

# La génération dorée

## Doc Red Devils

Video

SPORT

Offer 2026



# Concept

## The hidden side of the adored generation !

Rodrigo Beenkens, the legendary commentator for the Red Devils, experienced that golden generation from the inside.

He is a voice, a memory, a privileged witness. Between 2014 and 2018, at every match, he recorded the behind-the-scenes stories, emotions and secrets of the national team in a small green notebook.

**Today, for the first time, he is opening that notebook.**

This documentary is not merely a look back at the Red Devils' exploits. It is an unprecedented glimpse behind the scenes, thanks to Rodrigo's green notebook.

A unique document, packed with confidences, analyses, tensions and hidden truths.

It also features international figures such as Mourinho, Didier Deschamps, Bixente Lizarazu and Zinedine Zidane

### Broadcast

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- Documentary
- Format : 70 minutes
- Sunday at 8.20 pm
- 7<sup>th</sup> of June



# Media offer

Partner offer | DUO SPONSORING (max 2 sponsors)

## Broadcast

Media : La Une + AUVIO / 07 June, / 20:20

### TV



TV Billboard max 5"

4 billboards

TV Trailers with Billboard max 5"

10 trailers

### Digital



Ad In-Stream

25,000 imps

Media Value : 8.1136 € gross

**Budget proposal : 6.000 € NETTO NETTO**

# Marketing evaluations

MARKETING TERMS	18-44	4+	PRP+KIDS	PRA 18-54
GRP	14,7	43,3	16,4	23,6
COV%	10,5%	20,2%	11,4%	14,9%
OTS	1,4	2,1	1,4	1,6
INDIVIDUALS	171.105	910.844	90.273	243.091
CONTACTS	239.645	1.954.437	129.993	385.584

CIM RAM, Wave mediaplanning,

**Want to know more?  
Get in touch**

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