

# Pack Spots & Digital Roland Garros

Video

Sport

Offer 2026



# Concept

The French Open also called Roland-Garros, is a major tennis tournament held over two weeks between late May and early June at the Stade Roland-Garros in Paris, France. The venue is named after the French aviator Roland Garros.

It is the premier clay court tennis championship event in the world and the second of four annual Grand Slam tournaments, the other three being the Australian Open, Wimbledon and the US Open.

The French Open is currently the only Grand Slam event held on clay, and it is the zenith of the spring clay court season.

Because of the seven rounds needed for a championship, the slow-playing surface and the best-of-five-set men's singles matches (without a tiebreak in the final set), the event is widely considered to be the most physically demanding tennis tournament in the world.

Every spring in Paris, the French Open brings together the world's tennis elite . As an iconic Grand Slam event, it delivers premium visibility in a setting defined by excellence, emotion, and performance. A unique opportunity to elevate your brand through high-impact TV advertising packages

## Broadcast

- Tipik
- from 24 May to 7 June 2026

rtbf  
**TIP!K**

rtbf  
**duvio**

rtbf  
**ACTUS**



# Marketing insights about Roland Garros 2025

Television

970k

TV viewers

25K

Avg. daily PRP 18-54 viewers

61%

GS 1-4

50%

of Women

1.1M

Streams on Auvio

60%

Men on Auvio

Auvio

# Marketing insights

## The power of Live viewing

*Why live is the best for advertisers ?*

### Emotion & Tension

Live creates unique emotional peaks that drive deeper engagement.

### Brand safe & Premium context

Brands know exactly what is being broadcast, when, and in which environment.

### Unskippable Ads

Live TV ensures ad continuity. Less fast-forward, more guaranteed visibility.

### Maximum Attention

Viewers are more focused, more engaged, and more receptive to advertising messages.



# 95%

of TV live viewing  
for RG 2025

# 84%

of AUVIO live viewing  
for RG 2025

# Pack Spots

**10 GRP's**

6.500€ gross

(CGRP 725€ gross – base 30sec)

**20 GRP's**

12.300€ gross

(CGRP 725€ gross – base 30sec)

Target PRA 18-54  
GRP's guaranteed  
No spots in the finals  
Planning by RMB  
Advertiser's rebate are applicable

# Pack Digital



**5.000€**

**Video**

Tennis lovers  
&  
Sport lovers  
Data

151.515 imps (CPM 33 €)

**3.000€**

**Display (\*)**

Tennis lovers  
&  
Sport lovers  
Data

500.000 imps (CPM 6 €)

**5.000€**

**Video**

Pack sport

166.666 imps (CPM 30 €)

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

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**RMB**