

Les belges du bout du monde

Cross-média

Divertissement

Offer 2025



Adrien Joveneau and his team introduce Belgians who have moved to another country for a very different lifestyle or to accomplish a mission for the most disadvantaged.

Adrien touches our hearts through intimate encounters with endearing personalities. Another way to discover countries near and far.

The team offers a new season of 8 programs with an alternation of new releases and reruns.

This is a crossmedia radio-tv concept that unites the same topics on radio, on La Première, and on television, on La Une – starting November 9, 2025. Extension in podcasts, on the web and in social networks.

* According to the field opportunities at the event place



Media offer

Broadcast

TV



- 8 programs of 26 minutes (4 new releases, 4 reruns)
- On La Une
- Broadcast on Sundays, at 1.40 pm
- Weeks 45 to 52 / 2025

Radio



- Weekly program Les belges du bout du monde
- On La Première
- Broadcast on Sunday, from 09:00 to 10:00
- Weeks 45 to 52 / 2025

Planning (Countries to be confirmed)

- | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|
| • Sunday, November 09 | • Sunday, November 23 | • Sunday, December 07 | • Sunday, December 21 |
| • Sunday, November 16 | • Sunday, November 30 | • Sunday, December 14 | • Sunday, December 28 |

* According to the field opportunities at the event place

Media counterparts

Radio – TV	Number	Total	Period
Billboard TV 7 sec La Une – 8 programs	2 BB/programs	16 BB	From 09/11 to 28/12/2025
Trailers TV La Une – 8 weeks	10 TR/week (incl. 2 in prime)	80 TR	From 03/11 to 28/12/2025
Billboard Radio 5 sec La Première – 8 programs	2 BB/programs	16 BB	From 09/11 to 28/12/2025
Trailers Radio La Première – 8 weeks	10 TR/week	80 TR	From 03/11 to 28/12/2025
In Stream Video Roll Auvio – 8 weeks In Read Video Roll site RTBF – 8 weeks	15.000 imps est./week 15.000 imps est./week	120.000 imps 120.000 imps	From 03/11 to 28/12/2025

BUDGET CROSS (Excl. VAT) : 76.800,- €

* According to the field opportunities at the event place

Want to know more? Get in touch

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