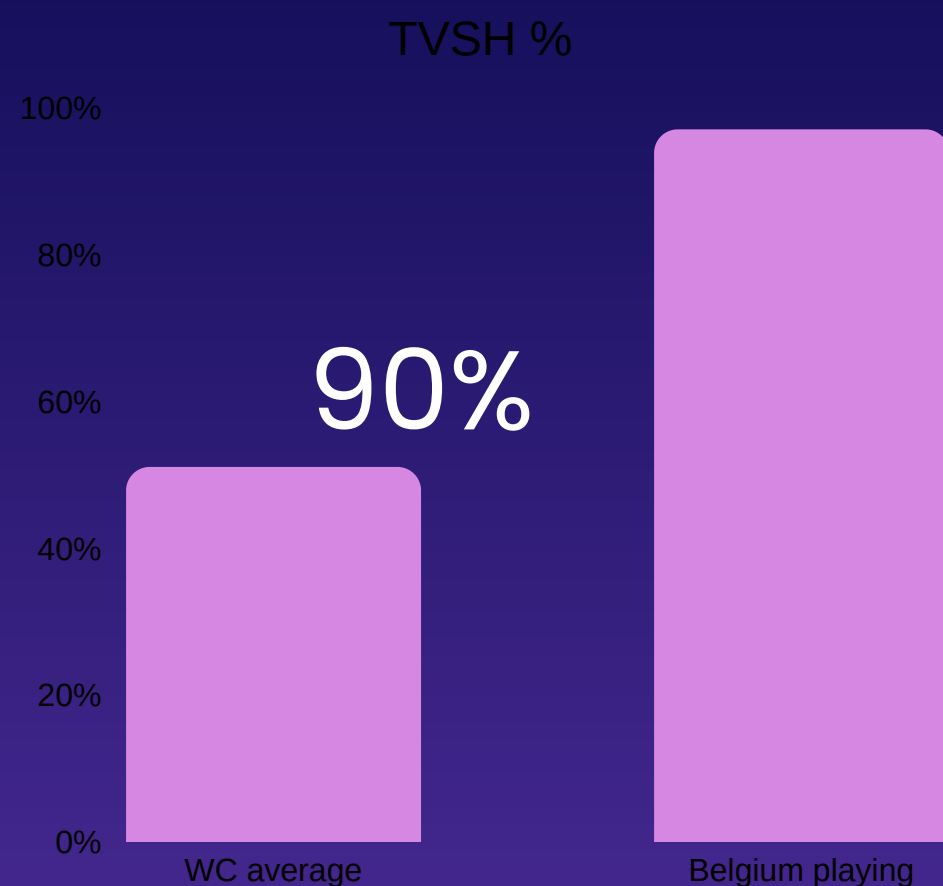
WE GIVE PEOPLE  
SOMETHING TO SHARE.

# THE PASSIONS WE SHARE

*The sports, teams and competitions that turn individual fandom into a shared sense of belonging.*



# PASSION IS A POWERFUL AUDIENCE DRIVER.



*Audimétrie CIM Sud (Belgique francophone, reach 10 min consécutives, Live+7), RTBF pour Auvio et les plateformes digitales. 104 matchs diffusés sur La Une et Tipik.*

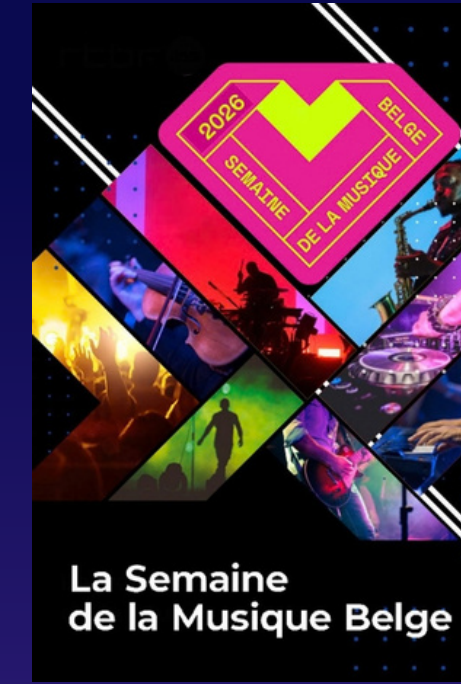


# WHEN PASSION BECOMES COLLECTIVE



# THE MOMENTS WE CELEBRATE

*The concerts, festivals and cultural events that bring people together around shared artists and cultural moments.*



# THE CAUSES WE STAND BEHIND

*The initiatives that turn shared concerns into collective action.*



# THE CONTENT CREATION WE INITIATE

*The initiatives that turn collaborations into editorial projects.*



# SHARED MOMENTS. STRONGER CONNECTIONS.

## SOLIDARITY



NEW



## SPORTS



rtbf  
TIP!K



# COMMUNITIES THAT WE CREATE TOGETHER

NEW

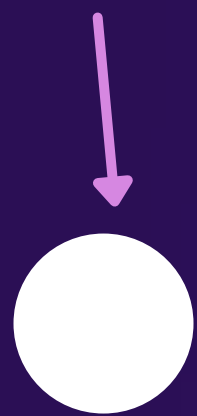
## COLLECTIVE MUSIC



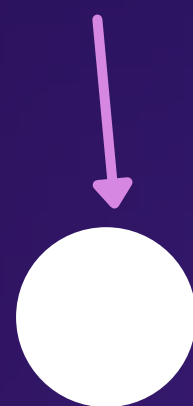
## COLLECTIVE CREATION



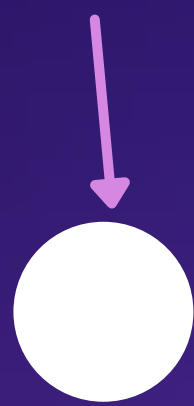
# LET'S BUILD *REAL CONNECTION*



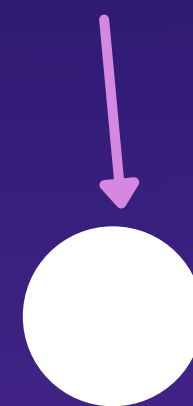
**LOCALLY  
RELEVANT**



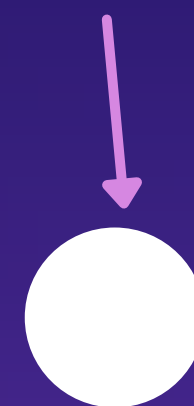
**TRUSTWORTHY  
ASSOCIATIONS**



**REAL  
EMOTIONS**



**IMMERSIVE  
ATTENTION**



**MEANINGFUL  
PARTICIPATION**