

# PRO LEAGUE CONTENT PROGRAMS

Offer Augustus – December 2021



# | Offer 2021



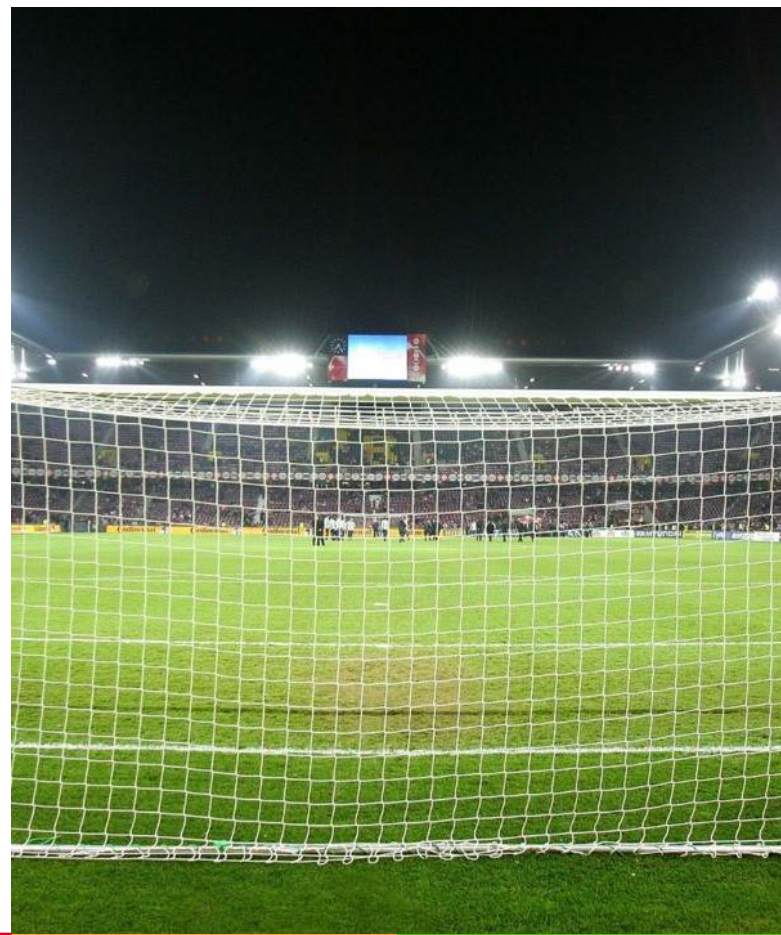
All the news and footages of the Belgian football championship.

- Friday, on La Une, Studio Foot show us the best parts of the Friday game, with players/coach interviews, analysis and week-end's schedule
- Saturday, on La Une, Studio Foot analyses the night's games with consultants and guests.
- Sunday, around eleven pm, on La Une, a special edition with footages of all week-end games.
- Monday, on Tipik, « La Tribune » get back on the highlight of the last championship days. Benjamin Deceuninck backed up with journalist and Belgian championship actors analyze the different games with a sharp eye and without political speak. A moment for all the fans to try to understand the coach choices, game tactics, referee decisions, ...
- Wednesday/Thursday, on Tipik, when games are played Wednesday or Thursday night, a special edition with news and footages.
- Studio Foot, a TV program showing the expertise of the RTBF's football sports department.

# VIDEO Broadcast

By championship weeks :

- Friday night :
  - « Studio foot match avancé » after 11 pm on La Une (based on 13 programs)
- Saturday night :
  - « Studio Foot » at 11 pm on La Une (based on 20 programs)
  - Rebroadcast on Sunday after 10 am on La Une (based on 14 programs)
- Sunday evening :
  - « Studio foot (week-end) after 11 pm on La Une (Based on 17 programs)
- Monday evening :
  - « La tribune » at 8:30 pm on Tipik (based on 16 programs)
- 3 weeks championship must be played on Tuesday/Wednesday/Thursday, so 3 programs « Studio Foot spécial »
  - Tuesdays/Wednesday/Thursday night at 10:45 pm



# VIDEO Duo Sponsoring offer\*

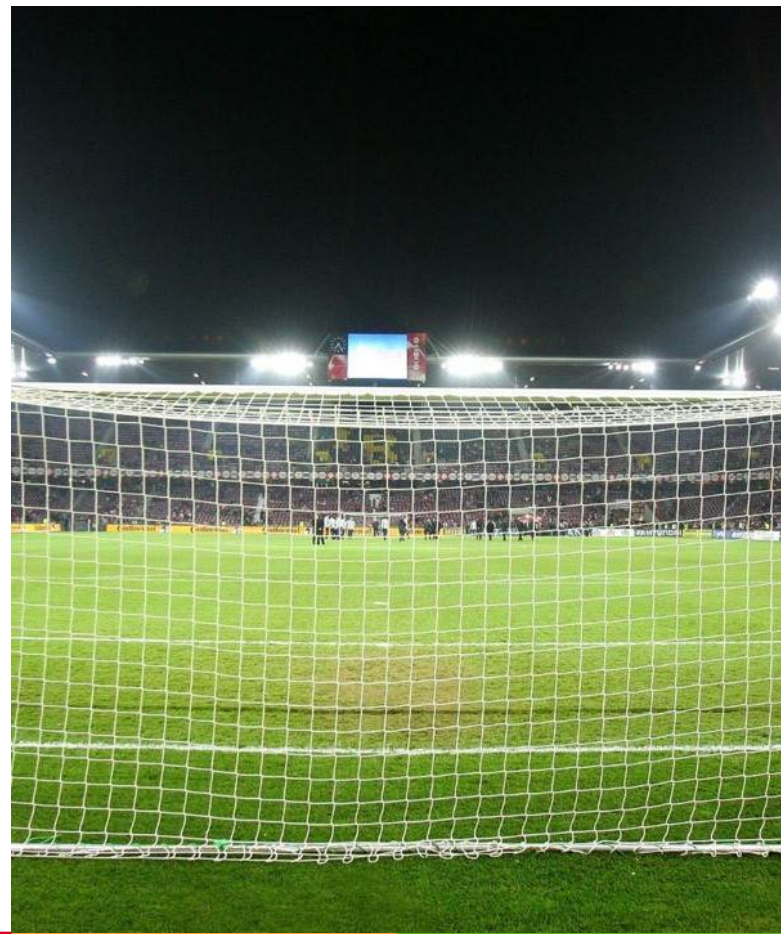
## COUNTERPARTS

### Duo sponsoring Billboards :

- Studio Foot – Friday :
  - 2 billboards/sponsor broadcasted before (1/sponsor) and after (1/sponsor) each program → **total 26 billboards/sponsor**
- Studio Foot – Saturday :
  - 2 billboards/sponsor broadcasted before (1/sponsor) and after (1/sponsor) each program and 1 billboard around the tv advertising during the program → **total 60 billboards/sponsor + 42 billboards/sponsor on rebroadcast**
- Studio Foot – Sunday :
  - 2 billboards/sponsor broadcasted before (1/sponsor) and after (1/sponsor) each program → **total 34 billboards/sponsor**
- La Tribune - Monday :
  - 2 billboards/sponsor broadcasted before (1/sponsor) and after (1/sponsor) each program and 1 billboard around the tv advertising during the program → **total 48 billboards/sponsor**
- Studio Foot – special Tuesday/Wednesday/Thursday :
  - 2 billboards/sponsor broadcasted before (1/sponsor) and after (1/sponsor) each program → **6 billboards/sponsor**

Offer subject to change. (version of 19/03/2021)

\* the 2 sponsors signed together with a 5 seconds billboard.



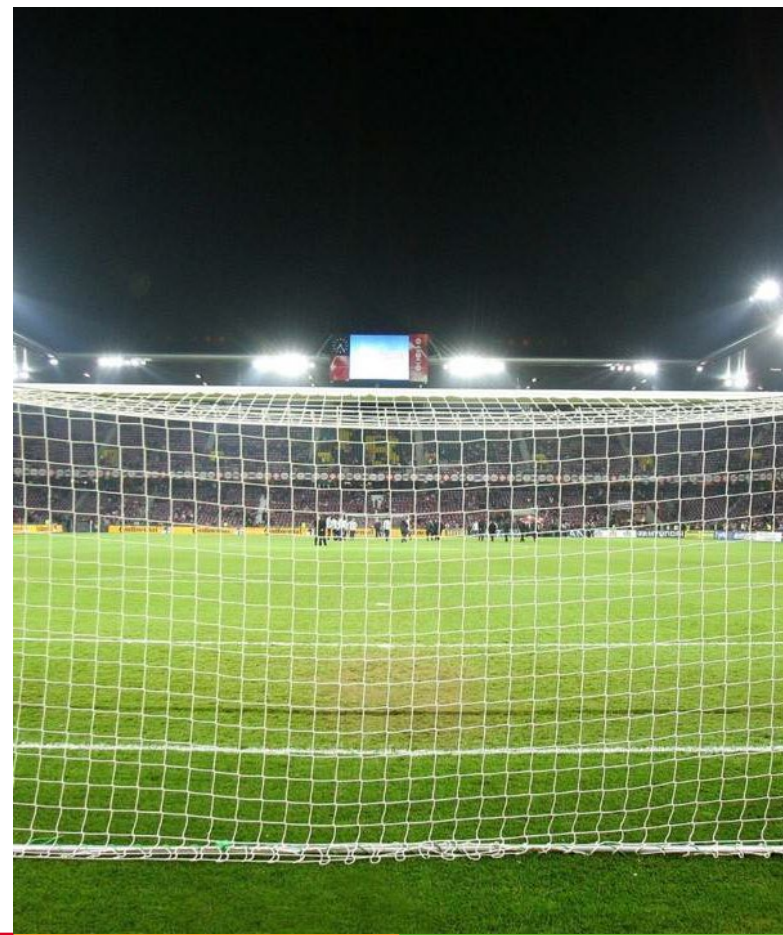
# VIDEO Duo Sponsoring offer\*



## COUNTERPARTS

### Duo sponsoring trailers

- 20 trailers (September)
  - 5 prime on La Une and 15 Prime on Tipik → **20 trailers/sponsor**



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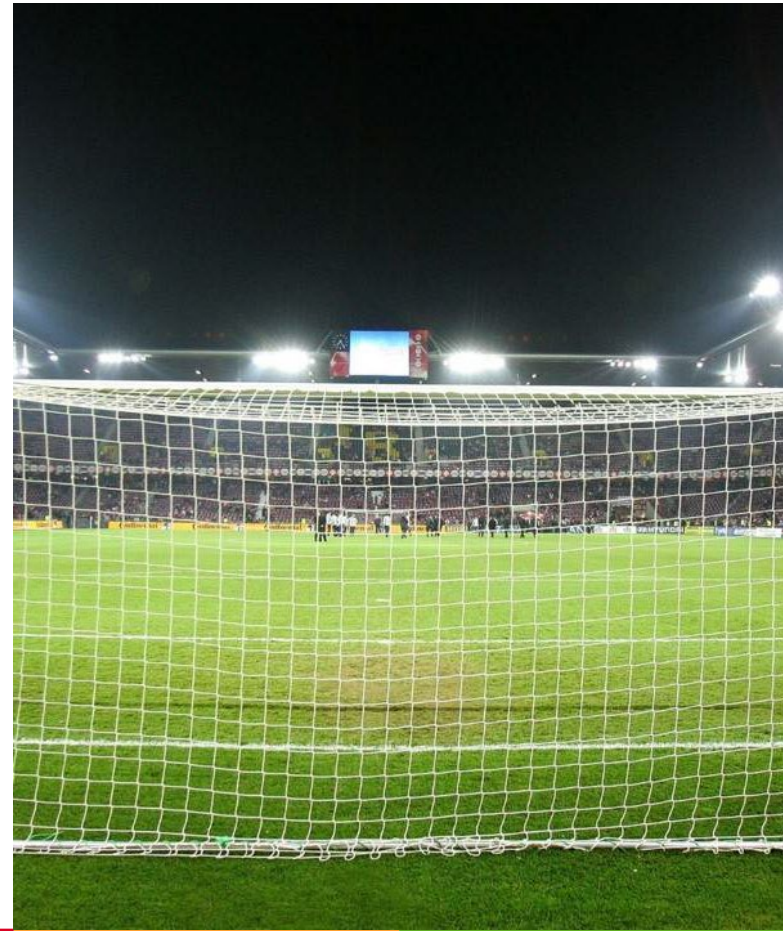
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# VIDEO Sponsoring offer

## COUNTERPARTS

2 packs with :

- 450.000 imps est. **Instream Video Roll** on Studio Foot and La Tribune videos / pack



# AUDIO Duo Sponsoring offer\*



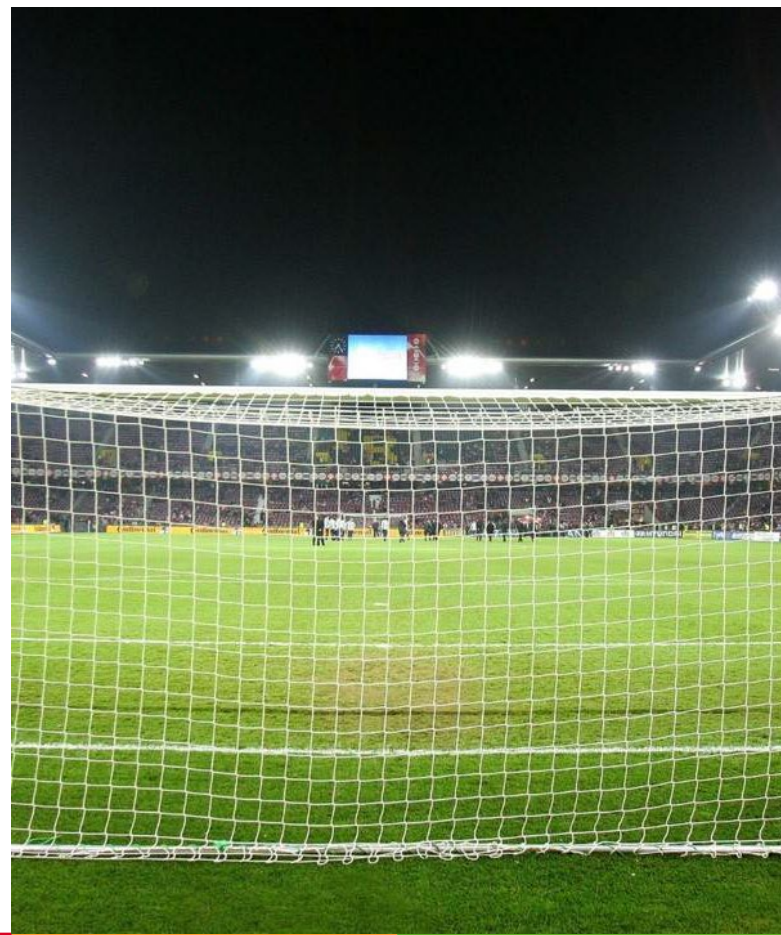
## COUNTERPARTS

### Duo sponsoring billboards

- Friday : VivaSport : Live (7pm-11pm) :
  - 3 billboards/program
- Saturday : VivaSport : Live (6pm-11pm) :
  - 3 billboards/program
- Sunday :
  - VivaSport : Live (2pm-8pm) : 3 billboards/program
  - Complètement Foot (8pm-11pm) : 2 billboards/program
- Duo sponsoring trailers :
- 15 trailers/week

Offer subject to change. (version of 19/03/2021)

\* the 2 sponsors signed together with a 5 seconds billboard.



# Gross budget



GROSS BUDGET EXCL VAT

AUGUSTUS – DECEMBER 2021

144.200,- €



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