

STREAMING

PACK 2025



WHY THIS PRODUCT ?

RON OF STREAMING

- Be there or be square !
- Support local Belgian streamers
- Target New Gen
- One touch point
- Control Content



STREAMERS



Available



TYPE OF CONTENTS



MENTION


Introduction of the sponsored live stream with a presentation of the advertiser

<https://www.twitch.tv/videos/1684497025?t=00h04m50s>



MOOBOT

Automatic branded message every 30 minutes
(Min Live 3h → Min moobot = 6)
A command in the chat allows it to reappear before this time
(Ex = !Proximus)

 **WizeBot:** Tournoi Mario Kart sponsorisé par Proximus Belgique ! Tente de remporter un des Méga cadeaux (PS5, TV Led, Pc portable, etc...) en t'inscrivant ici : https://interactive.proximus.be/quiz/1153636_33/Twitch-contest.html

LOGO

Branded Logo visible throughout the live



TYPE OF PROMOTION



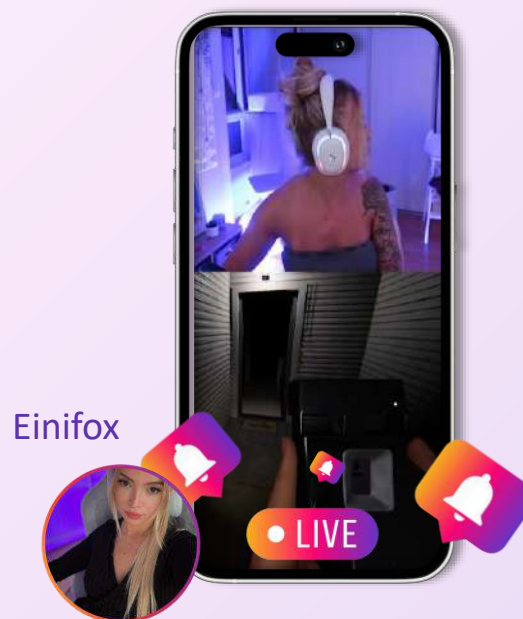
INSTAGRAM STORY

Live announcement
with advertiser mention



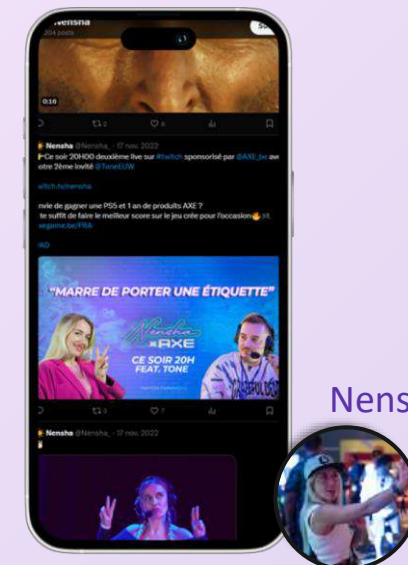
TIKTOK

Sponsored live highlights with
mention of the advertiser in the
comments



POST X

Announcement of the live event
with mention of the advertiser
and the link to the live



PACKAGE

RON OF STREAMING NET PRICE

€**14.500***

- ✓ Twitch (Moobot (1 per 30 min) + Logo + Mention)
- ✓ Post X
- ✓ Story Instagram (+ 1 Tiktok Einifox/LeMed)

Duration

1 content on each creator
(= 33 + 2)

Impressions

Minimum 250.000

Content creators

11

CPS (Cost Per Speaks)

2,20€

RULES

RON OF STREAMING

- 1 Pack = 1 week or 2 weeks (only one available)
- Sector exclusivity for 3 months
- No right to choose the content of streamers
- Subject to validation
- Feed-back/Testimonials

WHY IT WORKS ?

Best Brand Integration = Storytelling

20% Engagement On Twitch

Authenticity and Trust in the streamers

Proximity between streamers
and their communities

Over 60% aged 18-34

RMB

Thematic Offer

Streaming

2025



Slice



LET'S GO!



COOKING



**INSTA
TIKTOK**



IRL



PROGRAMME



SEWING



MUSIC



SPORT



PROFILS

THE CONCEPT

We propose you to do live cooking on the Twitch platform with a content creator. In each live, products (fruits, vegetables,...) will be highlighted and always according to the season!

We could also organise a contest in the live chat to win a basket of products in each live to involve the community

In order to create an appointment, the idea is to create recurrent live cooking.



FME

NON, peut-être ?

**TWITCH SHOW
2025**



Slice



LET'S GO!

TELL YOU MORE ABOUT ...

THE CONCEPT

Non peut être is a talk show inspired by Popcorn and Zen. This show will be broadcast once a month, with a rotation of 3 presenters and 1 guest on sofas. The show will cover a wide range of topics, including debates, digital trends and the latest news from the show's guest.

Program on TWITCH

- **Duration : 2h**
- **Show waiting screen**
- **Jingle at start of show**
- **20 min intro/subjects to be covered/presenters' news and current events**
- **3x 20 min guest columns (slicers)**
- **Jingle between each sequence (“The Guest” or “The Challenge”)**
- **1x special guest OR challenge vs viewers for 30 min**
- **Jingle at End-of-show**

NON, peut-être?
SHOW



TELL YOU MORE ABOUT ...

THE AMBASSADORS

NON, peut-être?
SHOW

Each live show will be broadcast in rotation on our ambassadors' platforms.
They will also use their social networks (Instagram, X, Tik Tok) to promote the lives.



EINIFOX



IVAN



LE MED
(MEHDI)

TELL YOU MORE ABOUT AMBASSADORS

WHY THEM ?

NON, peut-être ?
SHOW



EINIFOX

A confirmed profile on Twitch, she'll bring the feminine touch to the show with her more girly side, but with a casual gamer profile. She's also more lifestyle-oriented on her other networks, which will complement the other two profiles.



LE MED

A confirmed profile on Twitch, he'll bring a touch of fun to the show with his quirky side and more expressive attitude.



IVAN

Coming from a traditional media background, he'll bring his expertise in show management and help channel the other two. His arrival on Twitch also makes him a validated profile on the platform.

EINIFOX



59,6K Followers



63,8K Followers
4,48% : Engagement rate



7,5K Followers
3,49% : Engagement rate



120K Followers
7,63% : Engagement rate



28,8K Followers
0,96% : Engagement rate



260 Members

@EINIFOX

LEMEDTV



76,4K Followers



39,5K Followers
17,13% : Engagement rate



423K Followers
7,12% : Engagement rate



567,4K Followers
12,07% : Engagement rate



2,9K Followers
29,92% : Engagement rate



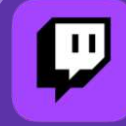
7218 Members

@LEMEDTV





IVANMTBZ



630 Followers



7,7K Followers
137,17% : Engagement rate



25 abonnés
1,3% : Engagement rate



461 Followers
4,76% : Engagement rate



2,5K Followers
48,18% : Engagement rate

@IVANMTBZ



THE SET OF

PRODUCTION

Slice

NON, peut-être?
SHOW



MOODBOARD

INSPIRATIONS

Slice

NON, peut-être?
SHOW



NON, peut-être ?
SHOW

**WHAT ABOUT
YOUR BRAND ?**

AMABASSADORS

PROMOTION

NON, peut-être?
SHOW

BY AMBASSADOR

Twitch (live on each presenter's channel)

- Sponsored Moobot (Min 1 every 30 minutes)
- Logo overlay throughout show

Instagram

- 1 post announcing the day of the live show with sponsor logo/mention in description
- 1 story on live day with sponsor mention
- 1 reel best-off show with sponsor logo/sponsor mention in description

Tiktok

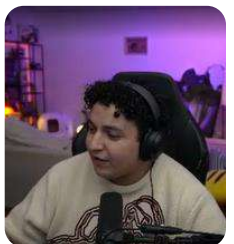
- 1 tiktok best-off show with sponsor logo/sponsor mention in description

X

- 1 live day announcement post with sponsor logo/mention in description
- 1 live day post with sponsor mention

Youtube

- Full show – Logo present in live show present on video
- Program summary
- Mention of sponsor in video description



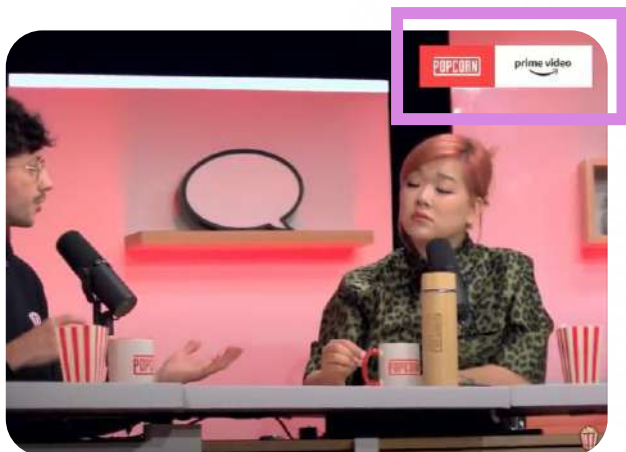
TWITCH SHOW

INTEGRATION

PER SHOW

NON, peut-être?
SHOW

Dynamic Overlay



Moobot

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Promoted Break



Logo Background



NON, peut-être ?
SHOW

THE OFFER

NON PEUT-ETRE SHOW

DIGITAL OFFER

PACK LIGHT
3 shows

Content Creators

EINIFOX
IVANMTBZ
LEMED

Impressions

850.000 impressions garanties

DIGITAL OFFER

15.000 €

for 3 content creators on 3 shows

PRODUCTION COSTS

20.250 €

for 3 shows

PACK MEDIUM
6 shows

Content Creators

EINIFOX
IVANMTBZ
LEMED

Impressions

1.700.000 impressions garanties

DIGITAL OFFER

30.000 €

for 3 content creators on 6 shows

PRODUCTION COSTS

36.500 €

for 6 shows

RMB

NON, peut-être ?
SHOW

2025



www.rmb.be

sales@rmb.be

 [@RMB Regie Media Belge](#)

 [@regiemediabelge](#)