



DIGITAL RATECARD

ATV 2026 Q2

New Tariffs Effective May 11, 2026



ATV

net price / Classical Campaign

INSERTION ORDERS

Addressable TV

rtbf
La une

AB3

rtbf
TIP!K

ABX

€ **65** CPM

- ✓ National advertiser
- ✓ 1 segment included
- ✓ Length of spot is : 20'' or 30''

"Don't compromise on quality, go for our RON"

For each extra segment

+5€

€ **80** CPM

CUSTOM SEGMENT

Setting fees

+1250€

150€ per additional creation (if >5)

+25%
Cobranding

+20%
Citation

+500€
Geofencing /Geoboost

Campaign duration : min 3 weeks

Recommended spot lengths : 20''

Reach Max

INSERTION ORDERS

Unlock **incremental reach** by engaging **BVOD non-exposed audiences** on large screens

Step 1

Online Video campaign
(min 2 weeks)

BVOD

rtbf
o aúdio

HBO
max

Step 2

ATV campaign
(min 4 weeks)

Addressable TV

rtbf
La une

AB3

rtbf
TIP!K

ABX

€ **22k**
estimated

- ✓ 360k est. impressions
- ✓ OLV campaign + ATV campaign on OLV non-exposed
- ✓ Minimum 2 weeks in-between step 1 & 2
- ✓ Only in IO
- ✓ Spot length : 20''

Empowered Video

INSERTION ORDERS

Maximize impact by targeting audiences across OLV and ATV

ATV campaign
(min 4 weeks campaign)

ATV

rtbf
La une

AB3

rtbf
TIP!K

ABX

Online Video campaign
(min 4 weeks)

BVOD

rtbf
oàudio

€ **55 CPM**

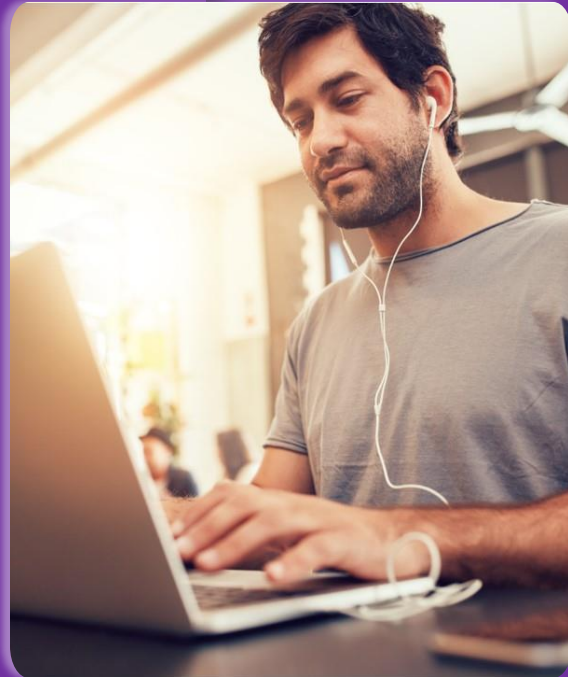
Net price

- ✓ Min. 33% ATV impressions
- ✓ Min. 33% BVOD impressions
- ✓ 100% on target impressions

- ✓ Only in IO
- ✓ Spot length : 20''

TECH SPECS

VIDEO IN-STREAM



5 DAYS
BEFORE LIVE

Time Limit

Please check your order form

Bumper : 6"

Base : 20"

Max : 30"

Size Limit

7 mb

Format

.mp4

Codec

H.264

Audio Level

-23dB LUFS (R128)

Frame Rate

Min 15/sec

Max 25/sec

Dimensions

720x360 (360p)

1280x720 (720p)

1920x1080 (1080p)

VAST / IMP Tracker & Click command

Allowed

VPAID

Not allowed (and must be deactivated behind vast tag) even for programmatic

URL

Supply a click-through URL in a .txt file along with the MP4 asset

ALL MATERIALS SHOULD BE SENT TO <https://digital-delivery.rmb.be/>



ATV

Time Limit Please check your order form	Recommended : 20" Max : 30"
Size Limit	X? mb
Format	X?
Codec	D-MAT HD : https://thinkvia.be/fr/d-mat/
Frame Rate	25/sec in progressive mode 50/sec in interlaced mode, top field first
Dimensions	1920x1080 (1080p)
Audio Level	-23dB LUFS (R128)
Sample rate	48 khz
Quantization	16 bits
Channels	Stereo
Phase	Audio must be in phase for at least 50% of the duration of the ad
Loudness	Program Loudness: subjective sound level integrated over 2 time periods - momentary: M (0.4 sec floating window) : maximum -15 db LUFS - integrated: I (entire program) : maximum -23 db LUFS Loudness Range: variation of subjective sound level: free
Max. True Peak Level	electrical technical level: maximum -1 db TP



5 DAYS
BEFORE LIVE

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