lenclis

Social

Entertainment

Offer 2026

NEW GEN

rtbf TARMAC



- Info & Society
- Music
- Entertainment & Fiction
- Sport

SPIT



Entertainment

rtbf auvio KIDS TV

3-12
Kids

15-25
Urban culture

rtbf IXPÉ



Gaming & Esport

15-35
Gaming culture
(New gen and young adults)

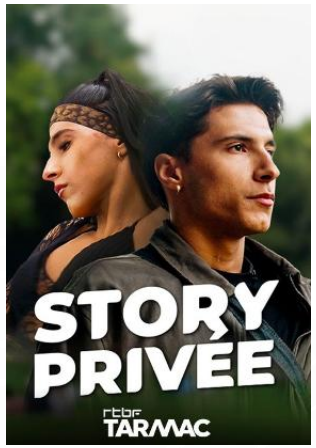
2026

SHOWS


TARMAC EN FESTIVAL
TARMAC


MATCH CLUB
rtbf TARMAC

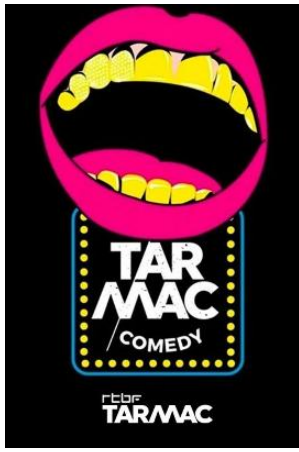

C'EST QUOI LES BAILS?
GOSSIPS ET ACTU
MAXI
FK
rtbf TARMAC


STORY PRIVÉE
rtbf TARMAC

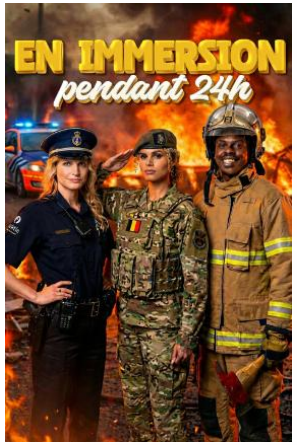

IZI NEWS
rtbf TARMAC


PLAY GROUND
rtbf TARMAC


LA CLASSE AU MICRO
DE L'ÉCOLE À LA RADIO
rtbf TARMAC


TAR MAC
COMEDY
rtbf TARMAC


LE PODCAST DES CONFESSIONS
J'ai déjà !
rtbf TARMAC


EN IMMERSION
pendant 24h

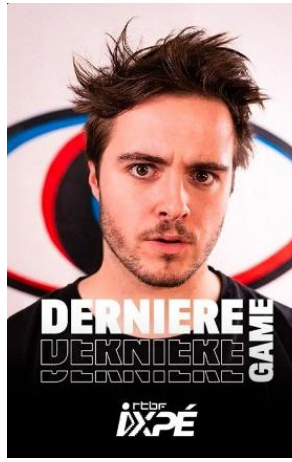

LES
FAKY DOR!
LE CLASH DES CLASSES !


ON N'EST PAS DES
IENCLI
IXPÉ


ACTUS IXPÉ
IXPÉ


CAP48 HEURES
rtbf IXPÉ


CRASH TEST
IXPÉ rtbf


DERNIERE GAME
rtbf IXPÉ

IXPÉ
rtbf


ROCKET LEAGUE
WORLD
CHAMPIONSHIP
2023
LUNDI
MARDI
MERCREDI
JEUDI
VENDREDI
STREAM ACTUS
RTBF_IXPÉ
AFTERMOVIE
CAP48 HEURES
ÉDITION 2023

What is RTBF iXPé?



iXPé is RTBF's gaming and geek culture brand and Europe's only French-language public media dedicated to Gaming culture.

RTBF iXPé offers:

- News and updates about the video game industry
- Shows and documentaries focused on gaming and esports
- Live streams on Twitch
- Content covering pop culture, streaming, content creators, and emerging technologies.

A hugely **passionate** community

A talent spotter for **Belgian talent**

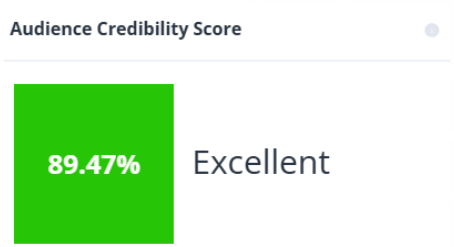
Social figures

17.3K Global Average Video Views

4.9% Global Average Engagement Rate

470K Total Followers

@rtbf_ixpe	@rtbf_ixpe	@ RTBF_iXPe	@ RTBF IXPé
44.7K followers	**96K** followers	**49.7K** followers	**279K** followers
2.8% engagement	**6.5%** engagement		**5.4%** engagement
66% men	**85%** men		**90%** men



Social figures may change (Sources: Channel and Stellar)

Twitch weekly shows

Throughout the year, RTBF iXPé broadcasts between 40 and 60 hours of live programming on RTBF Auvio and its Twitch channel. Gaming, talk shows, esports, and news combine to create a diverse and inclusive schedule featuring primarily Belgian talent, both men and women.

These live programs allow us to stay in constant contact with our community and deliver the content they want through a wide range of personalities and formats.



Monday
Open Stream

RTBF iXPé invites an amateur or semi-professional creator to spend a day with the team and experience life as a full-time content creator.



Tuesday
Doigt



Wednesday
Chloé

She'll try anything!



Thursday
Emmashtream

Always ready to take on a challenge.



Friday
Dashprof

Coaching viewers through the most competitive games.

Subject to change – July 2026

Digital & social shows

Gaming & Esport







Ienclis: This format dives into the world of high tech with a clear mission: to deliver 100% honest reviews with zero marketing hype. Hosted every week by Aurélien Sama, Mathis, and Gauthier, the show takes a close look at the latest developments in gaming, PCs, consoles, smartphones, monitors, connected devices, electric scooters, graphics cards, processors, and much more.

Derniere Game: Simon Puech, a content creator, is a gifted storyteller. Through his videos, audiences dive into epic stories—sometimes about game studios, sometimes about legendary developers, iconic franchises, or even the fascinating development journey of a single game that left its mark on gaming history.

Les actus iXPé:
Chada is passionate about manga, K-pop, anime, and everything related to pop culture. She explores, decodes, and shares the latest artistic trends connected to her passions.
Le Med, a young content creator on YouTube and TikTok, loves making people laugh, discovering new video games and combining the two. Through entertaining and creative short videos, he breaks down the most important gaming news.

Crash Test: RTBF iXPé offers in-depth reviews written by its most experienced gaming journalists. Blending game reviews with compelling storytelling, Crash Test takes a close look at the biggest mainstream video game releases, providing thoughtful analysis alongside engaging narratives.

Events & ESport broadcast

Gaming & Esport

Fortnite: On 26 and 27 September, the world's best Fortnite players competed at the Lotto Arena in Antwerp in front of more than 8,000 fans. The show was broadcast on Auvio.

CAP48h: CAP48Heures is RTBF iXPé's charity marathon: more than 40 streamers came together from 9 to 11 October to support young people in difficulty**.**

Made in Asia: Made in Asia is a festival dedicated to Asian pop culture – and more broadly to manga, anime, video games, YouTubers and cosplay – which has been held at the Heysel Exhibition Centre in Brussels since 2008. RTBF iXPé is present on site with an interactive stand.

Esports Nations Cup: The Esports Nations Cup is a brand-new event in November, modeled on traditional sports world cups, in which national teams compete against one another. For this inaugural edition, which will take place in Riyadh, there will be 15 different video game competitions as well as a chess tournament. Belgium will also be competing in 'Rocket League', 'Trackmania' and chess. Our national teams can still qualify for other competitions. The show will be broadcast on Auvio.









lenclis

lenclis

SOFTWARE & HARDWARE NEWS & ADVICE

This format dives into the world of high tech with a clear mission: to deliver 100% honest reviews. The show takes a close look at the latest developments in gaming, PCs, consoles, smartphones, monitors, connected devices, electric scooters, graphics cards, processors, and much more. As expert hosts, Aurélien and the French Hardware aim to reflect the perspective of real users, offering balanced and practical conclusions based on genuine experience.



iXPé has reached a milestone and has become the go-to tech anti-scam resource for French speakers in Belgium. Alongside Aurélien and the French Hardware duo, who continue to deliver independent tests, uncompromising comparisons and advice on buying the best products rather than the most heavily marketed ones, a new presenter, **Héléna**, brings to life an ambitious storytelling format through five major investigations focusing on the technological upheavals that are transforming our daily lives. **Anthony** breaks down the latest news as it happens, **Nadiro** provides in-depth analysis, and the team will attend the biggest international technology trade fairs.

More than just a program, iXPé is becoming the go-to destination for understanding, analyzing and making the right choices in an increasingly complex technological landscape, with a single promise: 100% honest content.

The hosts



Ienclis is back for the new season with a fresh look. **Héléna** is joining the Ienclis team as the new presenter! She'll be appearing once a month on RTBF iXPé's YouTube channel to explore stories and topics related to technology in depth.



Aurélien Sama is now recognized as one of the leading tech experts in the French-speaking world and is a well-established and respected Belgian talent.



The French Hardware, Mathis and Gauthier, are two young entrepreneurs from Wallonia. Content creators as well as the founders of an IT company, they are passionate about all things technology and computing. In just two years, they have become key figures in the tech industry.



At just 24 years old, **Nadiro** speaks both Mandarin and Japanese. A native of Brussels, he joined RTBF iXPé in 2019 to share his passion for Asia. Now a cybersecurity student, he promotes best practices in digital security and helps audiences navigate technology safely and responsibly.

Ienclis: The different formats

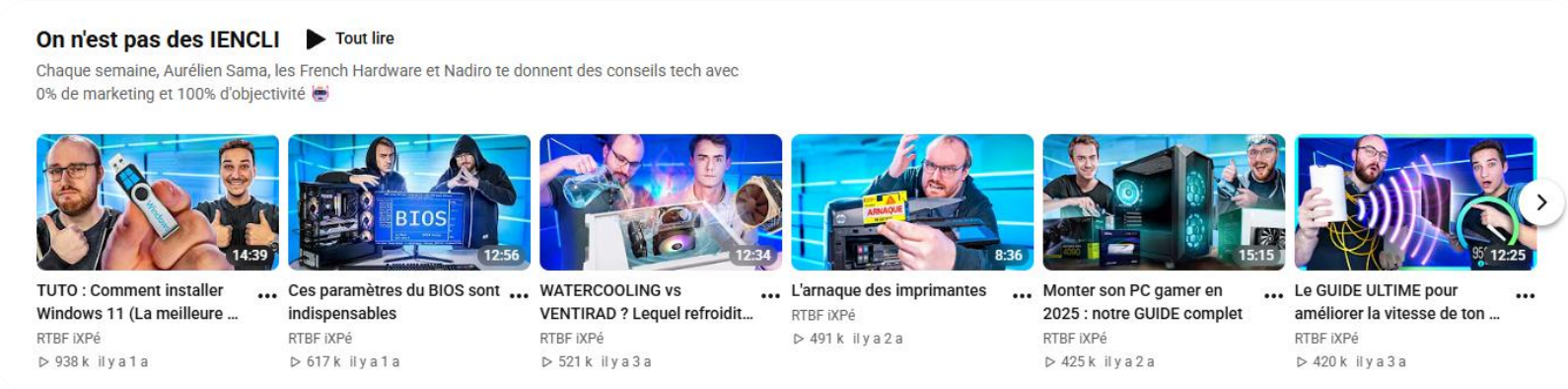
Le Storytelling – Héléna // Storytelling
Héléna takes the lead on a new investigative series format that explores major technological revolutions through immersive, thoroughly researched storytelling. Each episode delves into a major issue: artificial intelligence, cybersecurity, dependence on Big Tech, social media, or digital sovereignty, combining archival footage, firsthand accounts, infographics, and dynamic storytelling. The goal is to make complex topics accessible while encouraging discussion and debate. A premium format that brings depth, substance, and a strong editorial identity to the show.

Le Comparatif – Aurélien & Les French Hardware // Ienclis
Because marketing doesn't determine quality, Aurélien, Mathis and Gauthier (French Hardware) continue their mission: testing, comparing and ranking tech products with complete independence. Smartphones, connected devices, artificial intelligence, subscriptions or new services — every comparison is based on hands-on testing and transparent criteria. The goal is simple: help consumers avoid marketing traps and invest in the products that genuinely deliver the best performance. A segment that turns the show into a trusted, go-to buying guide.

L'Analyse – Nadiro // Nadishort
Beyond announcements and passing trends, Nadiro provides the perspective needed to understand the major transformations shaping the technology industry. Each analysis breaks down the economic, social and strategic issues behind the innovations that are reshaping our everyday lives. Artificial intelligence, personal data, cybersecurity or digital platforms: he puts the facts into perspective with clarity, insight and a critical eye. A segment that helps viewers understand the "why" behind every major tech story.

L'Actu chaude – Anthony
Anthony stays on top of the latest developments in the tech world, breaking down the announcements making headlines as soon as they are released. New products, major innovations, updates, emerging trends or tech buzz: he focuses on the information that really matters and explains it in a clear and accessible way. His goal is to separate genuine breakthroughs from simple marketing stunts and give viewers the keys to immediately understand what is changing in their everyday lives. A fast-paced segment that keeps the show firmly connected to the latest tech news.

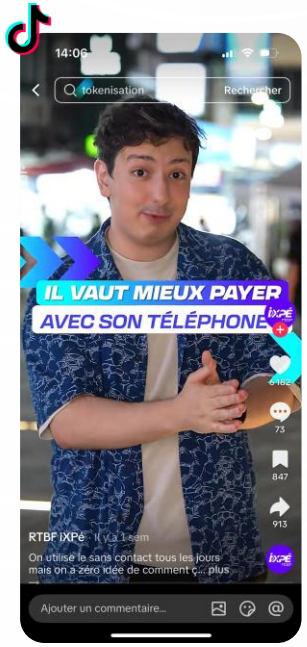
Insights: Ienclis



Most viewed content on YouTube (main format)
204K views
10K interactions

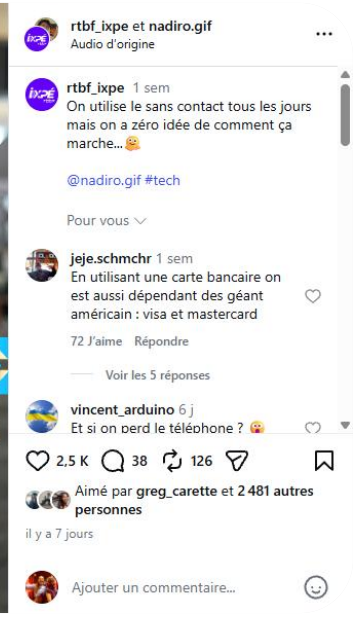






Most viewed content on Instagram
237K views





Most viewed content on TikTok
136K views

Most viewed content on YouTube (short)
234K views

Social figures based on the following period: 01/09/2025 > 30/06/2026

Storytelling: Sponsorship offer



Mono sponsoring | Broadcast: 1 main content + 2 short videos | Dates: On demand - All year long

Main Content

YOUTUBE
- Visual branding – Logo integration on the video
- Caption – Mention of the sponsor in the description of the post
- Product integration – visual, audio **OR** video product insert*

1 VIDEO
70,000 total video views estimated

Short content

AFTER
Best of short videos on Instagram, Facebook, TikTok and YouTube
- Visual branding – Logo integration on the video
- Caption – Mention of the sponsor in the description of the post

2 SHORT VIDEOS
Posted on each platform
200,000 total video views estimated

Media value: €14,200 excl. VAT

Net net media budget: €10,000 excl. VAT

**depending on what fits best in the content; RTBF retains editorial control*

Ienclis: Sponsorship offer





Mono sponsoring | Broadcast: 1 main content + 1 short content | Dates: On demand - All year long

Main Content

YOUTUBE
- Visual branding – Logo integration on the video
- Caption – Mention of the sponsor in the description of the post
- Product integration – visual, audio **OR** video product insert*

+ contest on rtbf.be if the advertiser is offering products

1 VIDEO
75,000 total video views estimated

Short content

AFTER
Best of short videos on Instagram, Facebook, TikTok and YouTube
- Visual branding – Logo integration on the video
- Caption – Mention of the sponsor in the description of the post

1 SHORT VIDEO
Posted on each platform
100,000 total video views estimated

Media value: €9,500 excl. VAT

Net net media budget: €6,000 excl. VAT

**depending on what fits best in the content; RTBF retains editorial control*

Nadishort: Sponsorship offer



Mono sponsoring | Broadcast: 1 short content | Dates: On demand - All year long

Short content

MAIN CONTENT
Short videos on Instagram, Facebook, TikTok and YouTube
- Visual branding – Logo integration on the video
- Caption – Mention of the sponsor in the description of the post

1 SHORT VIDEO
Posted on each platform
100,000 total video views estimated

Media value: €5,000 excl. VAT

Net net media budget: €3,500 excl. VAT

**depending on what fits best in the content; RTBF retains editorial control*

Boost your visibility and reach

Promo boost On demand (4 weeks)

Digital

Ad-in stream 20'' RON RMB
Gaming context

50.000 impressions / week
Total : 200.000 impressions

NETTO MEDIA BUDGET : 6.000€

Radio

Promo Trailers 15'' + Billboards max 7''
Mono Sponsoring

5 trailers / week / TIPIK
Total : 20 trailers

GROSS MEDIA VALUE : 2.400€

Television

Promo Trailers 15'' + Billboards max 7''
Mono sponsoring

5 trailers (2 prime) / week / TIPIK
Total : 20 trailers

GROSS MEDIA VALUE : 3.600€

Offer subject to change - version September 2026

Planning

		Septembre	Octobre	Novembre	Décembre	Janvier	Février	Mars	Avril	Mai	Juin
Semaine 1	Long	IENCLI		IENCLI	STORYTELLING	/	STORYTELLING	IENCLI	STORYTELLING	IENCLI	STORYTELLING
	Court	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort
	Snacking				SHORT STORY	/	SHORT STORY		SHORT STORY		SHORT STORY
Semaine 2	Long	/	STORYTELLING	/	/	IENCLI	/	/	/	/	/
	Court	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort
	Snacking	SNK IENCLI	SHORT STORY	SNK IENCLI	SNK STORY		SNK STORY	SNK IENCLI	SNK STORY	SNK IENCLI	SNK STORY
Semaine 3	Long	IENCLI	/	IENCLI	/	/	/	IENCLI	/	IENCLI	/
	Court	Actu chaude	Actu chaude	Actu chaude	Actu chaude	Actu chaude	Actu chaude	Actu chaude	Actu chaude	Actu chaude	Actu chaude
	Snacking		SNK STORY		SNK STORY	SNK IENCLI	SNK STORY		SNK STORY		SNK STORY
Semaine 4	Long	/	IENCLI	/	IENCLI	IENCLI	IENCLI		IENCLI		IENCLI
	Court	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort	Nadishort
	Snacking	SNK IENCLI	SNK STORY	SNK IENCLI				SNK IENCLI		SNK IENCLI	
Semaine 5	Long		/								
	Court		Actu chaude			Actu chaude			Actu chaude		
	Snacking		SNK IENCLI			SNK IENCLI			SNK IENCLI		

Planning subject to change (04/09/2026)

Caption



tarmac.be
Audio d'origine
Suivi(e)

tarmac.be 201 sem
Transformer le plastique usagé en objets utiles et design, vollà ce que fait Mathilde, fondatrice de @plasticfactorybe Skillz est parti visiter son entreprise familiale pour découvrir tous les secrets de fabrication

Vidéo en partenariat avec @zalando_street

La vidéo entière est sur YouTube

#tarmac #tarmacbe #zalandostreet #plastique #skills #plasticfactory

Aucun commentaire pour

175 1

Aimé par **unioncall** et **174 autres personnes**

26 août 2022

Ajouter un commentaire...

Product or brand-related information is included in the caption, description, chat, or other written text accompanying the content.

CAPTION INSPIRATION

in collaboration with @brand

With [Brand], a proud entertainment partner

This race has been made possible by [Brand]

Est-on vraiment bienvenus chez les CH'TIS ?

LÉO PART
48,3 k abonnés

104 127 vues 24 août 2026
Pour découvrir Odoo : https://www.odoo.com/r/D3G4 (collaboration commerciale)
Et pour commander votre poster "Chez les Lensois" (édition limitée à 100) : https://www.fairqr.net/r/fbj45vn

Suivez-moi sur Instagram pour les coulisses : / jesuisleopart

VOUS AIMEZ MON TRAVAIL ? SOUTENEZ LA CHAÎNE
Chaque soutien m'aide à continuer de vous partager ces aventures humaines.
Tipeee : https://fr.tipeee.com/jesuisleopart

Pour intégrer le groupe WhatsApp de la communauté des passionnés de rencontres : https://tally.so/r/vG5ey4

6 560 170 264 364

Aimé par **ninilambert** et **d'autres personnes**

tarmac.be On reçoit @2zele_ls dans le shop qui nous interprète son nouveau titre « Fille sage »

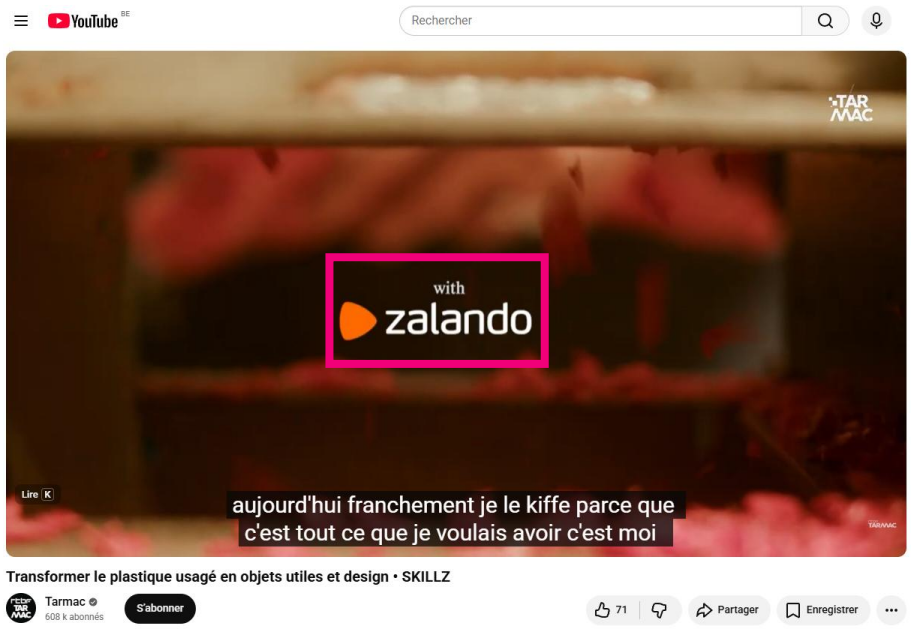
: @187motion

#2l #rapfr

Visual branding

The brand is visually represented within the content through logos, overlays, branded graphics, or other visual elements.

Logo
The brand's logo is visible directly within the video. It can be placed in a corner or at the beginning of the video





Product Integration

The product is featured, demonstrated, recommended, or mentioned within the content.

Visual product insert
The product appears within the content itself, without necessarily being demonstrated.

- Product placed on a table
- Product worn by the creator
- Product used in a natural setting



Audio product insert
The creator verbally mentions (host-read) the brand or product in their content

- “Today, I’m trying out X…”
- “This video is sponsored by…”
- Verbal brand mention
- Product recommendation



Video product insert
A distinct part of the video is dedicated to explaining and showcasing the product. It may also be personally delivered by the creator

- Brief product feature
- Product demonstration
- Product recommendation



move ahead

Thank you!