

Fort Boyard

Vidéo

Divertissement

Offer 2025



TIPIK brings you the 2nd 100% Belgian edition of Fort Boyard!

Are the Belgians the bravest people in Gaul? That's what we're going to find out!

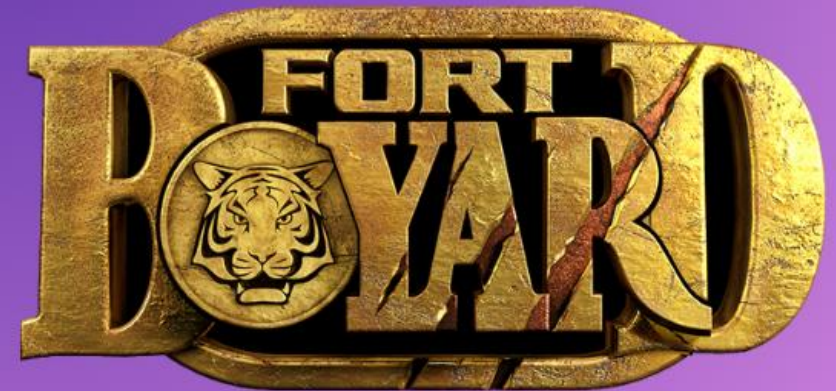
Fort Boyard opens its doors to Belgian personalities for an exceptional season. Over the course of six evening events, they'll face a series of incredible challenges in the cells of the Fort. Olivier Minne will be in charge of the presentation and will accompany our candidates in the race to the Boyards. All donations will go to Viva for Life.

Teams and personalities are still in discussion (TBC).

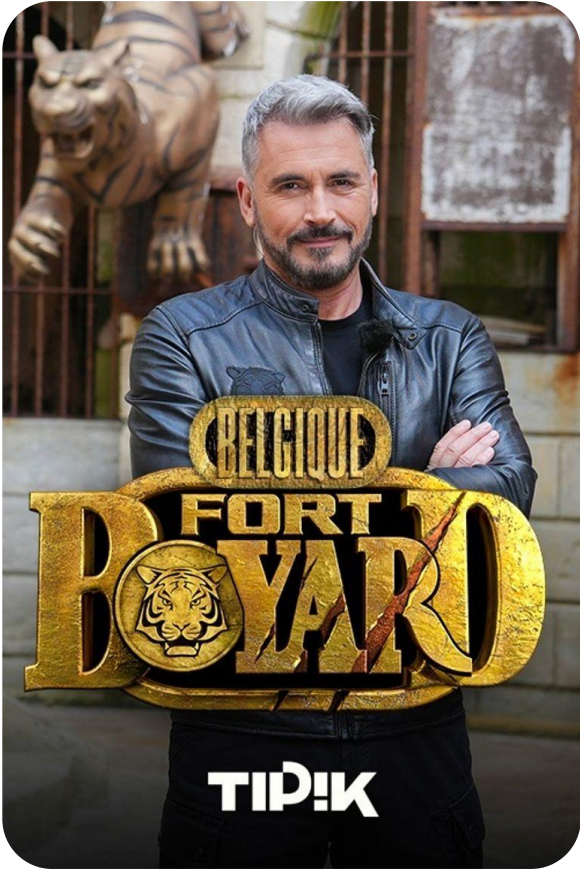
Broadcast

- Media : TIPIK + AUVIO
- Timetable : Sunday at 8.10 pm
- Number : 6 episodes of 80 min
- Period : 30 November 2025 to 4 January 2026 (6 WEEKS)
- Production : 25, 26 & 27 May 2025

TIPIK

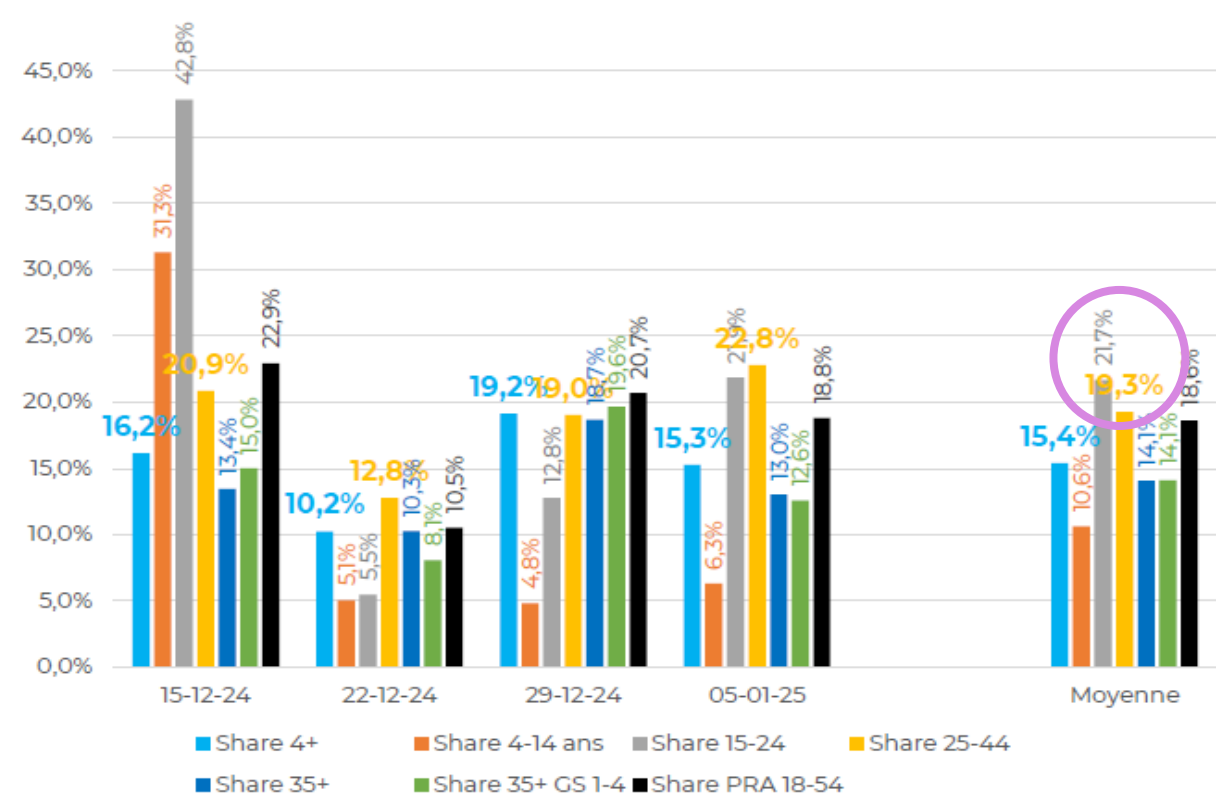


Back to season 1



Back to season 1

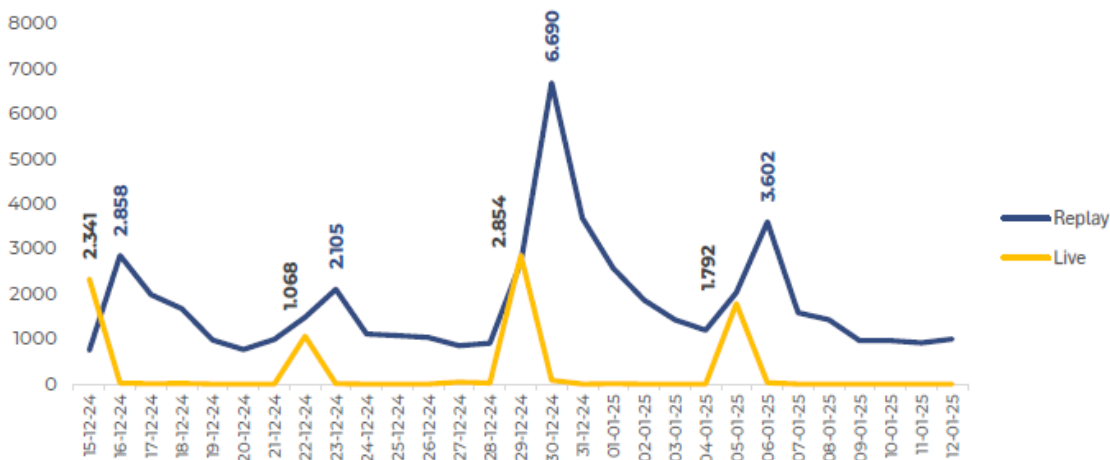
✓ Reaches more young people



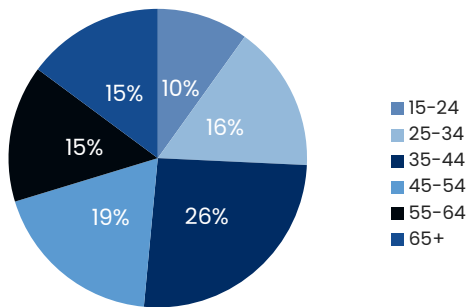
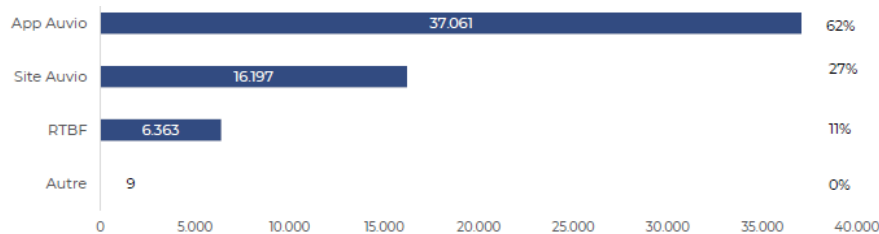
Source : CIM TV/South/Live + 0

Back to season 1

✓ 16.864 total visions



Source : CIM TV/South/Live + 0



Fan recruitment

For this 2nd season, we're looking for Fort Boyard fans to accompany the celebrities: it's "Objective Fort Boyard".

We'll be selecting a total of 6 winners (1 winner per show) via various tests :

- **"Cold-blooded" test:** to test the contestant's ability to remain calm and interact positively with animals. The candidate must carry out a task while remaining relaxed, with simple instructions to ensure animal welfare and the safety of all.
- **"Vertigo" test:** to assess stress management and the ability to cope with heights and instability. The candidate must cross or complete a mission on this structure, with a safety system
- **"Endurance" test:** to measure candidates' physical and mental stamina. Timing and qualitative observation (motivation, perseverance) during a series of linked activities.



Media offer

DUO SPONSORING | Max 2 sponsors

Broadcast

23 November to 28 december 2025 (6 WEEKS)

- Timetable : Sunday at 8.10 pm
- Number : 6 episodes (80 min)
- Production : 25, 26 & 27 May 2025

TV		Digital	
Billboards max 5" - 3 / program	18 Billboards	Digital Video (Pre/mid/postroll)	150.000 imps
Trailer TV (+ billboard max 5") - 5 / week	30 Trailers		

MEDIA VALUE VAT excl. : 22.000€

Marketing evaluations



MARKETING TERMS	PRA	15-35	25-54	18-54
GRP	60	42	50	51
COV%	27,3 %	19,7 %	23,8 %	23,1 %
OTS	2,2	2,1	2,1	2,2
INDIVIDUALS	437.945	230.143	283.221	514.642
CONTACTS	952.516	490.660	595.002	1.113.944

Product placement

Broadcast

30 November 2025 to 4 January 2026 (6 WEEKS)

TV



Product placement – min 30” / show

180” of product placement
in total

As we recruit 6 quidame people to take part in the Fort Boyard season shows, we're looking for a partner with the ability to carry out the various challenges :

- “Cold-blooded” test
- “Vertigo” test:
- “Endurance” test

The rental or endowment contribution will be deducted from the media value.

MEDIA VALUE VAT excl. : 21.250€

Want to know more? Get in touch

sales@rmb.be

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