OPEN STREAM

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)

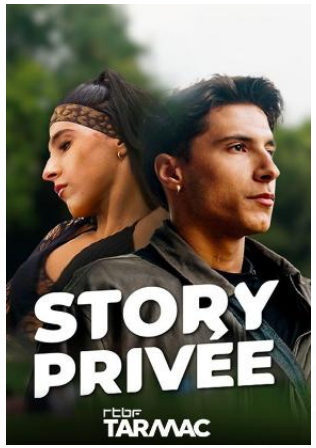
2026

SHOWS


TARMAC EN FESTIVAL
TARMAC


MATCH CLUB
rtbf TARMAC

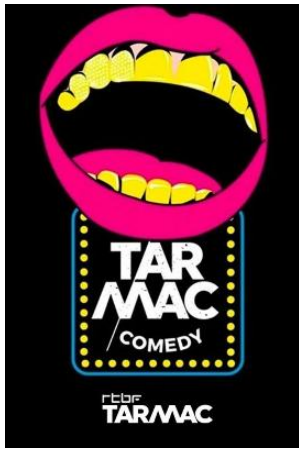

C'EST QUOI LES BAILS?
GOSSIPS ET ACTU
MAXI
FK
rtbf TARMAC


STORY PRIVÉE
rtbf TARMAC

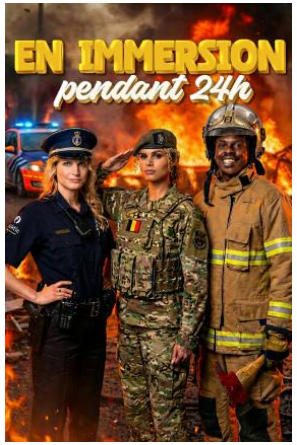

IZI NEWS
rtbf TARMAC


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

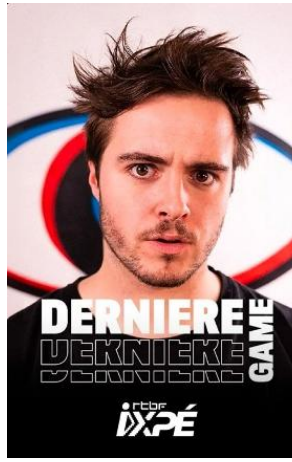

LES
FAKY DOR!
LE CLASH DES CLASSES !


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**

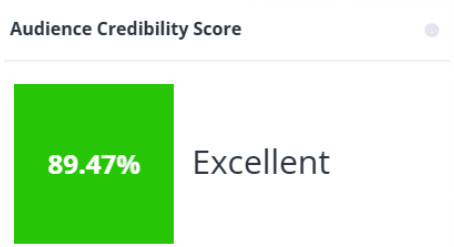
Social figures

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.









Open Stream

Open Stream

A flagship programme on RTBF iXPé's Twitch channel, *L'Open Stream*.

The concept is simple: for **ONE MONTH**, an amateur or semi-professional creator is invited to join our team and experience what it's like to be a streamer / content creator.

They are invited to take photos, take part in an interview, analyse their social media presence, prepare a show, and then go live on the channel, surrounded by the whole production team. In total, the streamer will be able to host 4 live streams (once a week for one month).

From September 2025, there has been around 40 Open streams with a wide variety of streamers : video game studios, event and convention organizers, beginner and experienced streamers. 3 hours of live content per stream on the RTBF iXPé channel.



Be the partner who encourages creators to develop and grow!


OPEN STREAM
WANTED
OPEN STREAM
STOP
STOP
SHALL NOT PASS - YOU
SHALL NOT PASS - YOU
BIENVENUE
BIENVENUE

Sponsoring offer

Mono sponsoring | Period : **4 WEEKS** | Dates: On demand - All year long

Social & Digital

BEFORE & DURING
Visual branding (logo) on all the communication of the Open Stream — 4 WEEKS OFFERED

DURING
Live Twitch — 4 LIVES
4.000 total views live estimated

- Visual branding – 2 x Overlay per live stream
- Visual branding - Logo on the live stream
- Caption – 1 mooboot per live stream

AFTER
Short video "Gamer Tag" after the live
Visual branding (logo) and caption on the video posted on Instagram, Facebook, TikTok and Youtube — 4 SHORT VIDEO posted on each platform
80.000 total video views estimated

Media value vat excl. : 4.800 €

Budget media netto netto : 3.500 €

PRODUCT INTEGRATION : ON DEMAND

***Possibility also for an employee of the sponsor to come and participate during one of the live**

Offer subject to change - version September 2026

Boost your visibility and reach

Mono-sponsoring - max 1 sponsor

Promo boost — On demand (4 weeks)

Digital

Display / InRead
Logo integration on RTBF promo support

50.000 impressions / week
Total : 200.000 impressions

Ad-in stream 20'' RON RMB
Promo trailers 15'' + billboards max 5'' Sponsor

50.000 impressions / week
Total : 200.000 impressions

NETTO MEDIA BUDGET : 13.600€

Radio

Promo Trailers 15'' + Billboards max 7''

5 trailers / week / TIPIK
Total : 20 trailers

GROSS MEDIA VALUE : 2.400€

Television

Promo Trailers 15'' + Billboards max 7''

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

GROSS MEDIA VALUE : 3.600€

Offer subject to change - version September 2026

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

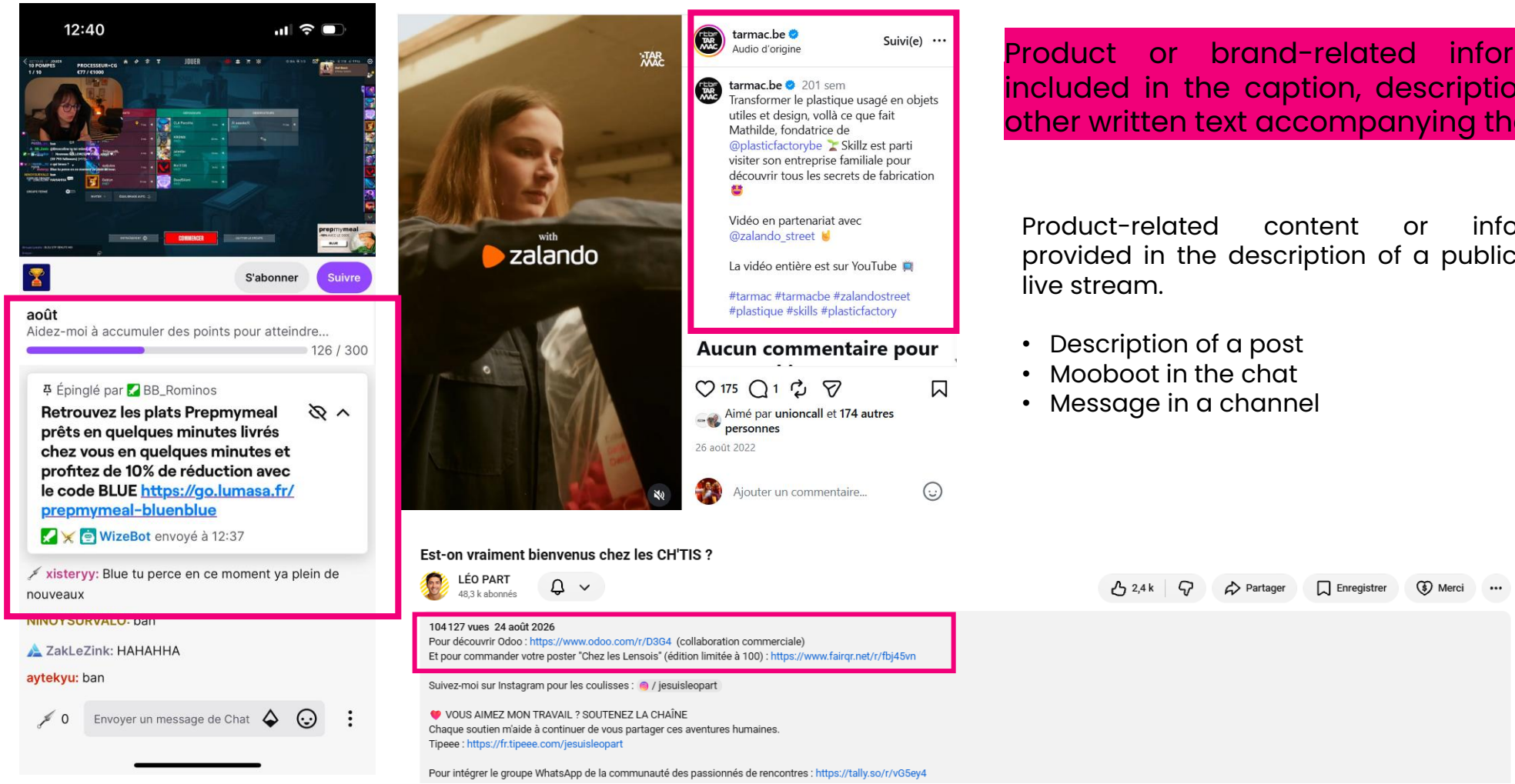
- Logo in a corner or at the beginning of the video

Overlay
A graphic element representing the brand is superimposed over the content.

- Horizontal banner
- Graphic pop-up
- Logo + message or CTA ('Discover…', '20% off', etc.)
- Animation that appears for a few seconds



Caption



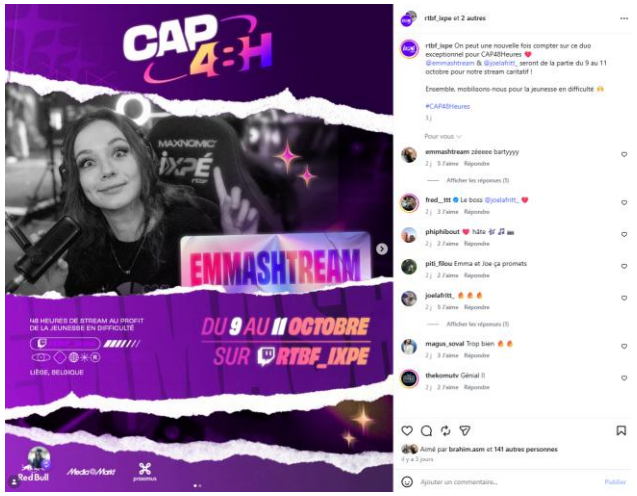
Product or brand-related information is included in the caption, description, chat, or other written text accompanying the content.

Product-related content or information provided in the description of a publication or live stream.

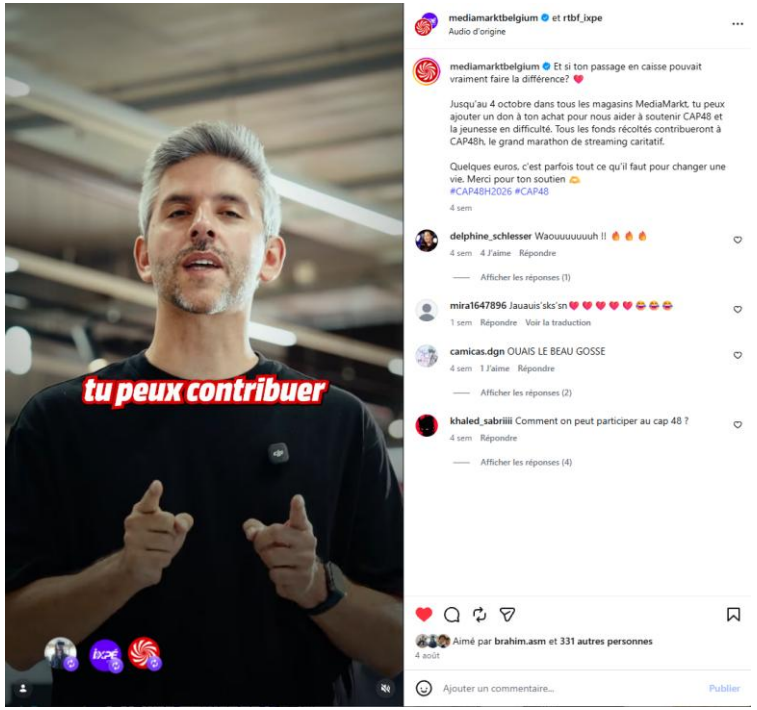
- Description of a post
- Mooboot in the chat
- Message in a channel

Example


CAP 48H
DU 9 AU 11 OCTOBRE
SUR RTBF_IXPE
Red Bull
Media Markt
proximus


CAP 48H
EMMASHTREAM
DU 9 AU 11 OCTOBRE
SUR RTBF_IXPE


Media Markt
X
CAP 48H
ET SI
TON PASSAGE EN CAISSE
POUVAIT FAIRE LA DIFFÉRENCE ?


tu peux contribuer
mediamarktbelgium et rtbf_ixpe
Audio d'origine
mediamarktbelgium Et si ton passage en caisse pouvait vraiment faire la différence?
Jusqu'au 4 octobre dans tous les magasins MediaMarkt, tu peux ajouter un don à ton achat pour nous aider à soutenir CAP48 et la jeunesse en difficulté. Tous les fonds récoltés contribueront à CAP48h, le grand marathon de streaming caritatif.
Quelques euros, c'est parfois tout ce qu'il faut pour changer une vie. Merci pour ton soutien
#CAP48H2026 #CAP48
Aimé par brahim.asm et 331 autres personnes
Ajouter un commentaire...
Publier

move ahead

Thank you!