

Connection is n

from inventory to human connection





CREDIBILITY

Be trusted in the moments that matter.

PEOPLE CONNECT TO WHAT THEY TRUST

This is where credibility begins

When trust becomes the difference

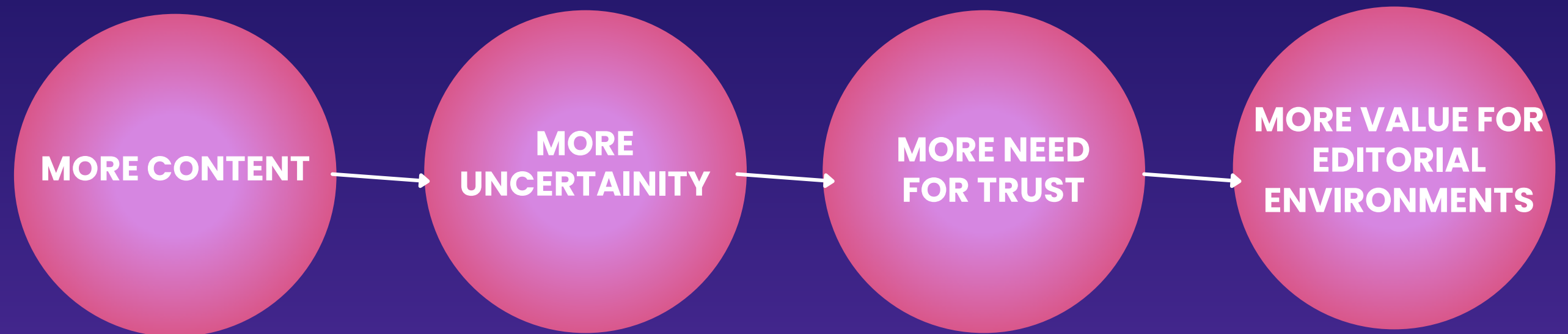
58%

Worry about distinguishing real
from fake news.

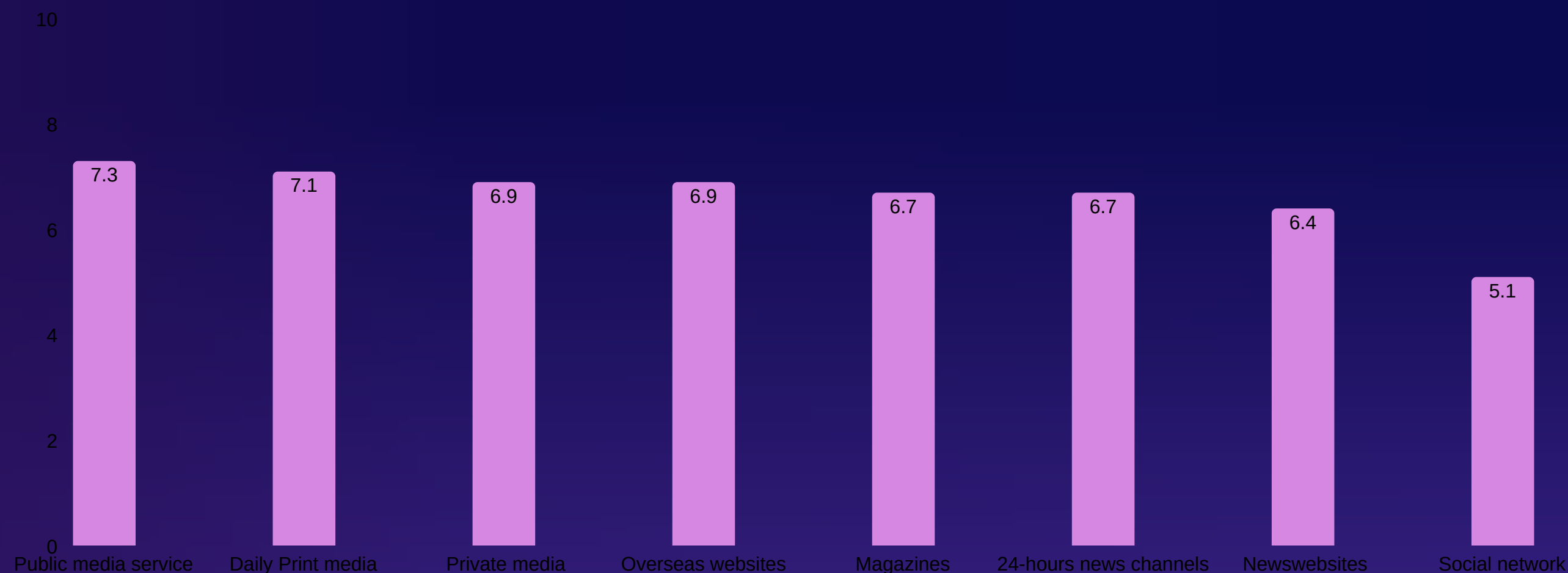
WHAT CAN I TRUST?

WHEN EVERYONE CAN PUBLISH TRUST BECOMES SCARCE

ANYONE CAN CREATE. NOT EVERYONE CAN VERIFY.



TRUST.
TRUST.
TRUST.
TRUST.
TRUST.



The Belgian french-speaking public trusts
public media services the most.



TRUST CREATES THE CONDITIONS FOR ATTENTION

2.2x

Better ad recall in Total News
environments

+40% ATTENTION

News environment vs. Non-news

We don't just inform.

WE PROVIDE A CONTEXT PEOPLE TRUST.

#1 QUALITY PERCEPTION ON

TV

rtbf
La une

For news & investigative content



RADIO

rtbf
VIVACITÉ rtbf
La 1ère

For radio news



DIGITAL

rtbf
actus

News outlet



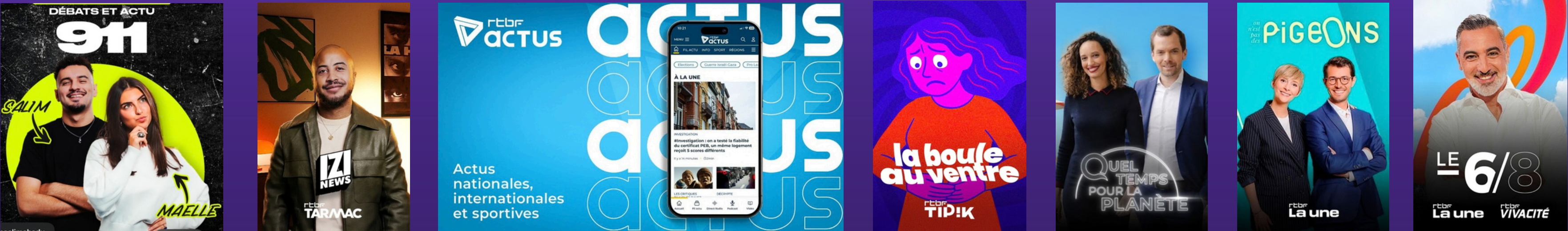
THE TRUSTED PLATFORMS THAT KEEP US INFORMED

The trusted news brands that help audiences know what is happening, as it happens.

BREAKING & DAILY NEWS



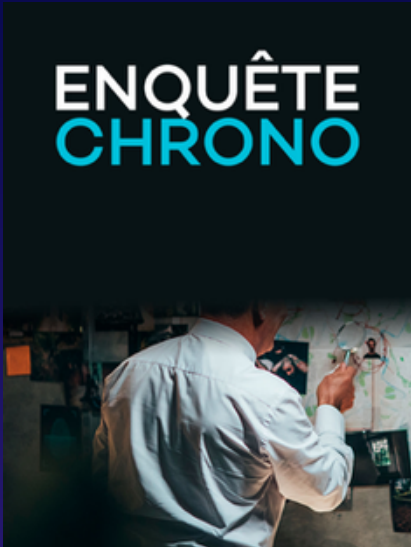
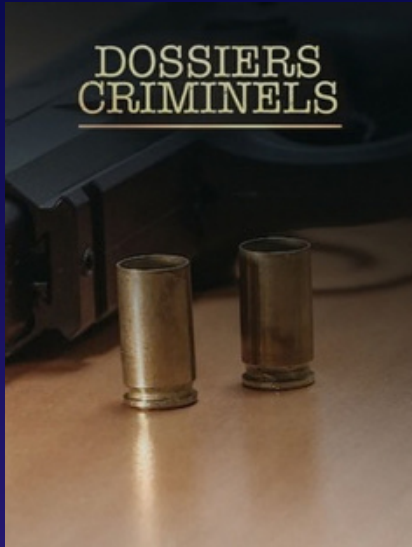
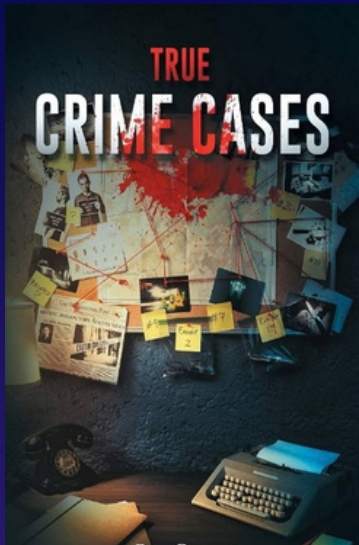
NEWS, WHEREVER YOU ARE



THE STORIES THAT GO DEEPER

Investigations and factual narratives that go beyond the headline.

INVESTIGATIONS



EXPLAINING



THE VOICES WE TRUST

The journalists, experts and personalities whose expertise has been earned over time.

