Mon plus Beau Folklore

GB

Vidéo

Entertainment

Offer

Concept

Discover the great folklore traditions of Wallonia and Brussels through the eyes of a Belgian personality.

Mon Plus Beau Folklore invites viewers to discover the great folklore traditions of Wallonia and Brussels through the eyes of a Belgian personality.
The promise is simple: step inside a tradition, alongside the people who keep it alive, until the folklore truly comes to life in the streets, processions, parades, battles, marches or pageants.

The question is not “Which is the most beautiful folklore?” **but “Who will be its best ambassador?”**
The aim is to respect all the people involved in these traditions and, above all, never to pit one folklore against another.

The programme does not rank the different folklore traditions. Instead, it highlights the personality who has best understood, experienced, respected and shared the folklore they discover. The personality is showcased without over-glorification, ensuring that the spotlight always remains on the folklore itself.



Concept



6 folklore traditions, 6 ambassadors, one winner
This summer:

1. Sarah De Paduwa : Carnaval de Binche
2. Ophélie Fontana : Marches Trinité Walcourt
3. David Jeanmotte : Manekens Pis/Meyboom
4. Sacha Daout : Saint Hubert Celebrations
5. Fanny Jandrain : Stavelot Carnival
6. François Masure : 24heures cycling de LLN

TELEVISION:

- Prime time, on Saturday on La Une
- 6 episodes (26') from July till August 2027
- 1 live final (45') In September

DIGITAL:

- ON AUVIO (all contents available)

rtbf auvio rtbf La une



Offer subject to change - version of sept 2026

Media offer

Max. 2 sponsors

Broadcast Prime time, on Saturday on La Une, 6 episodes (26') from July 25th till August 29th, 1 Live final (45') on Septembre 05th

TV (rtbf La une)	
Trailers on La Une	5 off-prime/week 3 prime/week
Billboards TV La Une (5 sec max)	2/TV show 3/TV in final
Product Placement	10'' in final

Digital (rtbf auvio)	
AUVIO Adinstream*	10.000 imps

Offer subject to change - version of September 2026
**The digital delivery can be extended to a main segment : Entertainment*

Budget



DUO-SPONSORSHIP, 7 WEEKS

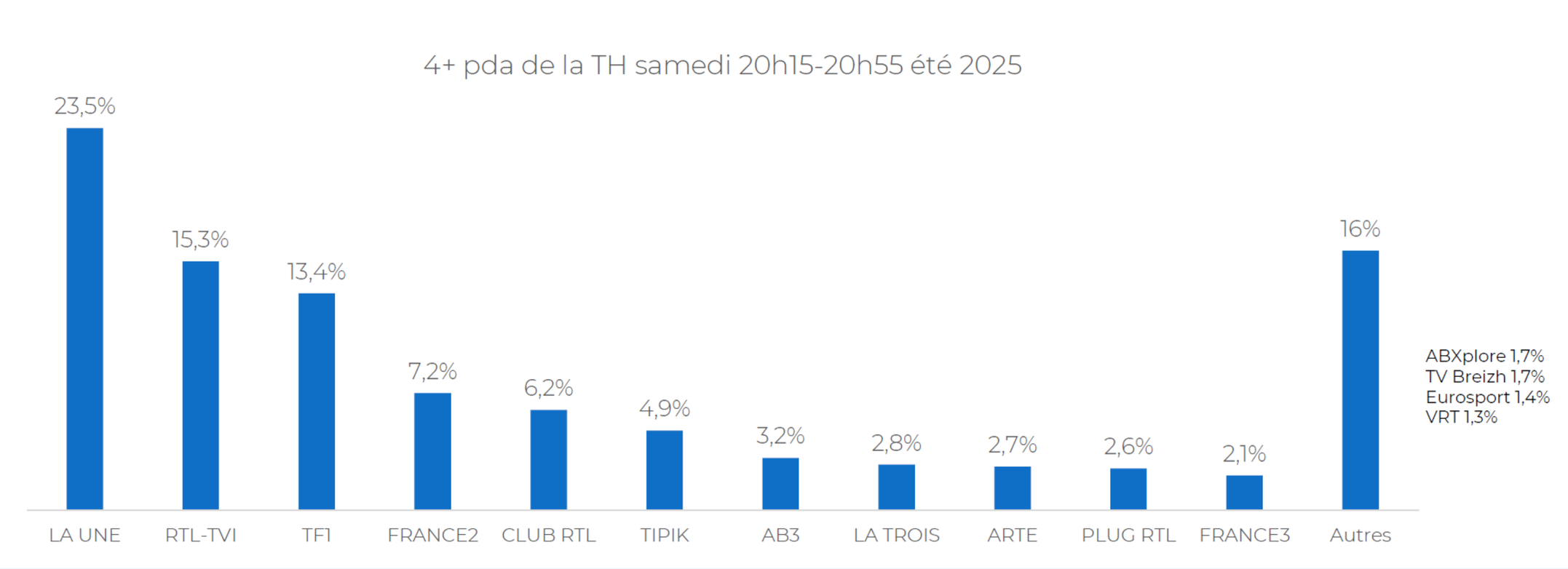
35.200€
VAT excl. GROSS

MEDIA BUDGET

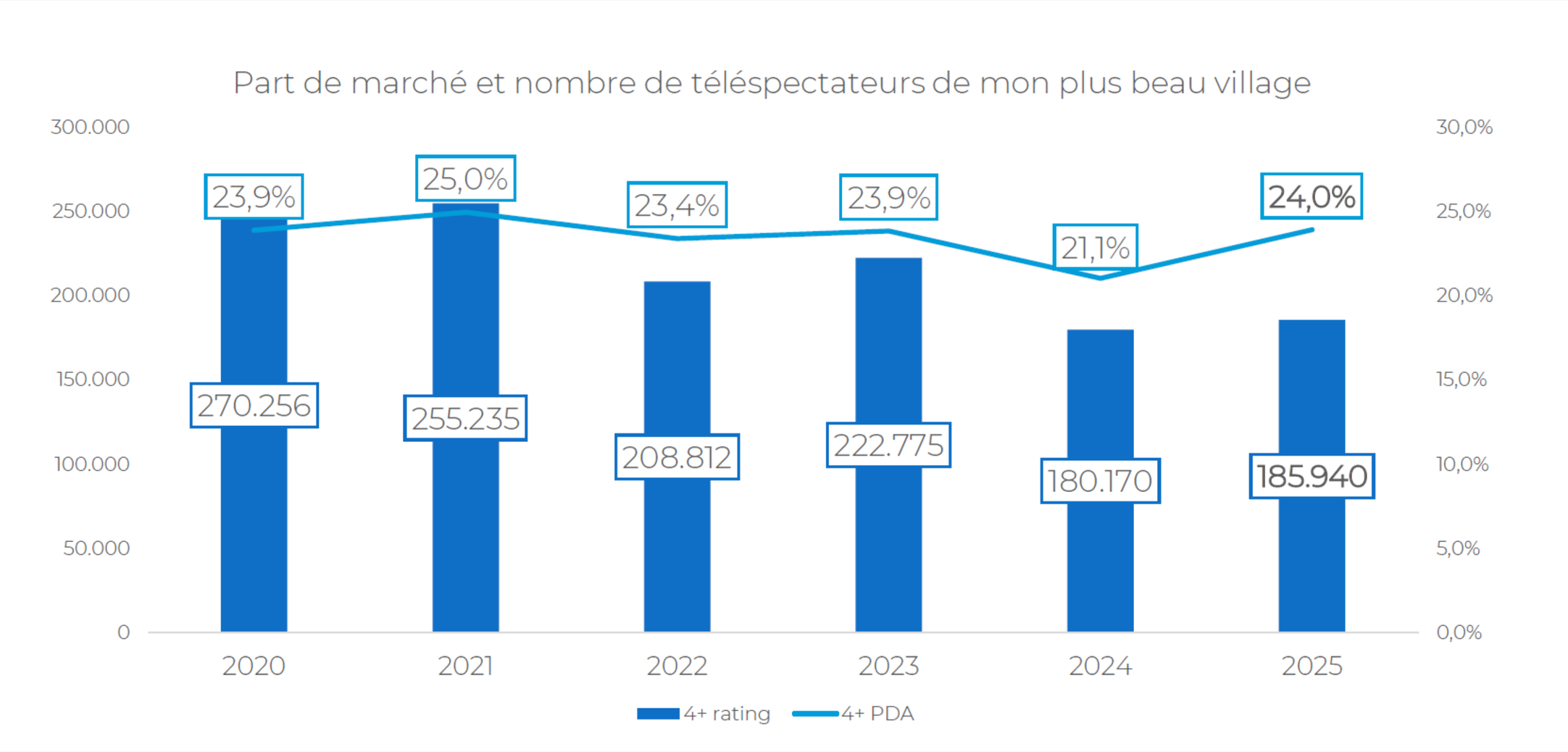
Offer subject to change - version of sept 2026

Marketing evaluations

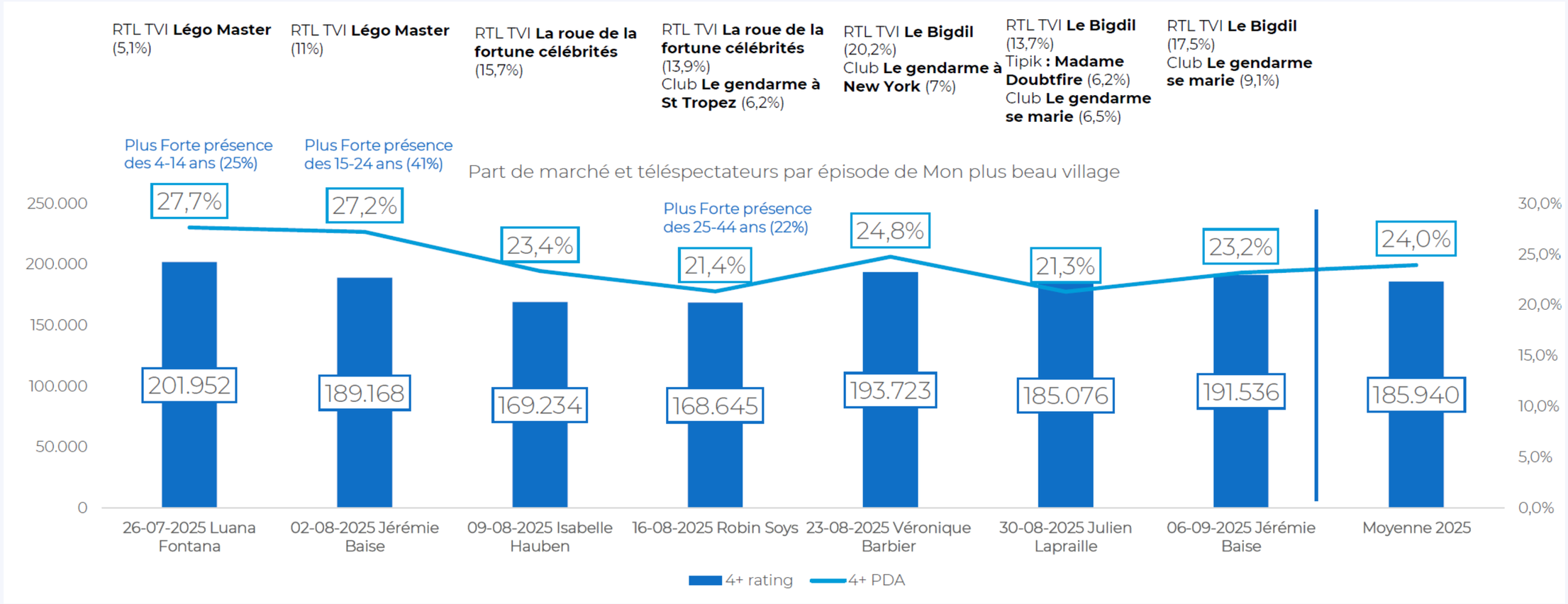
MARKETING TERMS	PRA 18-54	15-34	25-44	18-54
GRP	**70**	**34**	**51**	**60**
COV%	**26,6%**	**16%**	**22,7%**	**24%**
OTS	**2,6**	**2,1**	**2,2**	**2,5**
INDIVIDUALS	**431.243**	**162.878**	**274.432**	**540.034**
CONTACTS	**1.134.850**	**339.745**	**616.566**	**1.344.482**



Sources : CIM TV/ Sud/ Live+0

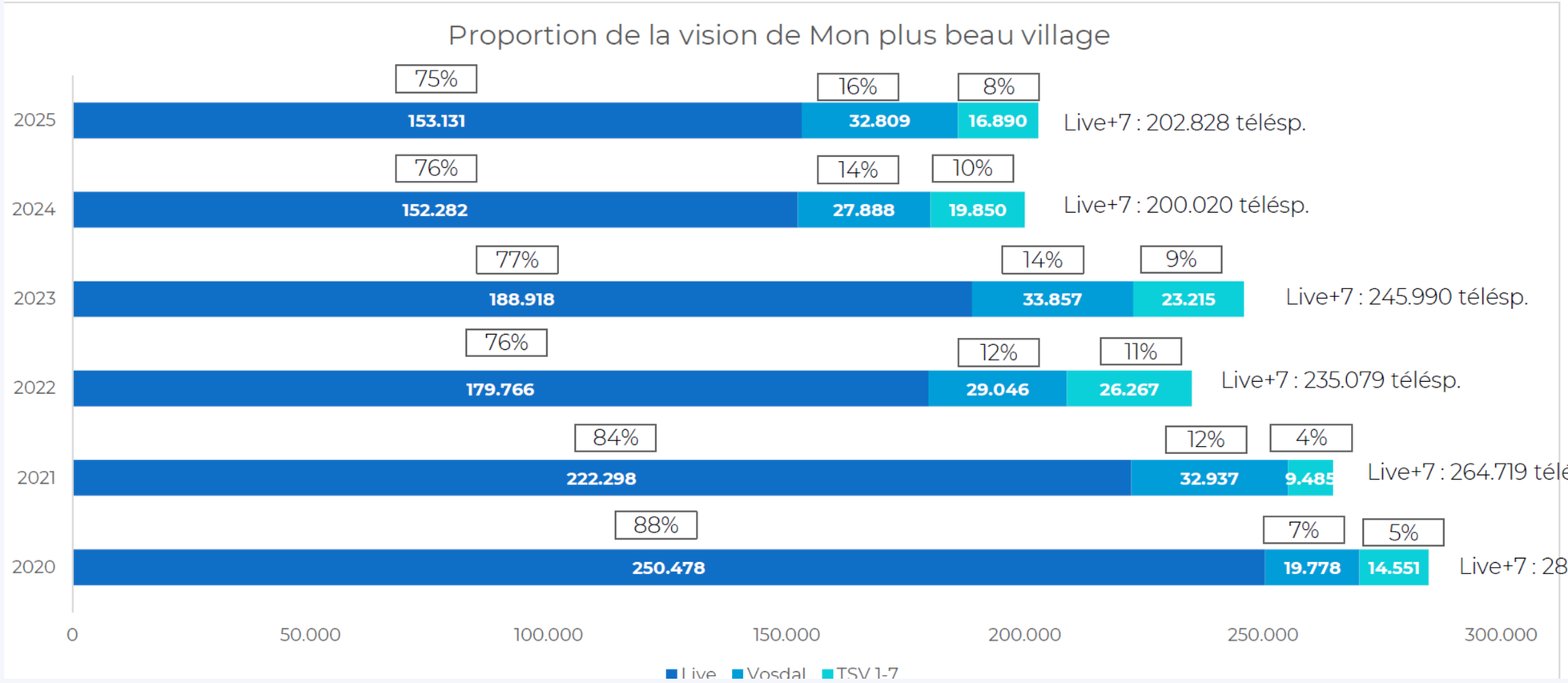


Sources : CIM TV/ Sud/ Live+0



Sources : CIM TV/ Sud/ Live+0

Le programme est surtout regardé en direct (75%) et le différé reste majoritairement le même jour : 16% pour le Vosdal et 8% pour le TSV 1-7.



Sources : CIM TV/ Sud/ Live+0

En digital, +6% de visions par rapport à 2024

- **37K visions** (VS en 2024 : 35K)
- Les principaux résultats de l'émission **sont concentrés sur l'app Auvio.** On constate une répartition de **86% des visions en replay et 14% en live** (VS en 2024 : *84% des visions en replay et 16% en live).*
- A noter que le public visionnant l'émission sur Auvio est **majoritairement masculin, 65+ et hennuyer (24%)**

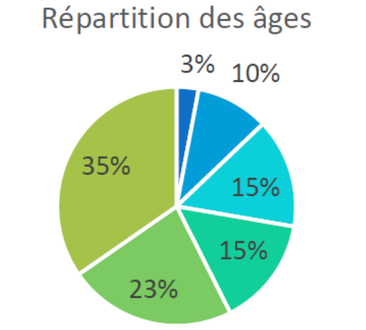


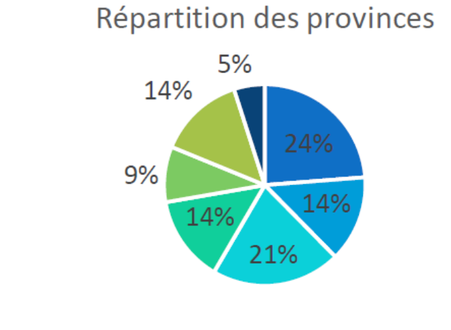
49% masculin
(VS 2024 : 63% masculin)

95% identifié

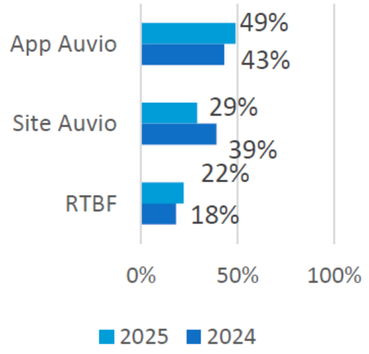


37% sur Mobile
(VS 2024 : 35% sur PC/Laptop)

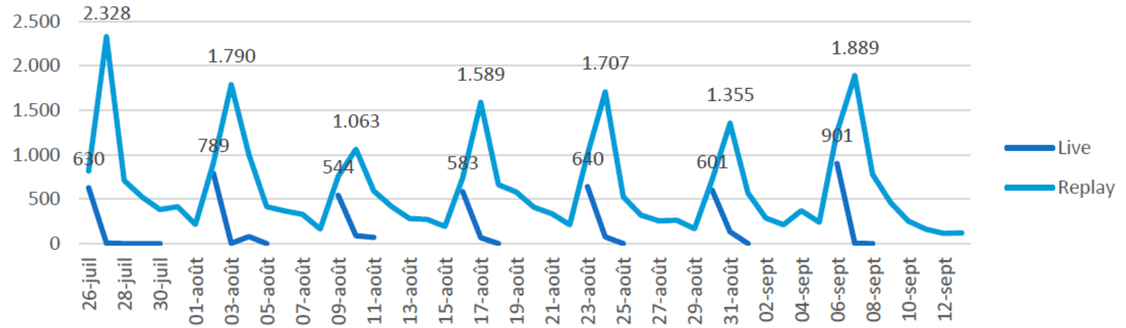




91% identifié

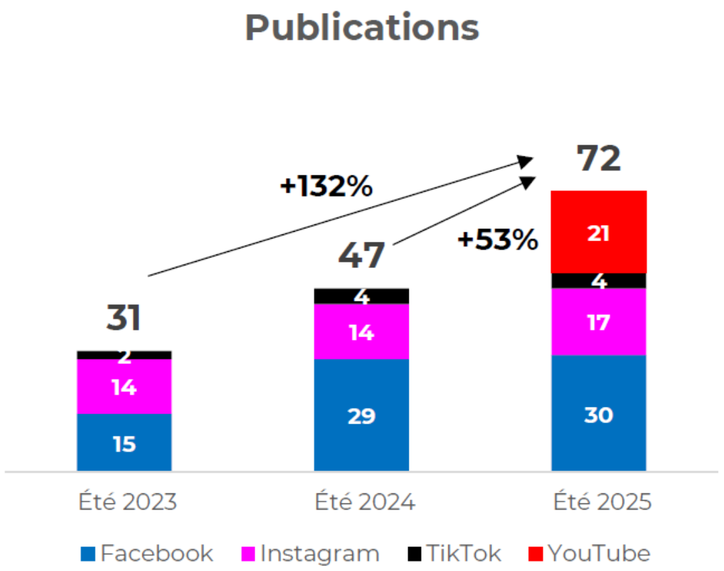


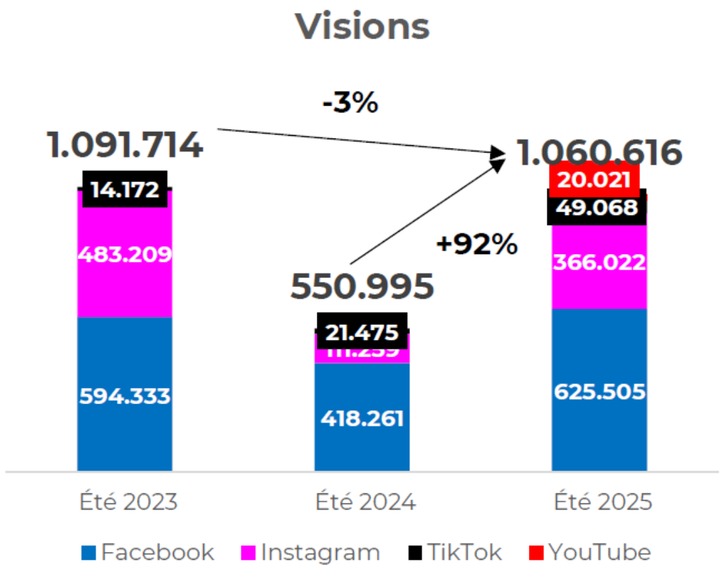
91% identifié

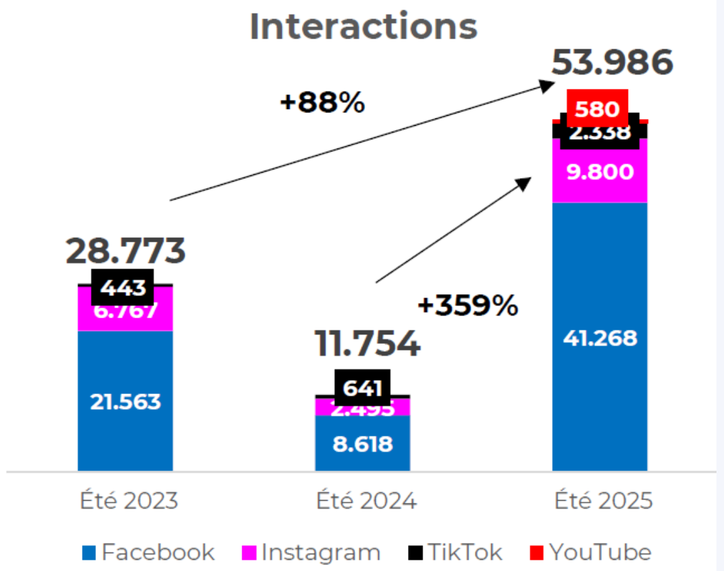


Sources: Internet, Belgian & International Traffic, from 26/07/25 to 13/09/25

- Totalité des posts sur les comptes *RTBF* (+ 1 post sur le FB du 6-8)
- Résultats sur Facebook très polarisé : quelques posts font l'essentiel.
- Instagram présente une médiane plus élevée que Facebook.
- Consommation sur YouTube majoritairement sur les anciennes saisons.







Sources : Quintly via API / mai-septembre

Tops Auvio

- Live

Contenu	Visions
Mon plus beau village - La finale	907
Mon plus beau village - Jérémie Baise à Ellezelles	860
Mon plus beau village - Julien Lapraille à Redu	736
Mon plus beau village - Luana Fontana à Villers-la-Ville	721
Mon plus beau village - Véronique Barbier à Léglise	720
Mon plus beau village - Robin Soysa à Laneffe	651
Mon plus beau village - Isabelle Hauben à Sprimont	639

- Replay

Contenu	Visions
Mon plus beau village - Luana Fontana à Villers-la-Ville	4.062
Mon plus beau village - Jérémie Baise à Ellezelles	2.707
Mon plus beau village - Véronique Barbier à Léglise	2.341
Mon plus beau village - Isabelle Hauben à Sprimont	2.304
Mon plus beau village - Robin Soysa à Laneffe	2.038
Mon plus beau village : les talents des candidats mis à l'honneur lors de la finale	1.896
À Léglise, Véronique Barbier rencontre des habitants touchés par la tornade de 1982	1.744
Mon plus beau village - Julien Lapraille à Redu	1.647
Isabelle Hauben conduit une locomotive centenaire à Damré	1.432
Retour à l'école d'antan à Ellezelles avec Jérémie Baise	1.256
Mon plus beau village - Luana Fontana à Villers-la-Ville	4.062

SLICE
Micro-street

Social

Interviews

Offer 2026

The Agency

SLICE is a digital ecosystem designed to connect brands with their audiences through innovative and engaging strategies.

We create content with Talents for brands.

Its positioning is built on three key pillars:

- **Content**
  Creation and distribution of impactful content tailored to new consumption habits.
- **Influencer Marketing**
  Activation of relevant content creators to strengthen brand-consumer proximity.
- **Studio**
  Production and staging of custom creative formats.

With these expertises, SLICE stands out by delivering powerful cross-media solutions optimized for various sectors (mobility, food, non-food, leisure, telecom, etc.).

The goal is to create an authentic connection between brands and their target audiences, leveraging data-driven insights and a network of influential partners.

The Slice Agency use the connections with the Belgian Saleshouse RMB.



Meet Orlane

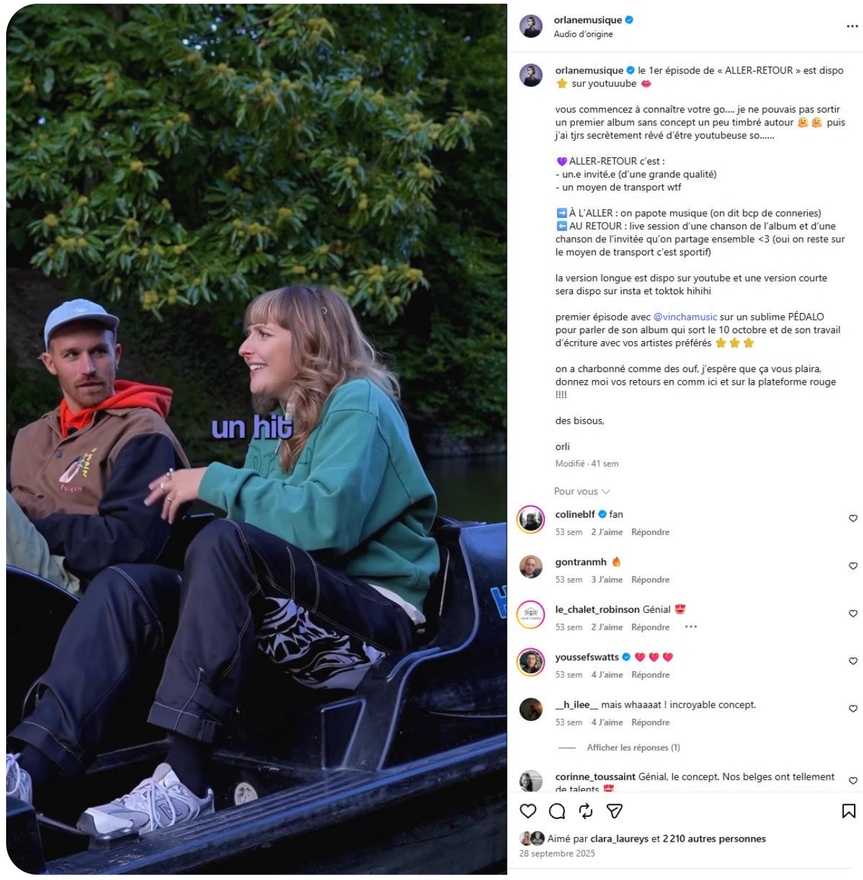


Concept

Orlane blends music, authenticity, and spontaneous human connection. Known for her unique interview concepts where she connects with artists in unexpected settings, she brings a creative, intimate, and warm touch to every encounter.

For Mon Plus Beau Folklore, Orlane brings her signature format to TikTok. Armed with her microphone and natural curiosity, she hits the streets to capture genuine, unscripted reactions from passersby. Through lighthearted vox pops, she explores local pride, traditions, and anecdotes with a fresh, dynamic, and musical approach.

More than just a micro-trottoir, her TikTok content turns casual street encounters into engaging, shareable moments that highlight local heritage through the eyes of the people who live it.



Profile

Who is Orlane

Orlane is a content creator, but above all, a deeply committed artist. Combining her passion for music and digital storytelling, she uses her platform to share authentic moments, express her creative universe, and raise awareness on strong social values. Through her engaging pop compositions and relatable content, she has built an empathetic and highly engaged community across TikTok and Instagram. If you're looking to partner with a passionate artist who bridges creativity, music, and genuine impact, Orlane is the perfect fit.

Commitment and values

Orlane values authenticity, social commitment, and artistic expression. She carefully selects her collaborations to ensure they align with her core principles and respectful tone, favoring brands that share a human, conscious, and meaningful vision. Very close to her audience, she maintains a strong, inspiring, and authentic connection with her community.

MUSIC **ARTIST** **MILITANT**



Offer subject to change - version 13-07-2026

Market Recognition

Recognized as one of Belgium's most promising emerging artists, Orlane is steadily establishing herself as a rising voice in the country's music scene.

Named **Belgian Revelation at the NRJ Music Awards, nominated at the NRJ Creators Night, and selected as an NRJ Artist**, Orlane has quickly gained recognition from one of the country's leading entertainment brands. These distinctions highlight her artistic talent, growing impact, and strong connection with a young, engaged audience.

Combining a distinctive musical identity with an authentic presence on social media, Orlane creates content that naturally bridges music, lifestyle, and storytelling. Her ability to connect emotionally with her community extends beyond her songs, making her a credible and relatable voice for brands seeking meaningful collaborations.











Musical Career

- **2021 — The Voice Belgique (Season 9)** : Orlane captures the public's attention during *The Voice Belgique*, where her powerful voice, musical sensitivity, and unique artistic identity reveal her potential as a future Belgian pop artist.

- **2023 — Debut EP – *PRISME*** : Releases her first EP, introducing her personal universe through a modern pop sound, emotional storytelling, and a distinctive artistic direction.

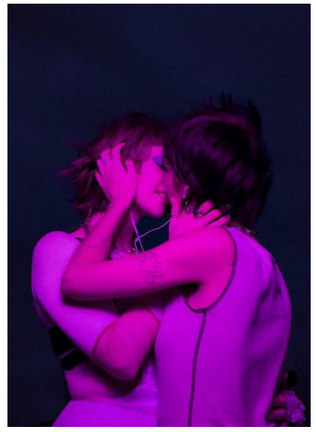
- **2025 — Debut Album – *ALLER-RETOUR*** : Releases her first studio album, a 14-track project blending pop, electro, and French chanson. Through intimate lyrics and a strong visual identity, Orlane establishes herself as one of Belgium's most promising emerging artists. That same year, she is awarded "Belgian Revelation of the Year" at the NRJ Music Awards, confirming her growing impact on the Belgian music scene.

- **2026 — A New Era & Major Live Performances** : Orlane enters a new chapter with the release of new music, including "AMOUR PLURIEL" and "Royaume", while continuing to expand her audience beyond Belgium. She performs on major stages across Belgium and France, including headline shows at venues such as Le Manège in Mons, Le Reflektor in Liège, La Maroquinerie in Paris, and appearances at major public events such as La Fête de la Musique in Brussels and the NRJ Music Tour 2026.











Audiences & Profiles

@orlanemusique

38.511
Followers

AGE CATEGORIES :

13-17 – 8,3%
18-24 – 47,1%
25-34 – 35,3%
35-44 – 6,7%
45-64 – 2,4%

GENDER :
Men – 28,13%
Women – 71,87%

LOCATION :
Belgium – 65,14%
France – 15,45%

BEST CITIES :
Namur
Brussels
Liège
Charleroi

@orlanemusique

56.057
Followers

AGE CATEGORIES :

18-24 – 47,1%
25-34 – 34%
35-44 – 8,9%
45-64 – 2,9%

GENDER :
Men – 45,62%
Women – 54,38%

LOCATION :
Belgium – 29,67%
France – 65%

@Orlane

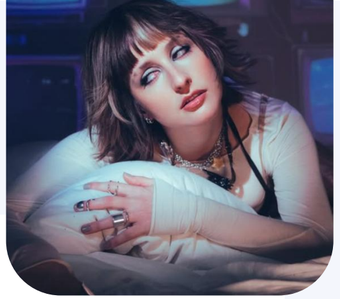
6.840
Followers

AGE CATEGORIES :

13-17 -1,2%
18-24 – 12,9%
25-34 – 51,6%
35-44 – 22,2%
45-64 – 12%

GENDER :
Men – 43,77%
Women – 56,23%

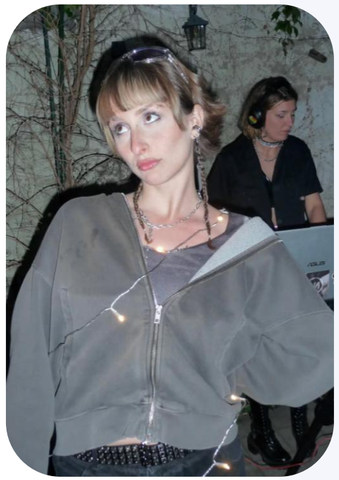














Offer subject to change - version 04-08-2026

Global content offer

@orlane

Max 1 sponsor

Broadcast Wherever you want !

Tik Tok

1 micro - street - Tiv Tok post format

10.000 video views estimated

SLICE BUDGET : 5.000€ NETTO NETTO

Offer subject to change - version 13-01-2026

Meet Julien Laprai



Concept

Julien Lapraille is the ultimate bon vivant—a food-loving, warm-hearted personality who thrives on real human connection and new experiences. Always curious and approachable, he turns every meeting into a moment of pure conviviality.

For Mon Plus Beau Folklore, Julien brings his contagious energy to Instagram and Facebook. Armed with his signature humor and passion for regional heritage, he goes out to meet the public, taste local specialties, try out traditional activities, and collect genuine local anecdotes.

Through dynamic Reels and engaging Facebook content, Julien delivers an authentic, joyful, and epicurean dive into local traditions, celebrating Belgian folklore through true human connection and shared smiles.



Offer subject to change - version 13-01-2026

Profile

Who is Julien Lapraille

Julien Lapraille is a Belgian chef, television presenter and influencer, and former contestant on the program Top Chef. With his warm personality and culinary expertise, he has made a name for himself on television and social media. Julien shares his cooking tips, accessible recipes and personal moments, captivating a large community that follows him for his authenticity and humor.

Commitment and values

Julien embodies the values of simplicity, conviviality and sharing. For him, cooking should be a moment of pleasure and creativity, accessible to all, and he strives to make cooking less intimidating with easy, family-friendly recipes. His humour and spontaneity shine through in each of his projects, and he stands out for his ability to engage his audience while offering inspiring content.

COOKING **LOCAL** **FAMILY**



Audiences & Profiles

Julienlaprailletopchef

73.289
Followers

AGE CATEGORIES :

35-44 – 26,3%
45-54 – 25,4%
55-64 – 17,8%
Autre – 30,5%

GENDER :
Men – 30%
Women – 70%

LOCATION :
Belgium – 86,9%
France – 9,1%

BEST CITIES :
Charleroi
Liège
Namur
Arlon

Julienlapraille

26.998
Followers

AGE CATEGORIES :

13-17 – 3,6%
18-24 – 20,6%
25-34 – 29,9%
35-44 – 25,2%
45-64 – 22,1%

GENDER :
Men – 35,5%
Women – 64,5%

LOCATION :
Belgium – 74%
France – 13%

BEST CITIES :
Namur
Brussels
Liege
Charleroi

Julienlapraille

6.087
Followers

AGE CATEGORIES :

18-24 – 22,7%
25-34 – 36,6%
35-44 – 22,2%
45-64 – 15,4%

GENDER :
Men – 50%
Women -50%

LOCATION :
Belgium – 93,4%
France – 2,3%











Offer subject to change - version 04-08-2026

Global content offer

@julienlapraille

Max 1 sponsor

Broadcast

Wherever you want !

Instagram

1 reel format

3 teasers - stories format

2.000 video views estimated

1.000 impressions estimated

Facebook

1 video post format

15.000 video views estimated

SLICE BUDGET : 5.500€ NETTO NETTO



Offer subject to change - version 20-03-2026

Dans les coulisses

rtbf TARMAC

SPIT

Social

Entertainment

Offer 2027

NEW GEN

rtbf AUVIO KIDS TV

3-12

Kids

rtbf TARMAC



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

SPIT



Entertainment

13-24

Urban culture

IXPÉ rtbf



Gaming & Esport

15-35

Gaming culture

(New gen and young adults)

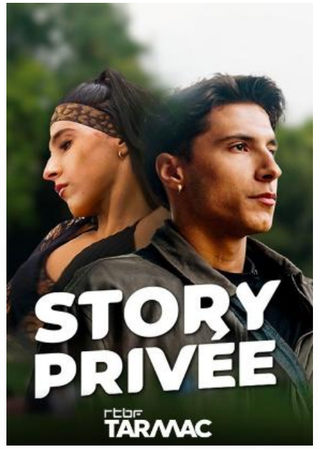
2026

SHOWS


TARMAC EN FESTIVAL
TARMAC


MATCH CLUB
rtbf TARMAC

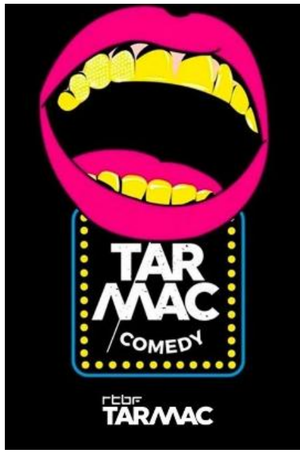

C'EST QUOI LES BAILS?
GOSSIPS ET ACTU
MAXI
FK
rtbf TARMAC


STORY PRIVÉE
rtbf TARMAC

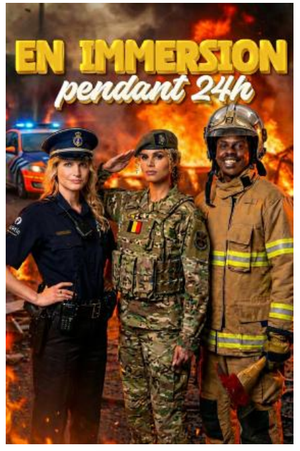

IZI NEWS
rtbf TARMAC


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

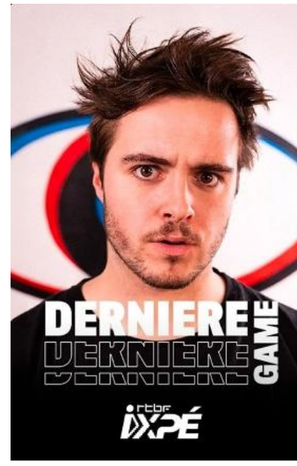

LES
FAKY D'OR!
LE CLASH DES CLASSES !


ON N'EST PAS DES
IENCLI
IXPÉ


ACTUS IXPÉ
IXPÉ


CAP48
HEURES
rtbf IXPÉ


CRASH
TEST
IXPÉ
rtbf


DERNIERE
GAME
rtbf IXPÉ

SPIT


ÊTRE TRISTE EN HIVER
Les conseils de Zoé
EN IMMERSION
avec les pompiers
DÉFI : RETROUV
SPIT

What is SPIT ?



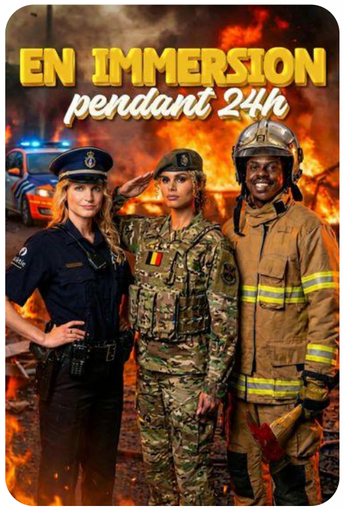
SPIT is the 100% peppy, 100% Belgian digital media to entertain the young generation! It’s part of the global brand TARMAC.

At the helm of this made-in-RTBF program are influencers Héritier, Clara and Zoé. Together, they decipher what's hot with teenagers, from people and pop culture to fashion and the latest social issues.

SPIT also goes out to meet Generation Z at Belgian and international events to ask them questions or challenge them... SPIT is also about quizzes, adventures and great entertainment games!

Digital & social shows

Entertainment









Street Interviews and challenges : SPIT hosts connect with the new generation in the streets and at events across Belgium through engaging interviews, discussions on various topics, and fun challenges.

24h en immersion: “24h in immersion” is a concept where we go behind the scenes of a trade. They will follow a discipline or trade on a daily basis for 24 hours

Dans les coulisses : “In the backstage” of is a format that puts the spotlight on unusual or little-known places. The format is highly flexible and can be adapted to any type of business.

J’ai déjà: The “J’ai déjà” podcast is exploring the life experiences of young people aged between 16 and 22. The episodes cover a wide variety of topics to explore the different facets of their daily lives

Spit Battle Game: A candidate sits on a “Water Dunk” and has to answer four questions in the SPIT quiz DNA (general knowledge, people, unusual questions, etc.). If he answers all four correctly, he wins the prize at stake. But the slightest mistake and the SPIT host hits the buzzer, and the contestant is out. No prizes, but plenty of splashing and laughter.

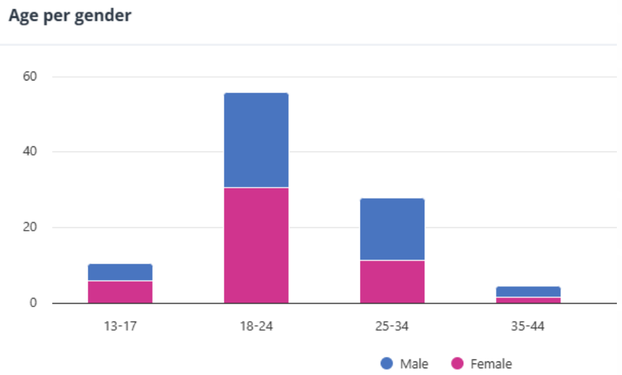
Spit Retailers Race: Two subscribers compete in a frantic caddy race through the aisles of a store or a subscriber has 1 minute to fill his shopping cart with everything he wants in the store. Speed, strategy and adrenaline are the order of the day

Social figures

31,9k Global Average Video Views

4,8% Global Engagement Rate

390,5k Total Followers





@tarmac.be	@tarmac	@rtbp.ixpe
47,5k followers	242k followers	**101k** followers
4% engagement	**7,1%** engagement	**3,4%** engagement
50% women	**50%** men	**53%** **wo**men

Social Figures may be changing (Sources : SPIT and Stellar) – August 2026

Dans les coulisses

Dans les coulisses

"Dans les Coulisses" is a format that puts the spotlight on unusual or little-known places, events, people, or communities. The format is highly flexible and can be adapted to different storytelling approaches, ranging from behind-the-scenes access and immersive experiences to street interviews, and spontaneous encounters that capture authentic perspectives and local stories.



CLICK HERE



CLICK HERE

Offer subject to change – August 2026

Media offer

Mono-sponsoring - max 1 sponsor

Period All year long

Social & digital

SPIT

Tik Tok Caption and visual branding (logo)	1 short content 30k estimated views
Instagram Caption and visual branding (logo)	1 short content 40k estimated views
Youtube Caption and visual branding (logo)	1 short content 10k estimated views
Auvio Video Ad-In Stream max 20'' Entertainment extend	20.000 impressions:

GROSS MEDIA VALUE : 4.600 excl.vat

BUDGET MEDIA NETTO NETTO : 2.500 excl.vat

PRODUCTION BUDGET : 4.900 excl.vat

Sectorial examples

SECTOR

PUBLIC SERVICE

Wallonie service public SPW









spit_be et xavierlust
Collaboration commerciale
Audio d'origine

spit_be 6 sem
On attend ton inscription au concours ! 🤩 #odo48h #designindustriel #concours #challenge #student #bachelier #etudiants

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Suivre

Si tu veux voir les objets gagnants : https://odo48h.be/ 🤩 #odyssée #concours #challenge #defi #48h #apprendresurtiktok #experience @Zoe Brunet

moins

♫ son original - SPIT

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SECTOR

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Reach estimé de 381.7k

Reach estimé de 1.8k

Reach estimé de 152.2k

Want to know more?
Get in touch

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