

WORLD CUP 2018

Russian story



FIFA WORLD CUP
RUSSIA 2018



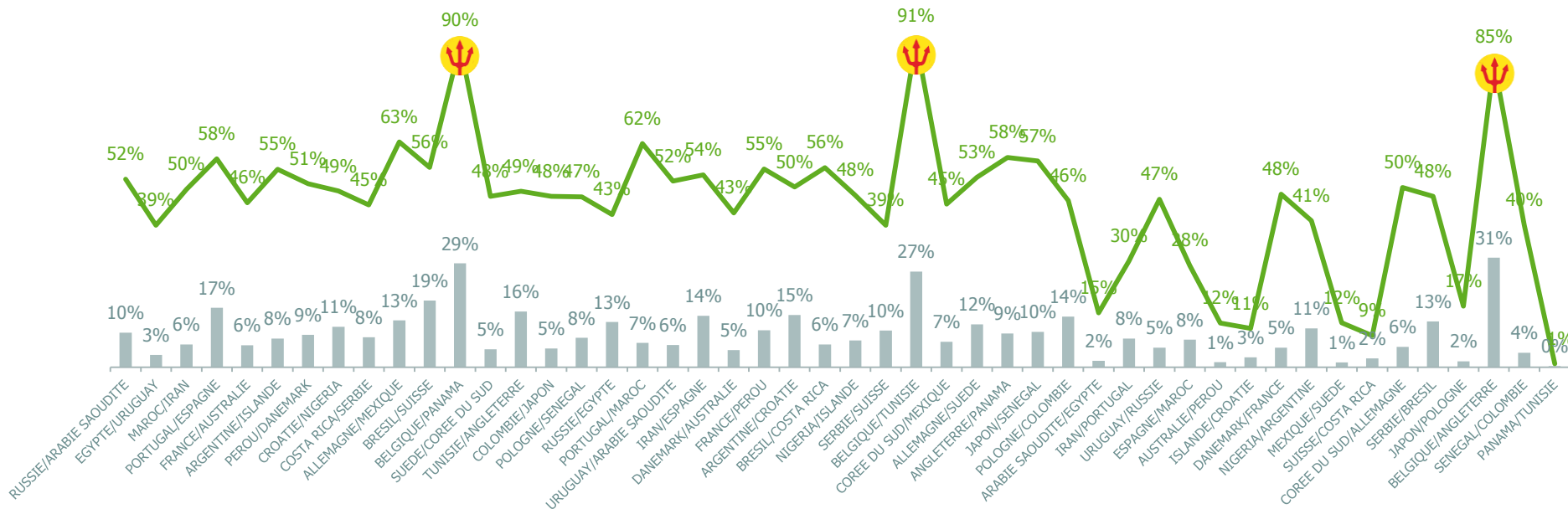
RTBF TV AUDIENCES



MATCH AFTER MATCH ON RTBF TV

Rating & Share – 15-54 years

■ Rating — Share



TV TOP 5 (without Red Devils)



TOP 5	RATING%
BRESIL/SUISSE	19
PORTUGAL/ESPAGNE	17
TUNISIE/ANGLETERRE	16
ARGENTINE/CROATIE	15
IRAN/ESPAGNE	14
Average TOP 5	16

THE DIFFERENT PHASES OF THE COMPETITION

Average rating% 15-54	Average rating% 15-54	Average share% 15-54
1st round	9	47
1/8		
1/4		
1/2		
Final		
Average	9	47

THE GLOBAL AUDIENCE



Cumulated reach
Total viewers

3.557.467 (81%)

MEN, WOMEN AND PRP ?

	Average Rating	Average Rating%	Average Share%	Cum. Coverage%	Average nbr of matches watched
Total viewers	441.004	10	42	81	8,4
15-54	224.057	9	47	80	7,8
Men 18-54	129.119	12	54	85	9,0
Women 18-54	85.327	8	39	76	6,7
PRP 18-54	145.283	10	44	81	8,4



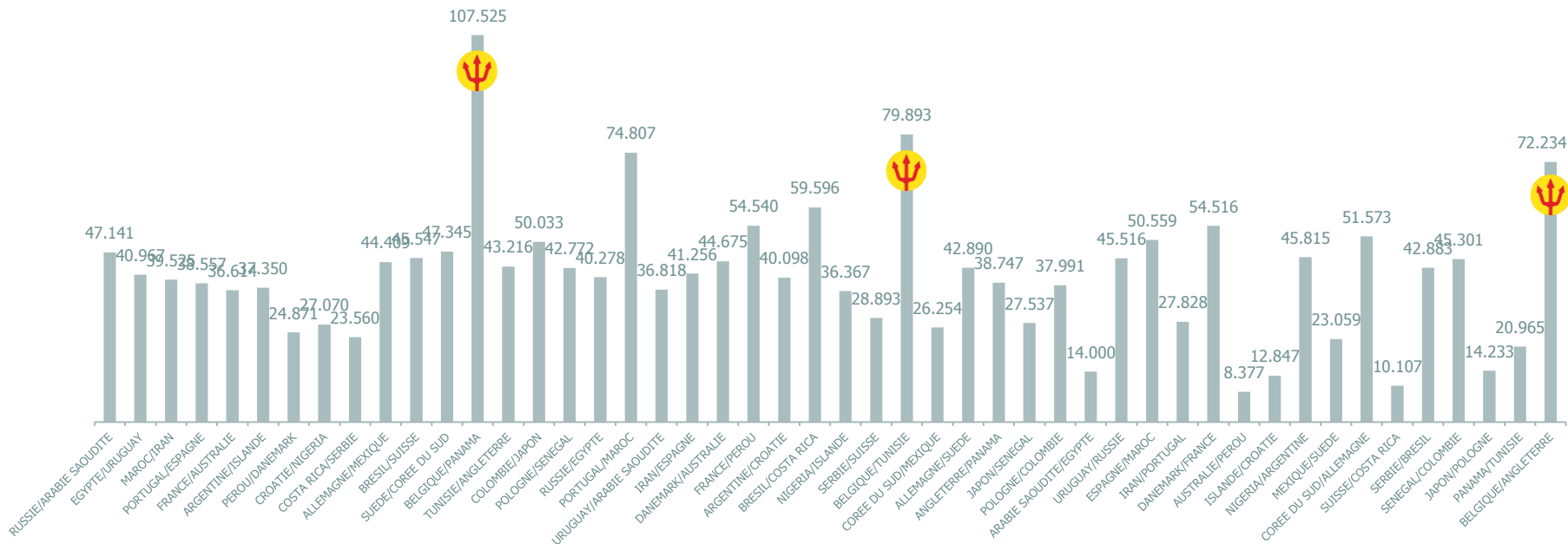
AUVIO REPORT



MATCH AFTER MATCH ON AUVIO

Streaming live Auvio - Unique visitors

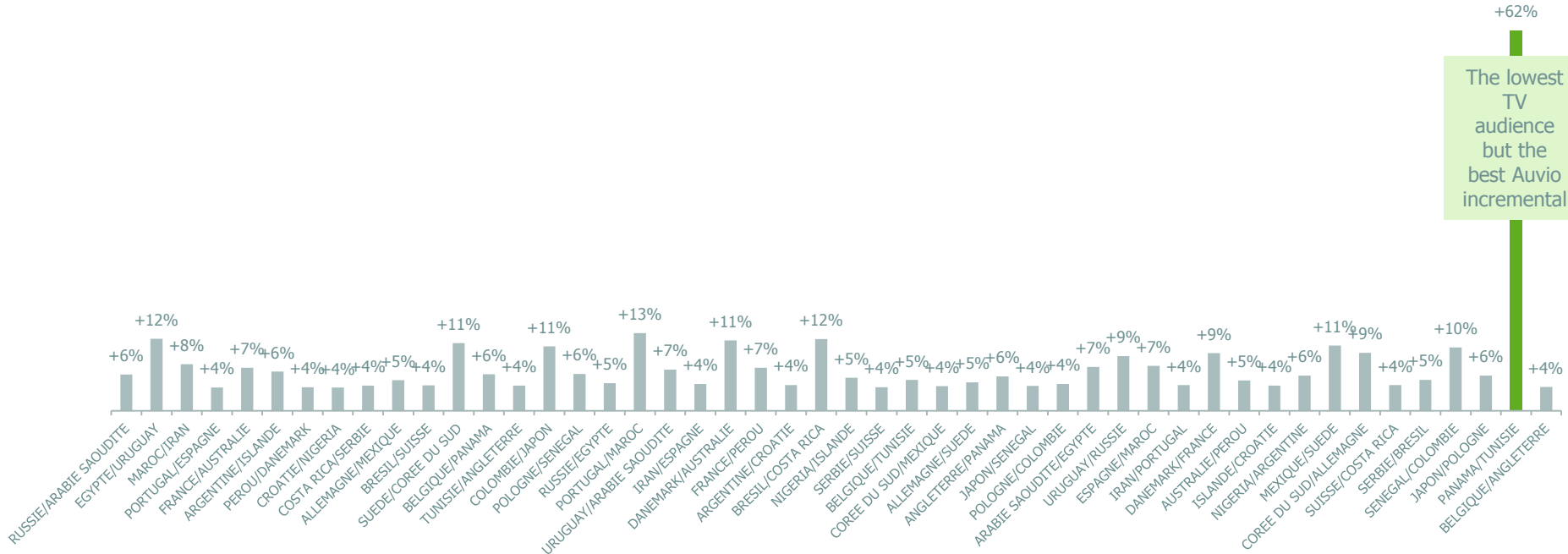
Average: 40.562



AUVIO : INCREMENTAL VS TV

Incremental Auvio – Total viewers

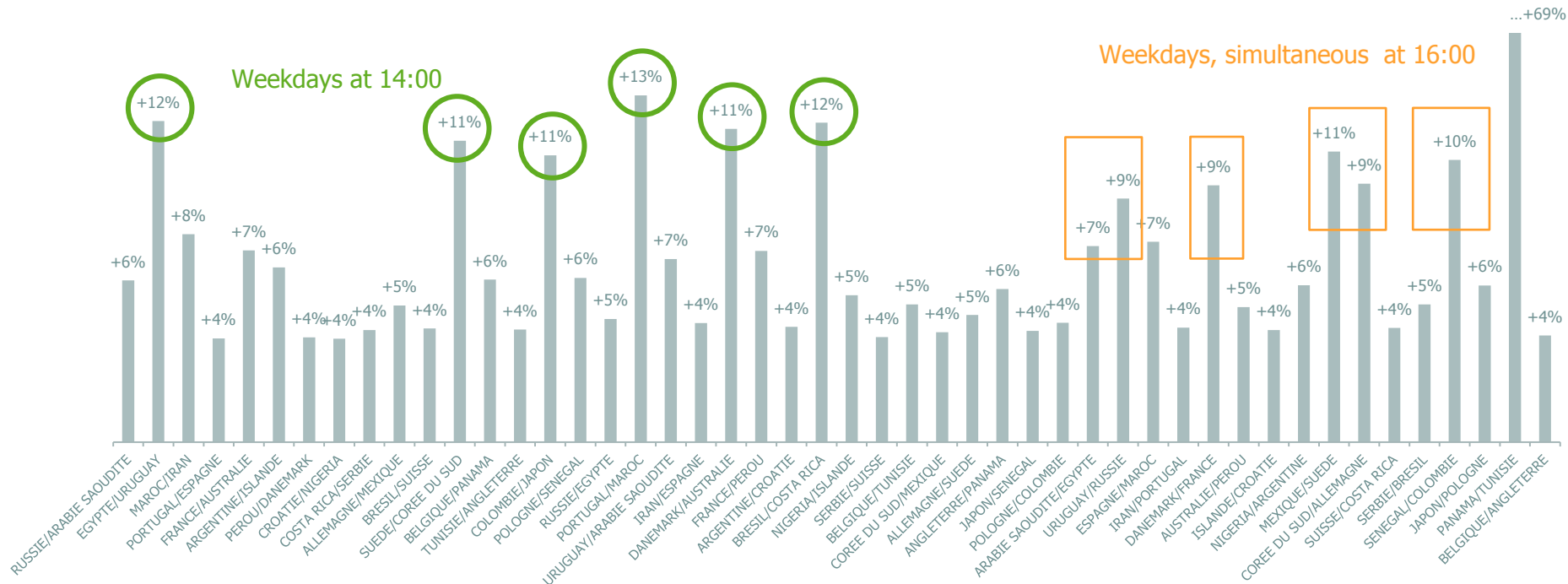
Average incremental +6%



HIGHER INCREMENTAL IN THE AFTERNOON (WEEKDAYS)

Incremental Auvio – Total viewers

Average incremental +6%



HIGHER INCREMENTAL ON MEN & YOUNG PEOPLE

INCREMENTAL VS TV

+9%

MEN

+2%

WOMEN

+16%

18-34

+6%

35-54

+2%

55+

AUVIO TOP 5 (without Red Devils)



TOP 5	Total visitors
PORTUGAL/MAROC	74.807
BRESIL/COSTA RICA	59.596
FRANCE/PEROU	54.540
DANEMARK/FRANCE	54.516
COREE DU SUD/ALLEMAGNE	51.573
Average TOP 5	59.006

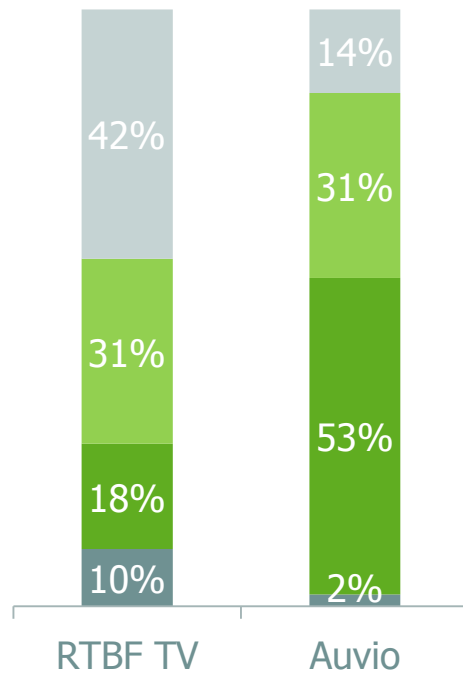
THE DIFFERENT PHASES OF THE COMPETITION

Average unique visitors	Total visitors	18-54
1st round	40.562	34.072
1/8		
1/4		
1/2		
Final		
Average	40.562	34.072

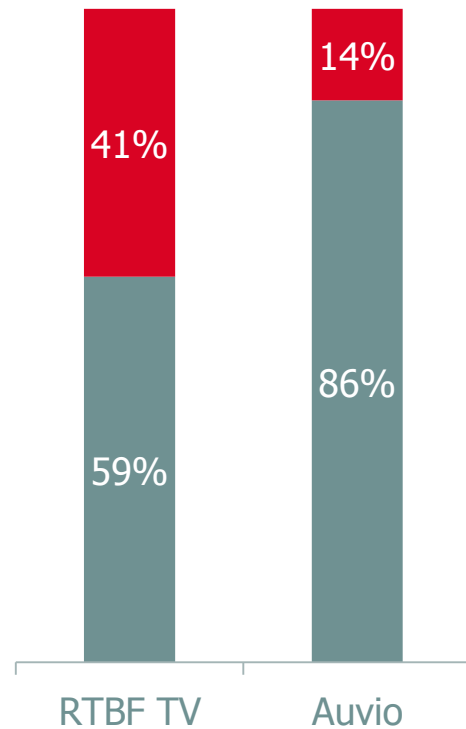
DIGITAL AUDIENCE : MORE MEN & MORE YOUNG PEOPLE



■ -18 ■ 18-34 ■ 35-54 ■ 55+



■ Men ■ Women



A close-up photograph of safety fabric, likely fire-resistant, featuring a complex pattern of red, yellow, and black sections. The fabric has a visible woven texture. A solid green horizontal banner is overlaid across the center of the image, containing the text "RED DEVILS EFFECT" in white, uppercase, sans-serif font. At the bottom of the image, there is a horizontal bar with five colored segments: grey, blue, red, orange, and green.

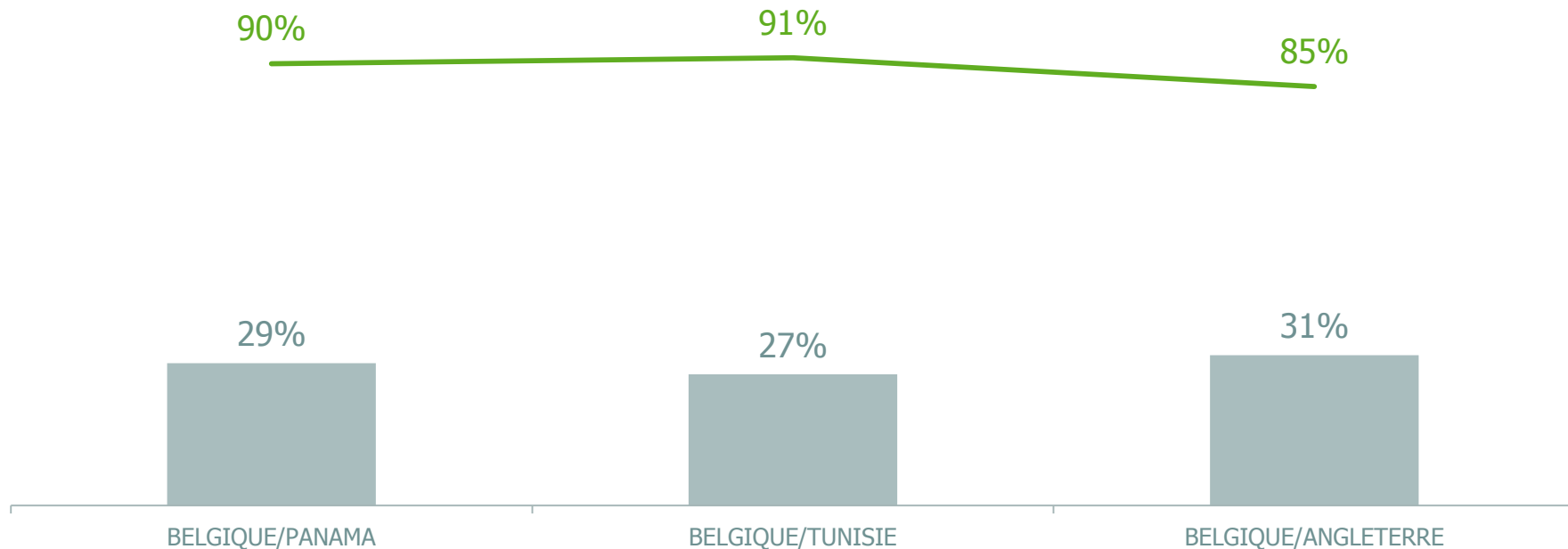
RED DEVILS EFFECT

RED DEVILS : MATCH AFTER MATCH ON RTBF TV

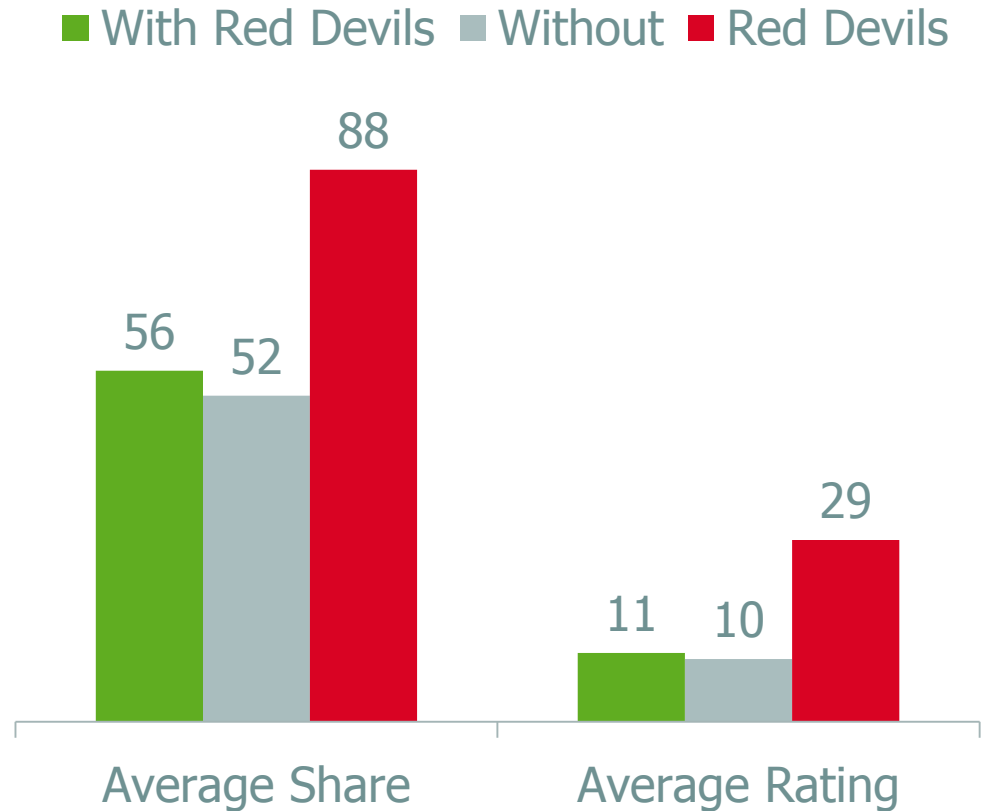
Rating & Share – 15-54 years



Rating Share



RTBF TV : EVERYBODY IN BLACK, YELLOW & RED !



RED DEVILS COVERAGE



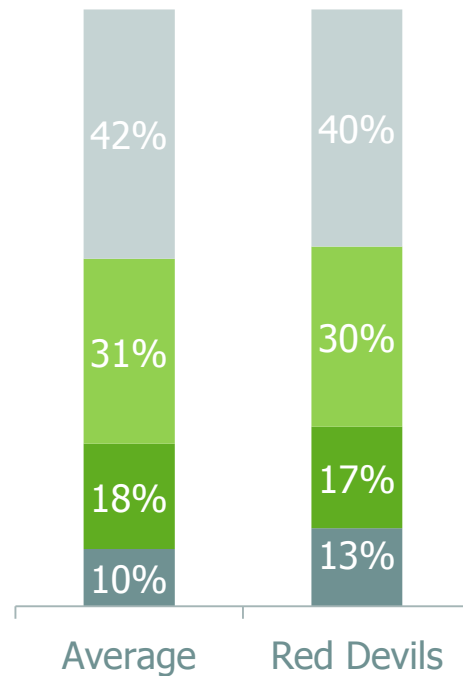
Cumulated reach 10'cons.

4+	61%
15-54	57%
MEN 18-54	62%
WOMEN 18-54	55%
PRP 18-54	60%

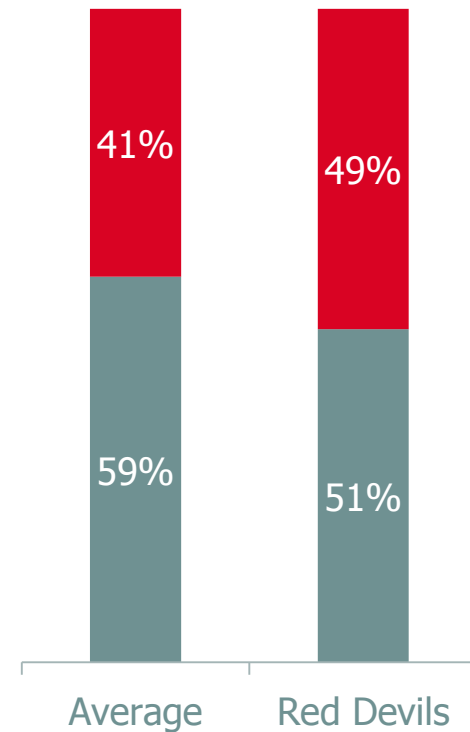
BELGIUM TV AUDIENCE : MORE WOMEN



■ -18 ■ 18-34 ■ 35-54 ■ 55+



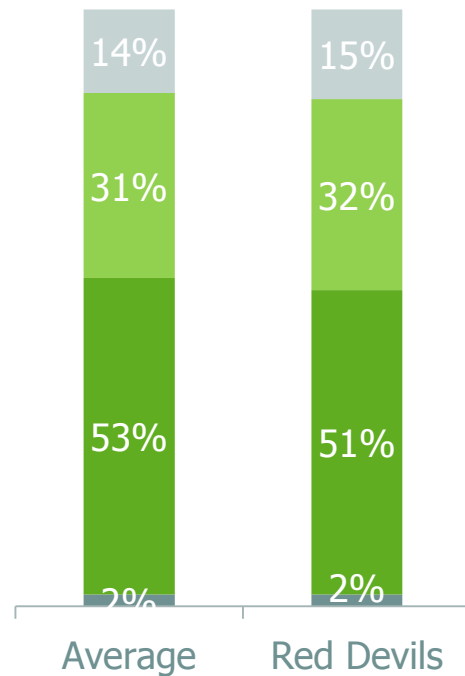
■ Men ■ Women



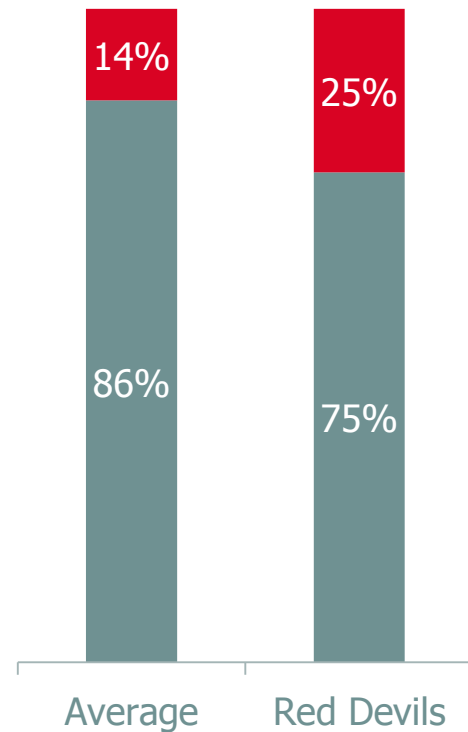
BELGIUM **AUVIO** AUDIENCE : MORE WOMEN



■ -18 ■ 18-34 ■ 35-54 ■ 55+



■ Men ■ Women



RECORDS FOR THE RED DEVILS MATCHES

VS World Cup 2014 & Euro 2016

Best Share
Belgium - Tunisia

94%

MEN 18-54

More women

49%

Average profile



COMPARISON WITH WC 2014



BEST EDITION EVER ?



2014 (first round)

2018 (first round)

Average Rating%

Average Share%

Average Rating%

Average Share%

Total viewers

9,6

36,9

10,1 (+5%)

42,4 (+15%)

15-54

9,6

40,2

9,3

46,6 (+16%)

Men 18-54

11,9

46,5

11,6

53,7 (+15%)



RTBF BOOSTER

RTBF TV : INCREASING TV SHARE



Share La Une + La Deux : 44%

14-28/06 2018 vs June 2017 :
+130%

14-28/06 2018 vs 01-13/06 2018:
+78%

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