

NRJ Music Awards

Radio

Entertainment

Offre 2026



Concept

The NRJ Music Awards ceremony will be held on Friday, October 23st, 2026.

It's the must-attend event for French and international artists.

The NRJ Music Awards ceremony is one of the major events on the music scene, bringing together the greatest French and international artists every year.

Created by NRJ, this ceremony, in partnership with the Palais des Festivals of Cannes (France) is exclusively open by invitation. Live show from the Palais des festivals and broadcast in prime time on TF1.

The "Révélation Belge" category will be back for a 5th edition.

The list of categories and nominees will be made public on September 14th, 2026, and will be open to online voting until the day of the ceremony.

BROADCAST

Media : NRJ RADIO – NRJ+ DAB – Digital – Social Media Platforms (FB/IG/Tik Tok)

Period : 4 weeks October 2026



Experience

NRJ offers you the opportunity to be associated with this international musical event :

PHASE 1 : 3 WEEKS

Association to vote & contest to win 2 places to attend the NMA in Cannes

- Association with the NRJ Music Awards (vote + competition)
- Topic of the campaign : "vote for your favorite stars,... The NRJ Music Awards with the sponsor"
- Presence sponsors: on visual web/rs, radio trailers + live quote

PHASE 2 : 1 WEEK (Partly on Phase 1)

Association to the contest

- "Win your tickets to the NRJ Music Awards with the sponsor": Listen to Le 6/9 on NRJ and win your 2 invitations to Cannes to attend the NRJ Music Awards
- Presence sponsors: on all visual web contest / rs + live quote during the week of competition (Except on generic "vote" visuals)
- Topic of the campaign : listen to Le 6/9 on NRJ and win 2 invitations direction Cannes to assist to the NRJ Music Awards with the sponsor



Tailormade contents

On **NRJ radio**, the buzz starts early: exclusive artist interviews, countdowns, on-air contests... We create an entire ecosystem of engaging content that speaks directly to a young, passionate, and ultra-connected audience.

It's all about **custom brand content**: native formats, short video capsules, social activations, giveaways... Each advertiser gets the chance to **co-create a unique experience** around music, artists, and the NMA buzz.

Examples : *Afflelou Glasses* joined the spotlight with a playful campaign centered on "the stars' gaze," while *Borotalco* brought freshness to the spotlight with radio and social activations tied to the backstage energy and fan emotion.

The journey **culminates in Cannes**: exclusive content straight from the red carpet, behind-the-scenes interviews, live social coverage... Brands come with us **right into the heart of the event**, enjoying premium, emotionally-charged exposure.

We can create you a tailormade offer, just ask the RMB Team !

The sponsor is associated with the competition, the integration into the RS content and the broadcasts of NRJ Belgium

The partner advertiser may not use the NMA brand on its own media or points of sale



Media offer

MONO-SPONSORING | Max 1 sponsor

Deadline : August 28, 2026

Media : NRJ RADIO – NRJ+ DAB | Digital – Social Media Platforms (FB/IG/Tik Tok) | Period : October 2026

Radio & DAB

Radio Trailers with Billboard max 5" – NRJ+	Total : 50
Radio Trailers with Billboard max 5" – NRJ	Total : 50
Radio Speaks NRJ	Total : Min 15

Digital & Social media

Digital Website – NRJ.BE	3 weeks
Social Media – Content Posts (IG/FB/Tik Tok) Presence of the sponsor's logo on NRJ Instagram & Facebook communication assets (teasing + aftermovie)	3 weeks

GROSS MEDIA VALUE : 30.300 € VAT excl.

MEDIA PROPOSAL NETTO NETTO : 18.180 € VAT excl.

Radio marketing evaluations

MARKETING TERMS	18-34	18-44	25-44	25-64
#INSERTIONS	115	115	115	115
GRP	80,2	68,8	69,3	51,3
COV%	17,2%	15,7%	15,5%	11,6%
COV#	191.672	281.763	209.368	306.929
OTH	4,67	4,38	4,48	4,43
CONTACTS	895.191	1.234.651	938.861	1.361.173

CIM, Mediaplaning wave 2024/1-4, 2024/5-8 and 2024/9-12, total day, South.



HIT MUSIC ONLY !

The ultimate **hit music** station, broadcasting 100% of today's **biggest hits** and connecting with **young adults** and the **digital generation**.

Very **committed** brand, NRJ talks about everything in a **good mood**.



The *energizing* brand

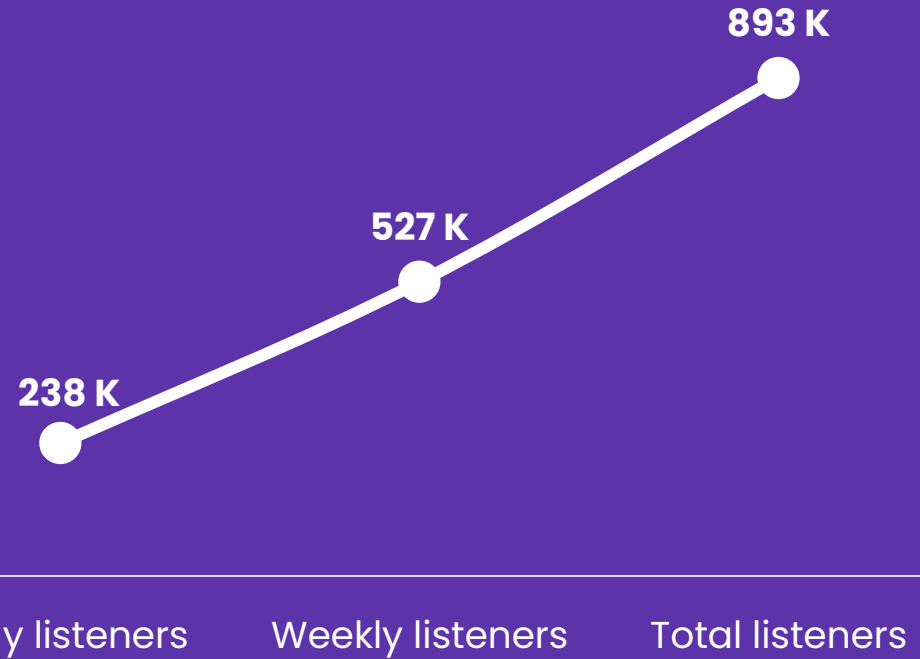
100% hits of the moment
and **good mood**

International brand

Strong **digital** presence

Engaged audience

Coverage building



“Plugged in” listeners

Young & connected adults

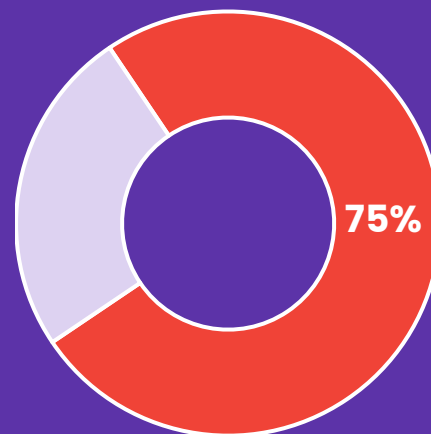
**Brand lovers &
added value seekers**

**Ambitious &
entrepreneurship** values

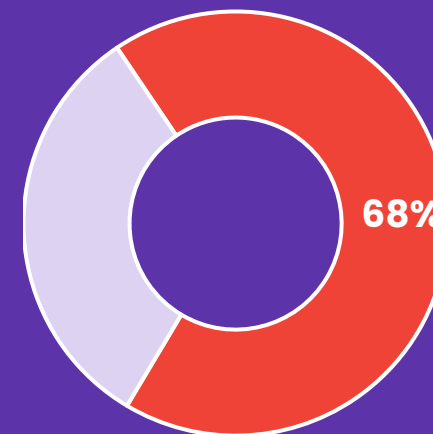
Looking for **fun &
entertaining experiences**

Profile

12-44



Main shoppers



Biggest hits & good mood



Jer'm, Béné , Tanguy

DE 9H À 16H



Sara et Quentin



Mike, Jeff, Coralie, Julien

A large, solid red abstract shape that resembles a stylized letter 'P' or a rounded vertical bar with a curved top. It is positioned on the left side of the slide, partially overlapping the text.

Sectoral examples

Sector non-food

BOROTALCO

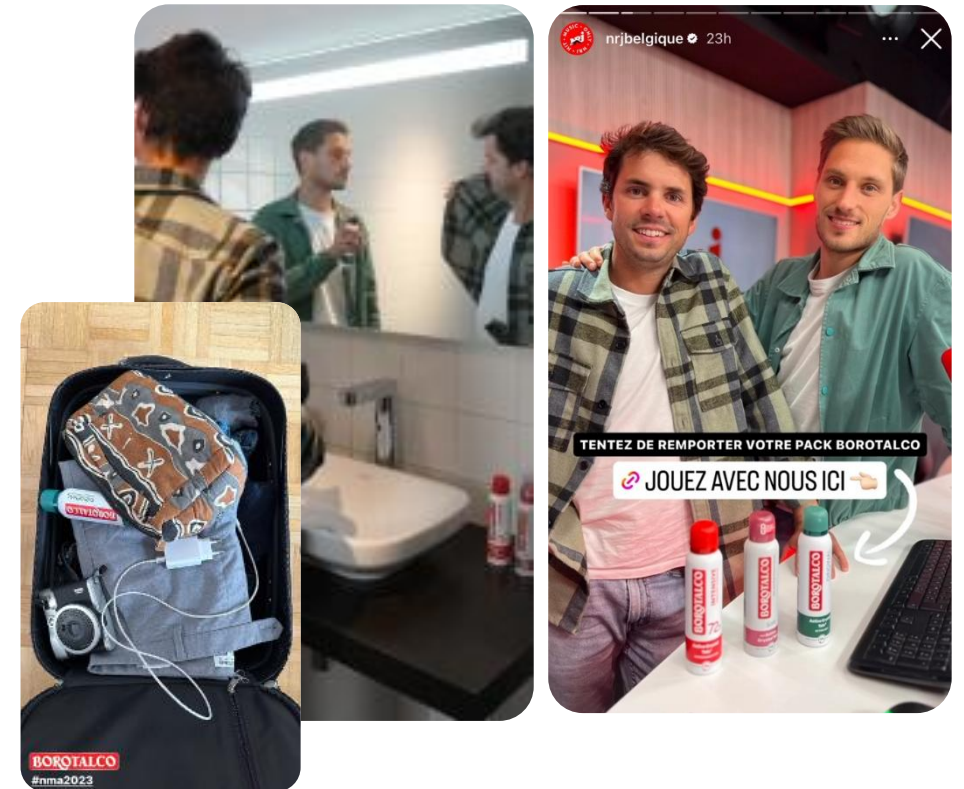
PROMO ASSOCIATION



DIGITAL CONTEST



SOCIAL PROMOTION



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

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