



# TOTALLY FOOT





UEFA  
**EURO2016**  
FRANCE

3rd  
HALF TIME

# ➔ MATCH REPORT



10/06 to 10/07/2016



51 matches



La Une & La Deux



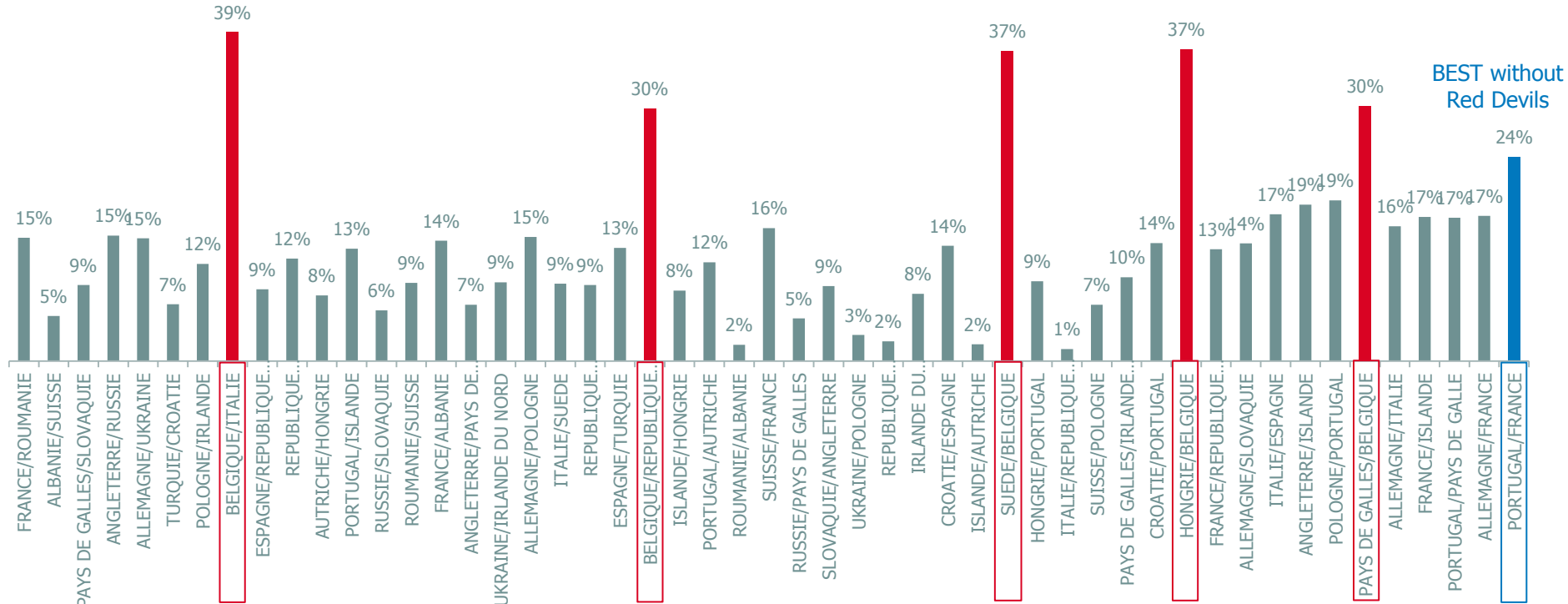
5 matches => until ¼ final



Belgium



## Rating – 15-54



Source : CIM Audimetric / South, 15-54; rating% (live + vosdal + guests)

# ➔ STEP BY STEP

Average rating 15-54

Groups Stage : 11%

1/8 : 16%

1/4 : 20%

1/2 : 17%

Final : 24%



# ➔ MATCH HIGHLIGHTS

Target	Average rating	Average rating%	Average share%	Cumulated coverage%
4+	603.312	14	42	84
15-54	329.932	13	46	85
Men 18-54	185.829	<b>16</b>	<b>55</b>	86
Women 18-54	132.159	11	37	83
PRP 18-54	207.699	14	43	<b>87</b>



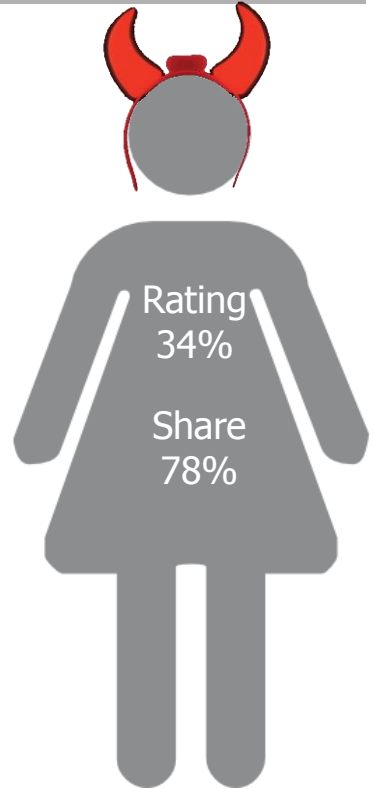
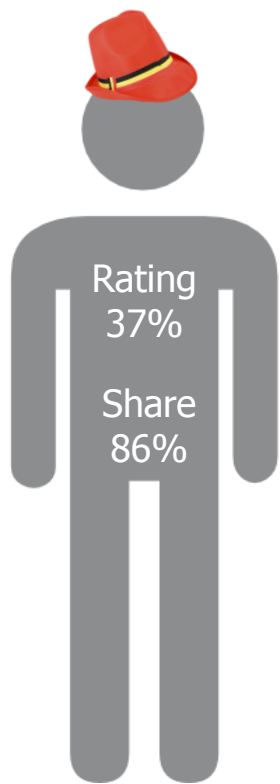
Source : CIM Audimetrie / South, rating & cum. coverage 10'cons. (live +vosdal + guests) & TTVSH% (Live + guests)



# ➔ RED DEVILS FOCUS



Average 5 matches



Source : CIM Audimetric / South, rating (live +voldal + guests) & TTVSH% (Live + guests)



## ➔ TOTAL SUPPORTERS

3.739.600 viewers (84%)



Source : CIM Audimetric / South, 4+; Cim.cOV. 10'cons (live +voldal + guests)





# FAN ZONE



# ➔ 2 MAJOR FOOTBALL COMPETITIONS ON RTBF

## EURO



The EURO section displays four logos for the UEFA Euro Cup. Each logo features the UEFA logo above the year and host countries. The logos are: 1. Euro 2004 Portugal: A stylized orange and yellow flame-like shape. 2. Euro 2008 Austria-Switzerland: A red and green stylized shape resembling a flame or a stylized 'M'. 3. Euro 2012 Poland-Ukraine: A stylized soccer ball with green and yellow petals. 4. Euro 2016 France: A stylized soccer ball with blue and red petals.



## WORLD CUP

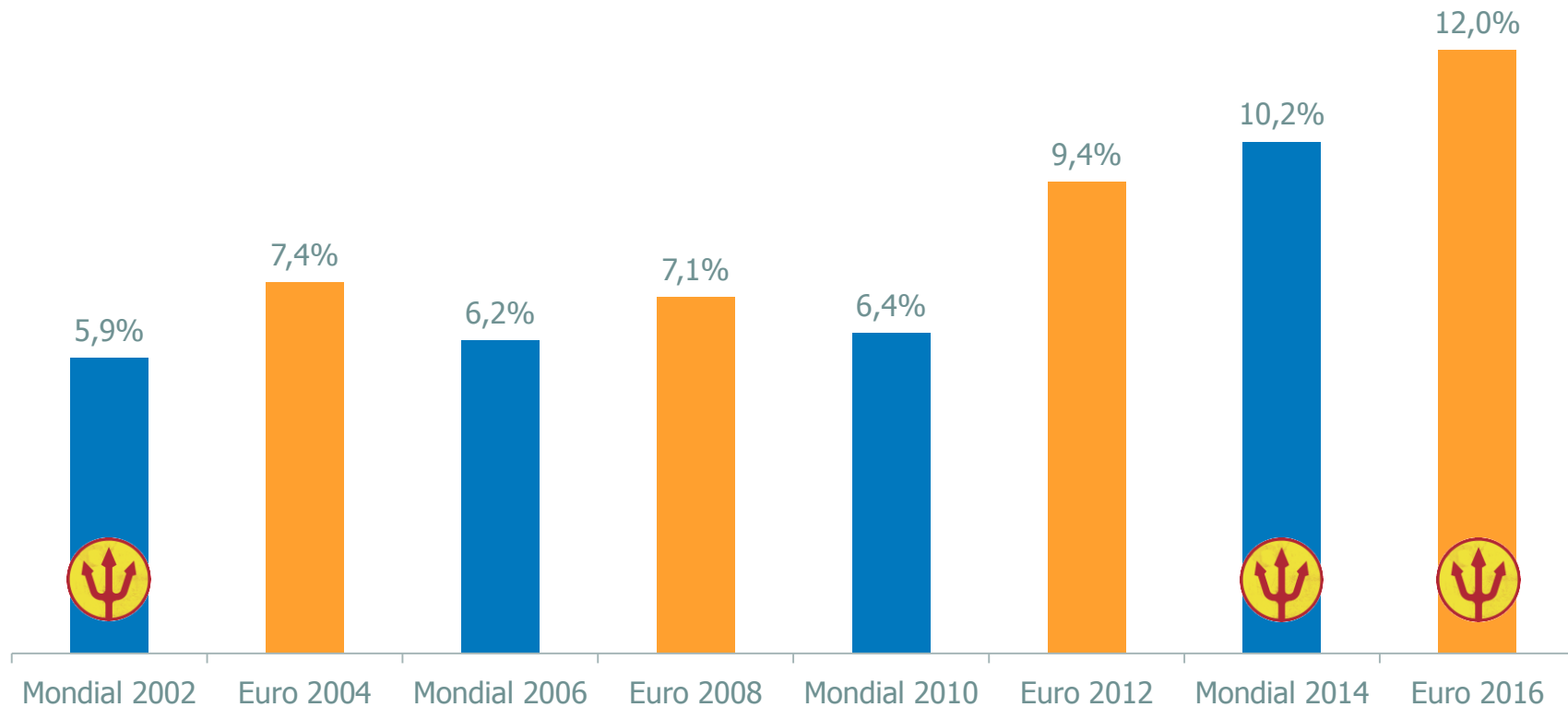


The WORLD CUP section displays four logos for the FIFA World Cup. Each logo features the FIFA logo above the year and host countries. The logos are: 1. 2002 FIFA World Cup Korea Japan: A stylized soccer ball with blue, yellow, and red segments. 2. FIFA World Cup Germany 2006: A stylized soccer ball with blue, green, and yellow segments. 3. South Africa 2010 FIFA World Cup: A stylized soccer ball with yellow, green, and blue segments. 4. FIFA World Cup Brazil 2014: A stylized soccer ball with green and yellow segments, with the year 2014 in red.



# EURO FEVER

Audiences on 15-54

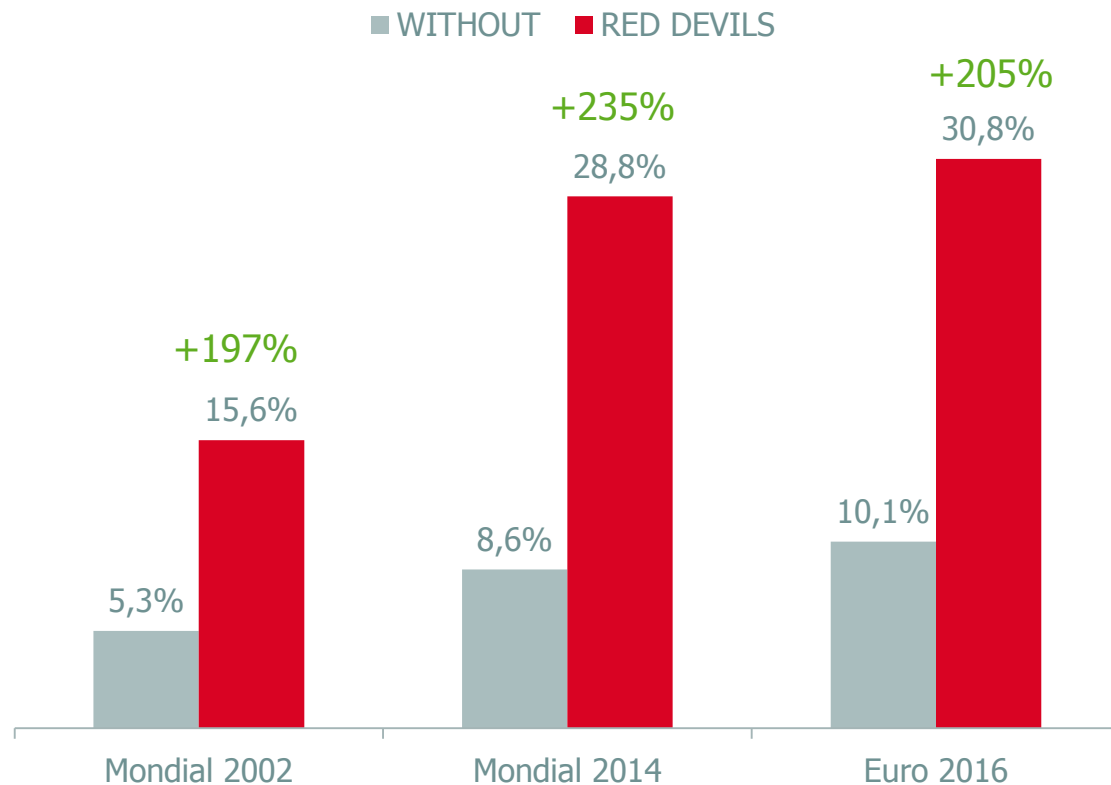


Source : CIM Audimetrie/South; 15-54 years – rating% (live only – guests)



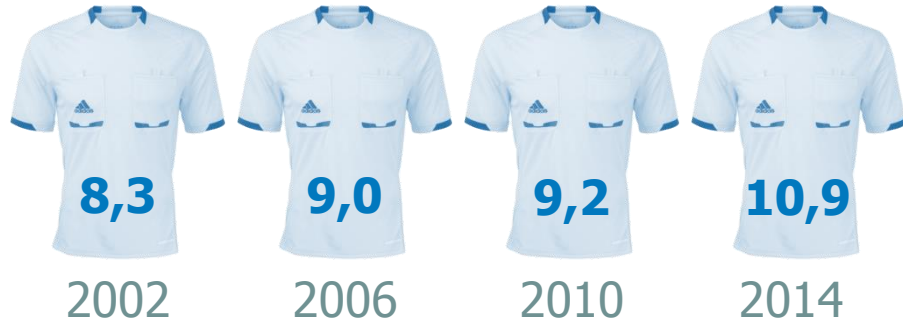
# ALL IN RED

Audiences on 15-54



# ➔ A LITTLE, A LOT, PASSIONATELY

WORLD CUP  
64 matches



Average number  
of matches  
watched  
per person  
(15-54)

EURO  
31 matches



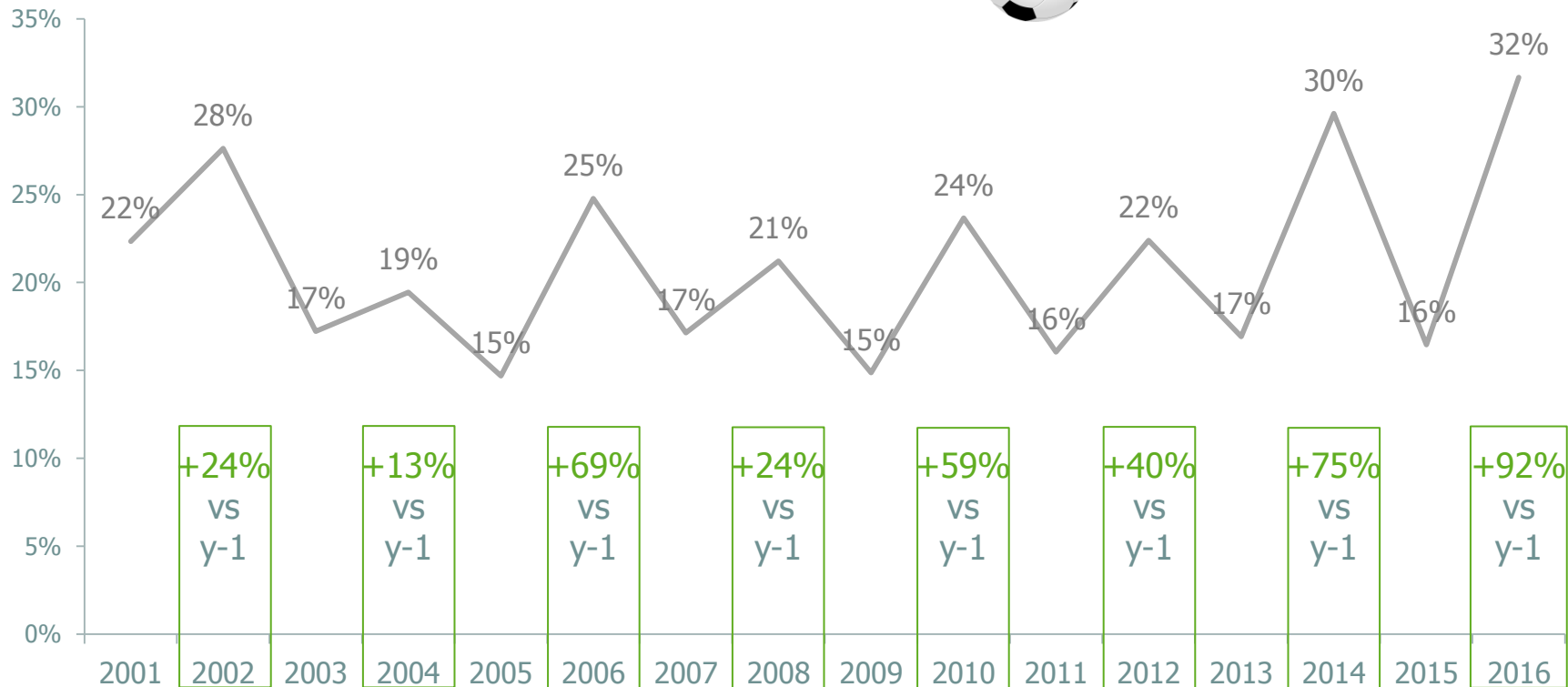
51 matches

Source : CIM Audimetric/South; 15-54 years – Cumulated reach 10'cons : frequency (live only – guests)



# ➔ BOOST EFFECT

## RTBF SHARE - JUNE




Source : CIM Audimetric/South; 15-54 years – TTvshare% (live only – guests)

# ➔ HIGH COVERAGE



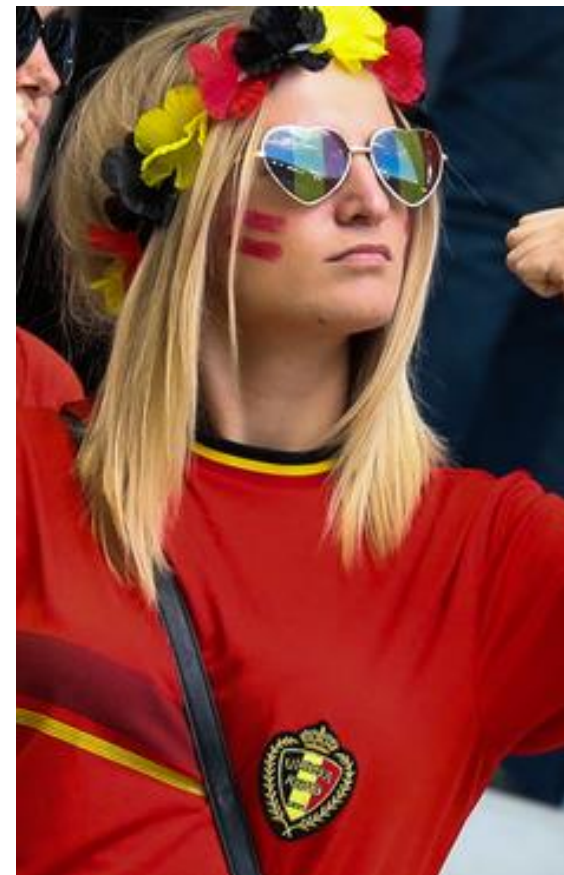
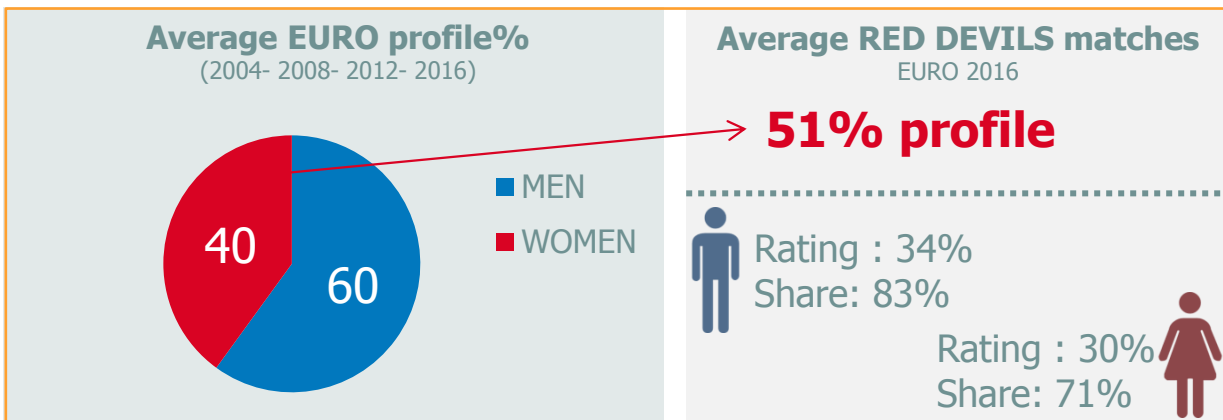
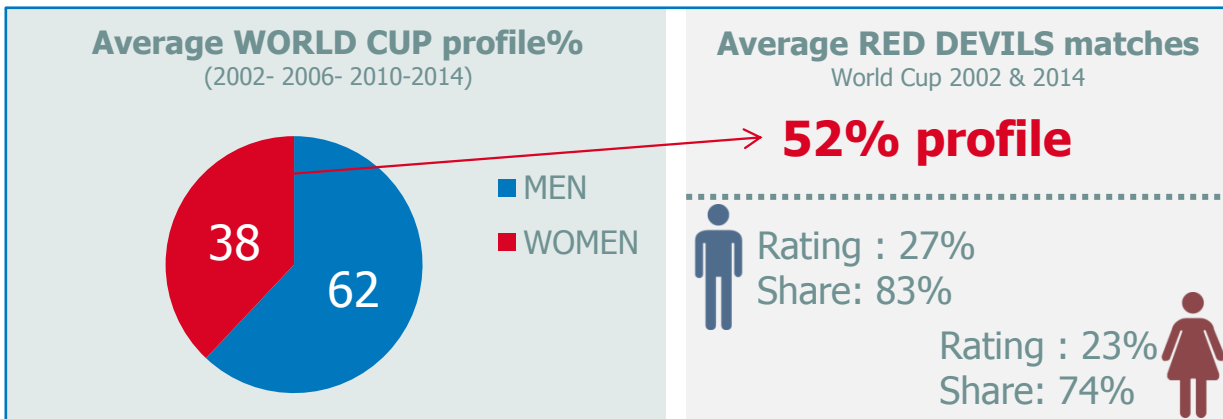
# ➔ EVERYBODY IS INTERESTED

Average rating 4+	EURO	Total Cum. Cov. 4+
313.723		2.207.619
325.797		2.364.555
404.011		2.494.940
558.338		3.625.818

Average rating 4+	WORLD CUP	Total Cum. Cov. 4+
250.120		2.693.970
275.209		2.681.212
280.336		2.751.432
474.367		3.740.615

Source : CIM Audimetrie/South; 4+; rating & cumulated reach 10'cons (live only – guests)

# ⇒ WOMEN LOVE FOOTBALL TOO




# ➔ TOP AUDIENCES

## WORLD CUP

Year	Phase	Country	Rating – 15-54
 2002	1/8	Brasil / Belgium	18%
2006	Final	Italy / France	16%
2010	Final	Netherlands / Spain	20%
 2014	1/8	Belgium / USA	32%

## EURO

Year	Phase	Country	Rating – 15-54
2004	Final	Portugal / Greece	14%
2008	/	France / Italy	16%
2012	Final	Spain / Italy	19%
 2016	/	Belgium / Italy	35%



# ➔ DRESSING ROOM



BEST
<b>RATING 15-54 : 35%</b> EURO 2016 Belgium - Italy
<b>SHARE 15-54 : 87%</b> WORLD CUP 2014 Belgium - USA
<b>AVERAGE RATING 4+</b> EURO 2016 558.338
<b>CUM. COVERAGE 4+</b> WORLD CUP 2014 3.740.615

RECORD
<b>SHARE RTBF (JUNE)</b> JUNE 2016 15-54 : 32%
<b>rtbf.be</b>

➔ SEE YOU IN TWO YEARS





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