



SEASON 9





THE VOICE 9

9th season for The Voice Belgium, the show that discovers Belgian talent with a golden voice.

16 shows divided into 6 blinds, 4 duels and 6 lives.

Who will succeed the successes of Roberto Bellarosa (S1), David Madi (S2), Laurent Pagna (S3), Florent Brack (S4), Laura Cartesiani (S5), Théophile Rénier (S6), Valentine Brognon (S7) and Charlotte Foret (S8) (Charles)? And who will become a star like Lubiana Kapaou, Loic Nottet, Alice Dutoit (Alice on the roof), Elie Delvaux (Blanche)!



BROADCAST

- Channel : La Une
- Broadcast : Tuesday around 8:20pm
- When : 29th of December until 13th of April
- Shows : 6 Blinds, 4 Duels et 6 Lives



MAIN OFFER

SPONSORING (16 shows) - MAIN OFFER (3 packs)

Billboard max 5" – La Une	2 billboards/broadcast Total : 32 billboards
Crawler max 5" – La Une	1 crawler/broadcast Total : 16 crawlers
Trailer with Billboard max 5" – La Une	1 trailer prime + 4 trailers off prime/week Total : 80 trailers
Digital - Pack Overlay, Ad In-Stream, Medium Rectangle Responsive, RTO & In Read The Voice	SOV : 20% Total : 480.000 impressions

GROSS BUDGET : 223.340 € (Excl. VAT)

MEDIA PROPOSITION NETTO : 167.500 € (Excl. VAT)



> COUNTERPARTS EXAMPLES



OPTION : PRODUCT PLACEMENT



DEADLINES :

Foyer (Blinds + Duels + Lives) : 12/10/2020

Car (Blinds + Duels + Lives) : 12/10/2020

Workshop (Duels) : 16/11/2020

Clothes (Duels + Lives) : 16/11/2020

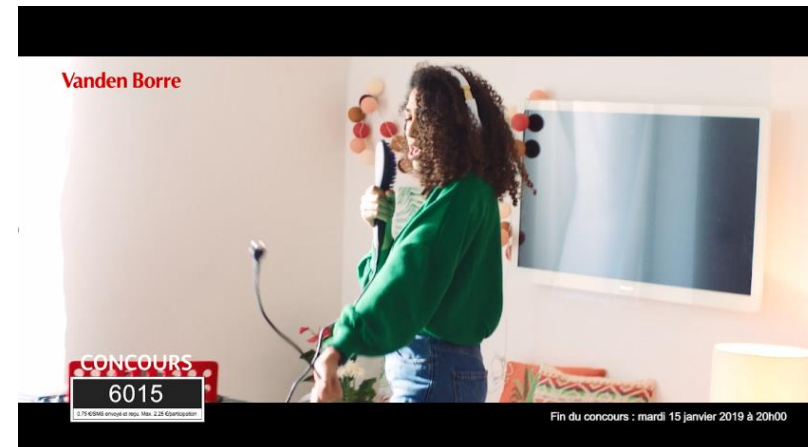
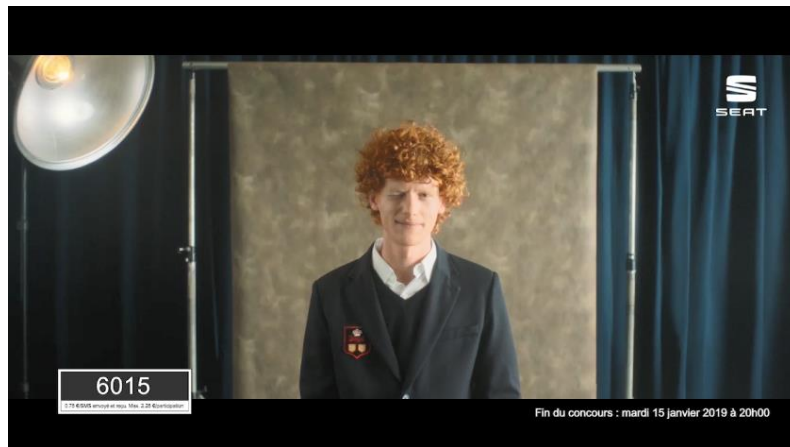


Product Placement – La Une

Total : 1m30" → Dispatched on the 16 shows

ON DEMAND

OPTION : CONTEST

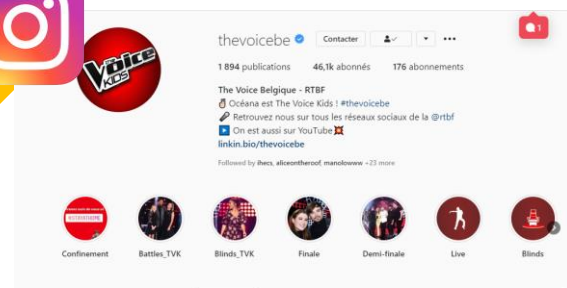


Spot Contest – La Une

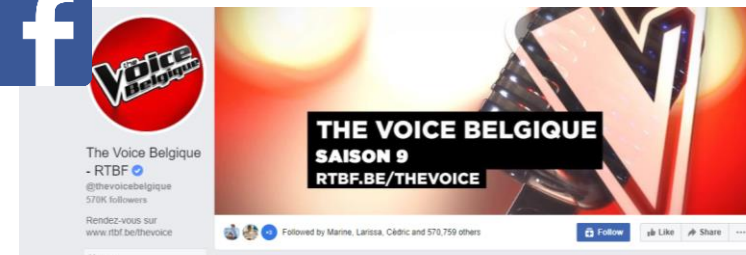
2 spots/broadcast
Total : 32 spots

ON DEMAND

OPTION : SOCIAL NETWORKS



The Voice Belgique



> SOCIAL NETWORKS : AUDIENCE



245K
AVERAGE VIDEO
VIEWS

227
AVERAGE POST
COMMENTS



46K
FOLLOWERS

4,89%
ENGAGEMENT RATE



330K
PAGE LIKES

570K
FOLLOWERS

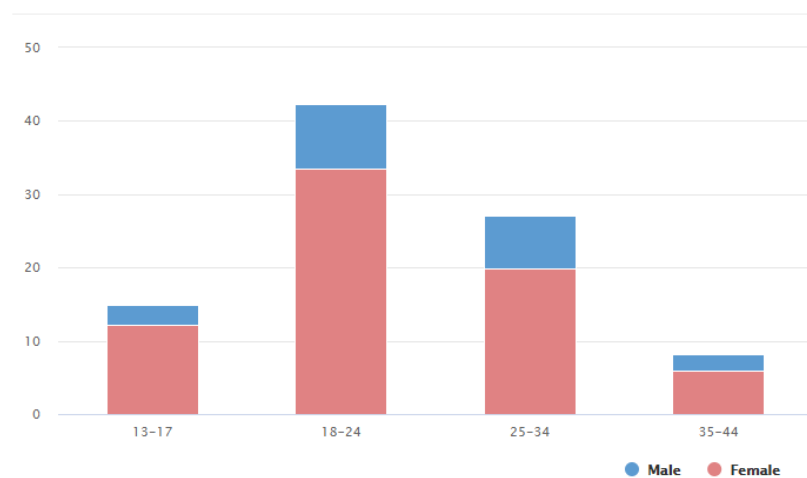
2,2K
AVERAGE POST
LIKES

25,8K
AVERAGE VIDEO
VIEWS

475
AVERAGE POST
LIKES

53
AVERAGE POST
COMMENTS

AGE PER GENDER



EVALUATIONS

TARGET : PRA 18-54	MAIN OFFER	MAIN OFFER + PRODUCT PLACEMENT	MAIN OFFER + CONTEST	OFFER + PRODUCT PLACEMENT + CONTEST
# INSERTIONS Main offer : BB + Crawlers + Trailers Product Placement Contest : Spots	128	144	160	176
GRP%	442,2	600,1	758,1	916,0
COVERAGE%	59,1	63,6	63,6	66,8
COVERAGE#	851.951	916.077	916.077	961.880
OTS	7,5	9,4	11,9	13,7
CONTACTS	6.368.820	8.643.966	10.919.113	13.194.260

SECTORS EXAMPLES



01

MOBILITY



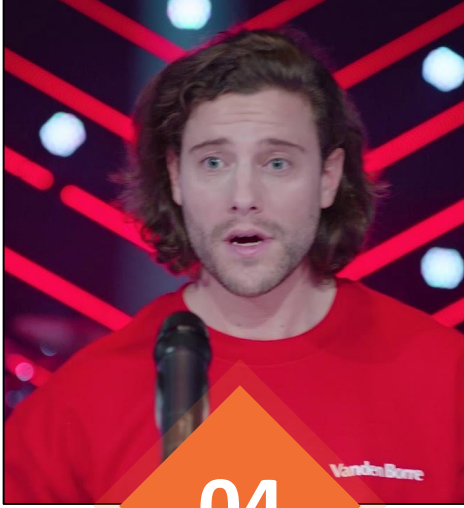
02

BEAUTY



03

ENTERTAINEMENT



04

ELECTRONIC DEVICES

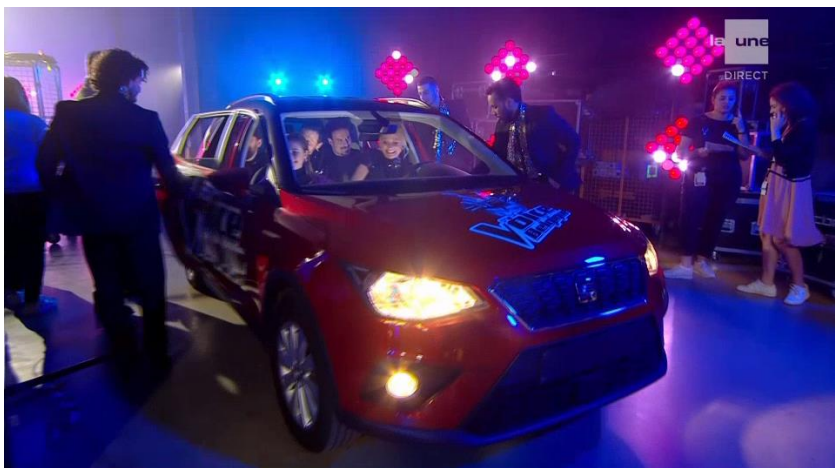
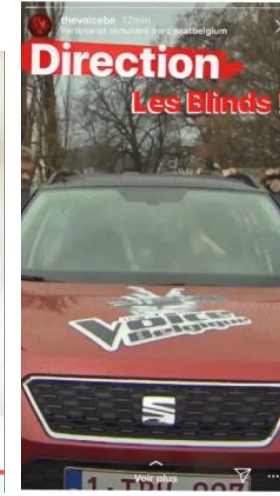


05

FASHION



MOBILITY SECTOR





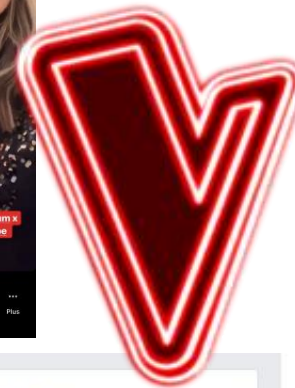
BEAUTY SECTOR



Fan de The Voice



CLIQUEZ ICI
ET PROFITEZ
DES CONSEILS
D'EXPERTS
PLANET PARFUM





ENTERTAINEMENT SECTOR



◆ ELECTRONIC DEVICES SECTOR

thevoicebe 11h
Paid partnership with vandenborre

CONCOURS

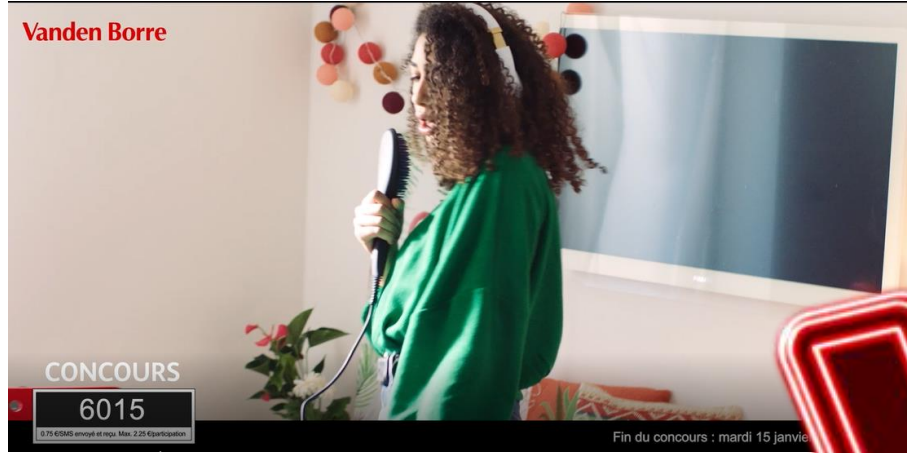
Vanden Borre
la confiance



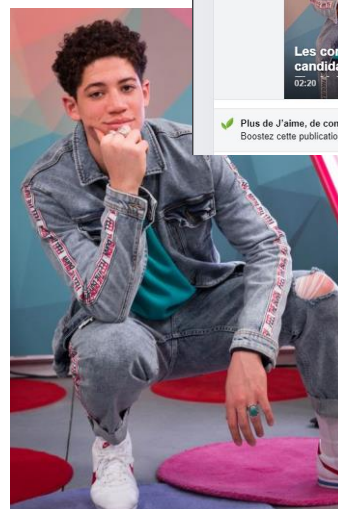
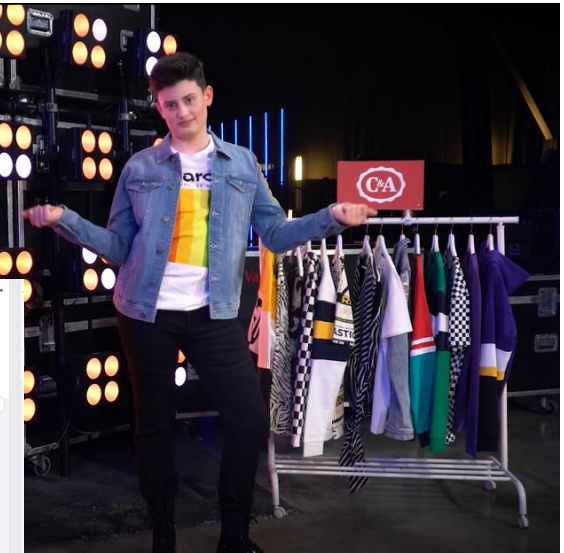
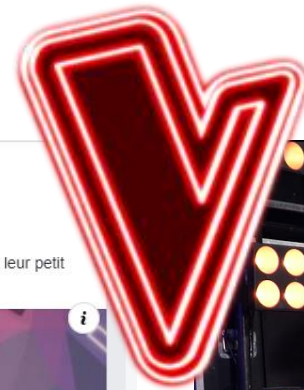
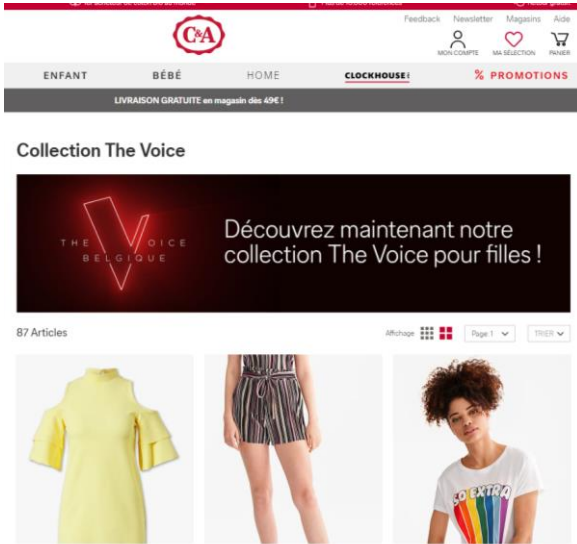
REMPORTE
CETTE
IMPRIMANTE
POUR
SMARTPHONE

SWIPE UP

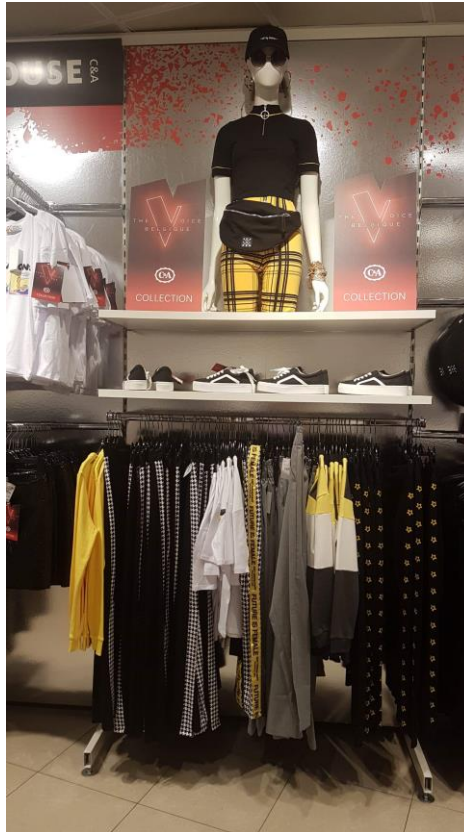
See More



FASHION SECTOR



OPTION : LICENSING FEE



Licensing Fee – The Voice

Lenght : Until 3 months after the end of The Voice (TBC)

BUDGET NETTO NETTO : 20.000 € Excl. VAT



LET'S SING TOGETHER

