

Short video content

Cross-media

Multi-contexte

Offer 2025

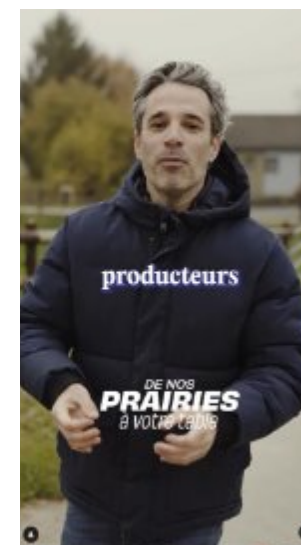
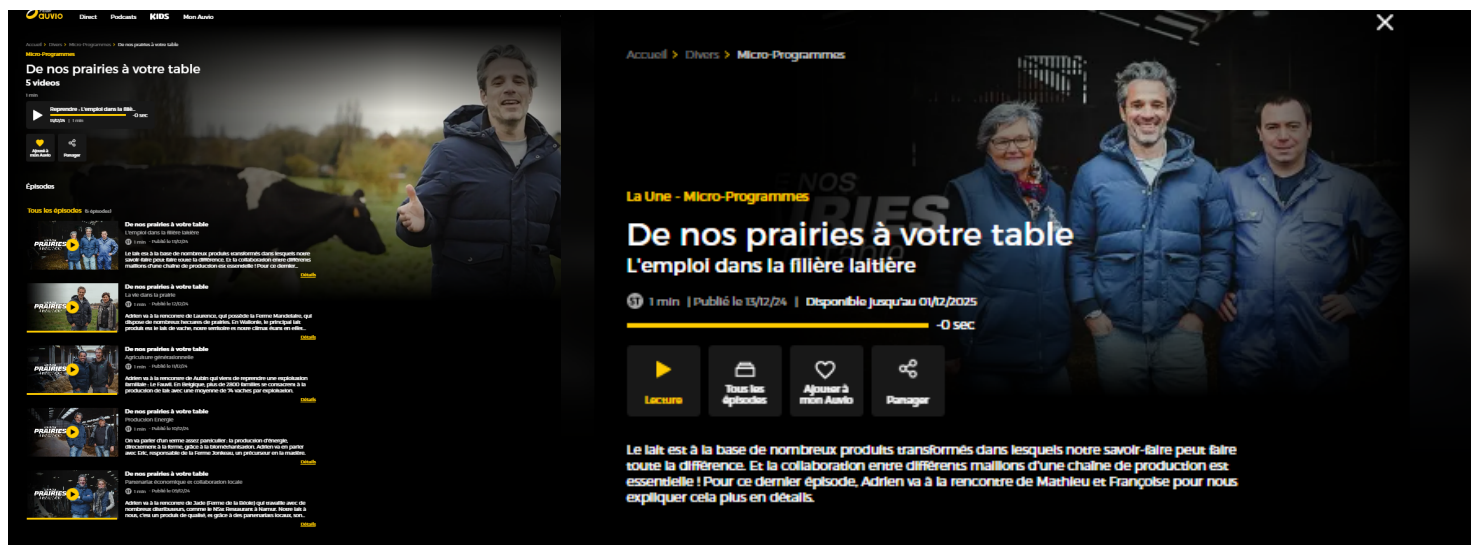


Micro-programs or short programs are sequences broadcasted on TV and subsequently available on the AUVIO platform. They are generally designed to inform, entertain or raise awareness on specific subjects. These short formats enable us to capture the audience's attention quickly and effectively.

- **Short duration** : 90 seconds
- **Broadcast** : La Une, TIPIK, LN24 and/or AUVIO
- **Timetable** : 6:25 pm La Une - 8 pm TIPIK - FLOATING LN24
- **Number** : min 5 episodes
- **Varied Themes** : health and well-being, culture and heritage, environment and ecology, education and awareness (e.g. prevention campaigns), humorous or artistic moments.
- **Strategic position** : they are often inserted between two main programs, before or after the news, or published on digital platforms (website, social networks).



Advertiser case



VIDEOS
LINKS

Examples of subjects :

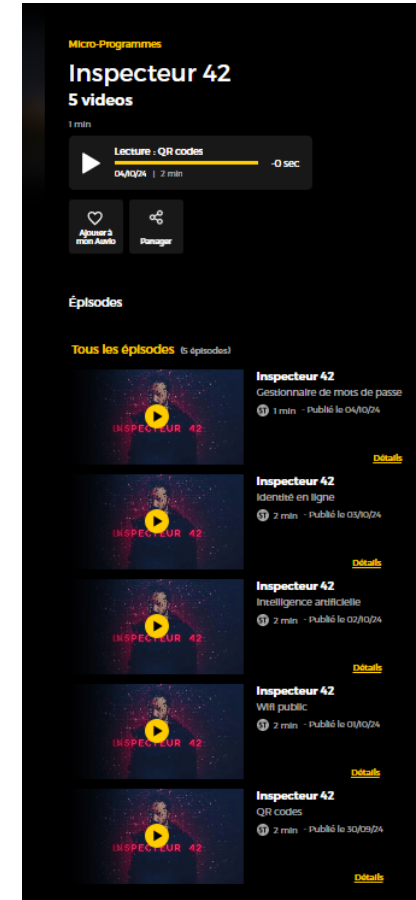
- Biomethanization
- Local partnerships
- Generational agriculture
- Life on the prairie
- Employment in the milk industry

Advertiser case



Examples of subjects :

- Scanning QR-codes in a secure way
- Public Wi-Fi always with a risk
- How to protect your online identity
- Password Manager to remember your password
- Careful with unknown USB devices



proximus

VIDEOS
LINKS

Media Solutions



Broadcast

- On La Une
- Monday to Friday at 6:25 pm
- 5 main broadcasts – 1 week
- 1 Rebroadcast next day around 11:50 am
- Max 90" per episod

Counterparts

- 1 billboard of max 7 sec before and after each episode (=total 10)
- 1 billboard of max 7 sec before and after each episod rebroadcast (=total 10)
- 15 seconds of Product Placement per broadcast and rebroadcast (=total 150")
- 100,000 imps in Pre/Mid/Post roll Video*



Broadcast

- On TIP!K
- Monday to Friday around 8:10 pm
- 5 main broadcasts – 1 week
- Max 90" per episod

Counterparts

- 1 billboard of max 7 sec before and after each episode (=total 10)
- 15 seconds of Product Placement per broadcast (=total 75")
- 100,000 imps in Pre/Mid/Post roll Video*



Broadcast

- On LN24
- Monday to Friday in floating time
- 5 main broadcasts
- 25 Rebroadcast in floating
- Max 90" per episod

Counterparts

- 1 billboard of max 7 sec before and after each episode (=total 60)
- 15 seconds of Product Placement per broadcast and rebroadcast (=total 75")

** Note that If you chose 1 week on La Une & 1 week on TIP!K at the same time, only 100.000 imps will be used in the advertiser's offer.*

JANUARY					FEBRUARY					MARCH				
W1	W2	W3	W4	W5		W6	W7	W8	W9		W10	W11	W12	W13
7.850	7.850	7.850	7.850	7.850		8.150	8.150	8.150	8.150		9.350	9.350	9.350	9.350
APRIL					MAY					JUNE				
	W14	W15	W16	W17	W18	W19	W20	W21	W22		W23	W24	W25	W26
	9.350	9.350	9.350	9.350	9.350	9.350	9.350	9.350	9.350		8.350	8.350	8.350	8.350
JULY					AUGUST					SEPTEMBER				
W27	W28	W29	W30	W31		W32	W33	W34	W35		W36	W37	W38	W39
6.950	6.950	6.950	6.950	6.950		6.950	6.950	7.750	7.750		9.550	9.550	9.550	9.550
OCTOBER					NOVEMBER					DECEMBER				
W40	W41	W42	W43	W44		W45	W46	W47	W48	W49	W50	W51	W52	
9.550	9.550	9.550	9.550	9.550		9.550	9.550	9.550	9.550	9.250	9.250	9.250	7.750	

JANUARY (25 GRP)					FEBRUARY (25 GRP)					MARCH (25 GRP)				
W1	W2	W3	W4	W5		W6	W7	W8	W9		W10	W11	W12	W13
4.900	4.900	4.900	4.900	4.900		5.200	5.200	5.200	5.200		7.200	7.200	7.200	7.200
APRIL (25 GRP)					MAY (25 GRP)					JUNE (25 GRP)				
W14	W15	W16	W17		W18	W19	W20	W21	W22		W23	W24	W25	W26
7.200	7.200	7.200	7.200		7.200	7.200	7.200	7.200	7.200		5.500	5.500	5.500	5.500
JULY (25 GRP)					AUGUST (25 GRP)					SEPTEMBER (25 GRP)				
W27	W28	W29	W30	W31		W32	W33	W34	W35		W36	W37	W38	W39
3.300	3.300	3.300	3.300	3.300		3.200	3.200	4.600	4.600		7.400	7.400	7.400	7.400
OCTOBER (25 GRP)					NOVEMBER (25 GRP)					DECEMBER (25 GRP)				
W40	W41	W42	W43	W44		W45	W46	W47	W48	W49	W50	W51	W52	
7.500	7.500	7.500	7.500	7.500		7.500	7.500	7.500	7.500	7.100	7.100	7.100	7.100	

Package Options

Package 1

-20%



1 Broadcast WEEK – La Une
Monday-Friday 6.25 PM
Rebroadcast AM day after

5 Broadcast WEEKS – LN24
Floating – 30 broadcasts

100,000 imps
Contents on AUVIO

Package 2

-35%



1 Broadcast WEEK – La Une
Monday-Friday 6.25 PM
Rebroadcast AM day after

1 Broadcast WEEKS – TIPIK
Monday-Friday 8.00 PM

5 Broadcast WEEKS – LN24
Floating – 30 broadcasts

100,000 imps
Contents on AUVIO

Package 3

-50%



2 Broadcast WEEK – La Une
Monday-Friday 6.25 PM
Rebroadcast AM day after

2 Broadcast WEEKS – TIPIK
Monday-Friday 8.00 PM

10 Broadcast WEEKS – LN24
Floating – 30 broadcasts

100,000 imps
Contents on AUVIO

+ PRODUCTION COSTS
(5, 10 or more episodes)

As a benchmark, one episode produced is around 3.500 € VAT excl. By RMB.
The Advertiser can also produce via his own production staff after the editorial based project is validated by RMB.

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

Want to know more? Get in touch

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