

Micro content La Premiere

Audio

Multi-context

Offer 2026



Concept

Matin Première is the must-listen morning show, designed to keep you informed from the moment you wake up.

- Concept and content : A dynamic mix of news (local, national, international), culture, interviews, features, and humor.
- Hosted by the voices of Sophie Brems, François Heureux, Elodie de Selys, and Xavier Vanbuggenhout, who alternate between news, analysis, reports, debate, and culture.

Broadcast

Duration	50 seconds (all-in, including 5-second BB)
Number of contents	5 different capsules of max. 50" each per week (5-sec BB included)
Platforms	AUDIO – La Première + Digital (trailers)

rtbf
La 1ère

rtbf
duvio



Concept

Micro capsule

Tailor-made daily segments crafted around themes hand-picked by the advertiser*: green living, mobility, technology, finance, innovation, and lifestyle.

Each micro-segment airs in a premium content environment, right in the heart of audio prime time — ensuring maximum impact and visibility.

Content is created and produced by RMB*, with professional production included.

*The content project must be revalidated by RTBF.
Themes must be proposed and approved by La Première before production start.

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Informations

Production

1. Copywriting

Must be approved by La Première no later than 4 weeks before broadcast via RMB

The main host :

- Professional-quality voice required
- Must be recorded with a professional voice actor
- No confusion with a news program
- No interview format

La Première requires that speakers answer their own questions

2. Studio recording dates: 2–3 weeks before broadcast

3. Delivery dates to La Première: 2 days before broadcast

4. Materials required (from the advertiser)

- Infos for Copywriting
- Number of speakers in the segment
- BB max 5" for integration at the end of the capsule
- Leaderboard
- Desktop: 728 x 90, max 15"
- Mobile: 300 x 50, max 15"



Content embed

It is now possible to integrate the Auvio player into your website. This is known as embedding content. This option is only available if RTBF owns the images and sounds in the content.

How to embed?

- Click on the Share video or audio button
- A window opens, with various icons for sharing content
- Under the Embed video section, you can copy the embed URL.
- Open your site management system and paste the HTML code



Partager



https://www.rtbf.be/auvio/detail_thegooddoctor

Copier

Intégrer la vidéo

```
<iframe width="640" height="360" allowfullscreen="true"
allow="encrypted-media" scrolling="no" src="https://
www.rtbf.be/embed/m?id=2860519&autoplay=0"
frameborder="0"></iframe>
```



Copier

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En intégrant des médias Auvio sur votre site, vous acceptez les
[Conditions d'utilisation du player Auvio](#)

Media offer

MONO-SPONSORSHIP – 1 SPONSOR

Broadcast	WEEK TYPE
<p>Radio</p>  <hr/> <p>Billboards max 5" 1 at 6.57 am – 1 at 1.15 pm 10 Billboard Monday-Friday Trailers La Premiere* 15 Trailers Saturday-Thursday</p>	<p>Digital</p>  <hr/> <p>AudioStream 20" on RTBF 115.000 imps Display RTBF 100.000 imps</p>

*09:00 - 19:00

Media & Production budget

4 weeks

Media **22.800€ gross**
10% - 20.520 netto

Production **17.000€ netto**
20 contents = 850€ U.P

12 weeks

Media **68.400€ gross**
15% - 58.140 netto

Production **51.000€ netto**
60 contents = 850€ U.P

40 weeks

Media **228.000€ gross**
30% - 159.600 netto

Production **150.000€ netto**
200 contents = 750€ U.P

Production includes : Copy-writing, Voice-over, project management (Client), post-production, deliveries to RTBF

Marketing evaluations

4 weeks

MARKETING TERMS	25-54	25-64 sg 1-4	Manager	SG 1-4
GRP	97	153	273	160
COV%	11 %	16 %	25 %	15,6 %
OTH	8,9	9,7	10,8	10,2
INDIVIDUALS	219.032	216.987	64.187	327.048
CONTACTS	1.950.941	2.101.075	696.684	3.356.418
AFFINITY	91	144	258	151

CIM RAM, 2024/5-8, 2024/9-12 and 2025/1-4, universe : South 12+.

Marketing evaluations

12 weeks

MARKETING TERMS	25-54	25-64 SG 1-4	Manager	SG 1-4
GRP	337	532	966	552
COV%	13,4 %	19,1 %	29,7 %	18,7 %
OTH	25	28	32,5	29,5
INDIVIDUALS	270.925	261.961	75.653	393.126
CONTACTS	6.795.338	7.305.987	2.463.381	11.599.870
AFFINITY	92	146	264	151

CIM RAM, 2024/5-8, 2024/9-12 and 2025/1-4, universe : South 12+.

Marketing evaluations

40 weeks

MARKETING TERMS	25-54	25-64 SG 1-4	Manager	SG 1-4
GRP	967	1532	2733	1596
COV%	15 %	21 %	32 %	21 %
OTH	64,5	72,8	84,8	77,2
INDIVIDUALS	302.177	288.751	82.159	434.376
CONTACTS	19.509.415	21.010.752	6.966.839	33.564.179
AFFINITY	91	144	258	151

CIM RAM, 2024/5-8, 2024/9-12 and 2025/1-4, universe : South 12+.

Cases advertisers



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

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