

LE SHOP

rtbf
TARMAc

Social Media

Entertainment

Offer 2027



NEW GEN

rtbf
audio KIDS TV

3-12

Kids



rtbf
TARMAC



Info & Society

Music

Entertainment & Fiction

Sport

SPIT



Entertainment

13-24

Urban culture



ixpÉ
rtbf



Gaming & Esport

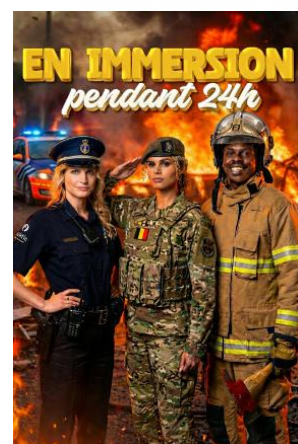
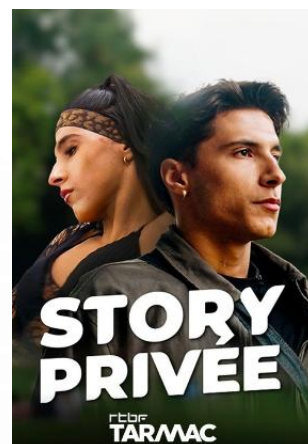
15-35

Gaming culture
(New gen and young adults)



2026

SHOWS



rtbf
TARMAC



What is Tarmac ?



Tarmac is a digital media and RTBF radio station dedicated to hip-hop and urban culture; its content consists of a series of audio and video shows, talk shows and content for young people 15-25 years old.

The content is available on social media, the RTBF website, Auvio, via a mobile app, and on DAB+ radio.

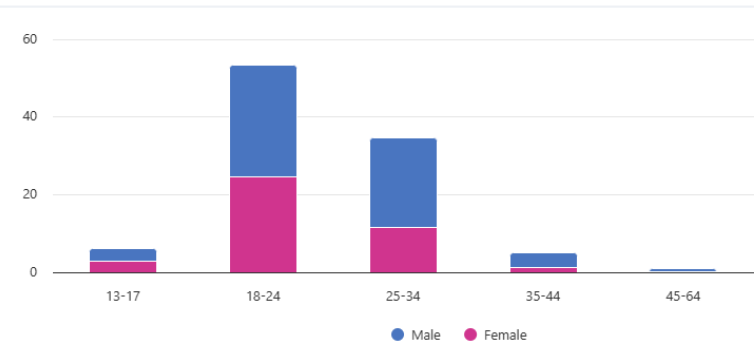
Social figures

+ 37,5k Global Average Video Views

+ 4% Global Engagement Rate

+ 3,8M Total Followers

Age per gender



Audience Credibility Score

82.65% Excellent



@tarmac.be

314k
followers
1.7%
engagement
65%
women



@tarmac

1,4M
followers
5,7%
engagement
60%
men



@Tarmac

1.6M
followers
407k
likes



@Tarmac

609k
followers
2,6%
engagement
56%
men

Digital & social shows

Music

rtbf
TARMAC



Live Report: Tarmac follows artists behind the scenes, from their preparations right up to the moment they step on stage

Posés: Tarmac welcomes an artist for an intimate, in-depth interview

Le Shop: A live music session featuring an artist accompanied by musicians, performed in Tarmac's signature night shop set

Bomaye (new version): A rap artist invites several fellow artists to join them for a one-hour filmed freestyle session

NEW



Les recos de Maxi : A short-form music recommendation format in which Maxi highlights three artists to listen to right now, with a particular focus on artists from the French-speaking Community of Belgium (FWB).

NEW

Culte (podcast) : Ten years after the rise of Belgian rap's golden age, this podcast revisits the albums that defined a generation. Each episode uncovers the story behind one iconic record—from Damso's Batterie Faible to Isha & Limsa's Bitume Caviar—through narration and interviews with the artists and the key people behind the music.

NEW



Le Shop

Le Shop

rtbf
TARMAC

LESHOP



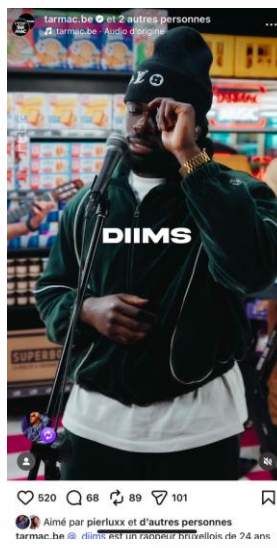
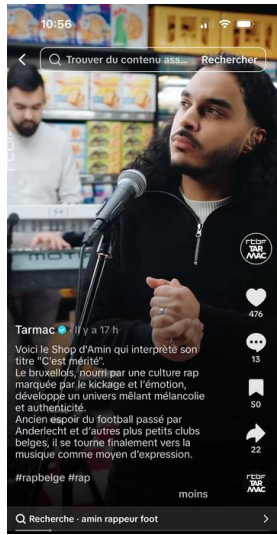
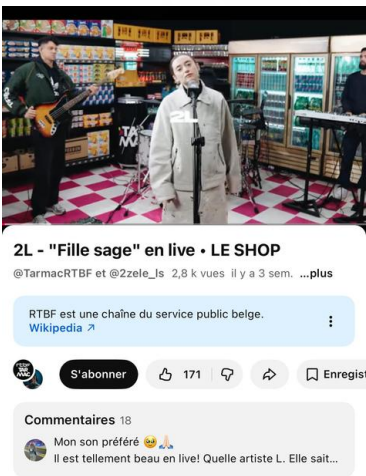
Tarmac aims to showcase **the French-speaking music scene** and regularly features live performances and studio sessions by both emerging and established artists.

“Le Shop” is a Tarmac music segment that features an **artist performing live**, set in the atmosphere of **a night shop**, accompanied by **a live band**, allowing artists to show their universe and creativity in an authentic atmosphere. The artists present their sounds, sometimes exclusively, or offer a freestyle.

This content is broadcast on YouTube, Instagram and TikTok



Broadcast



LE SHOP

Media: RTBF Tarmac

Long-form content: YouTube

Short-form content: Instagram Reels, TikTok and Youtube Shorts

Number of episodes: 5

Total number of broadcasts: 20

Broadcast: From January 2027

Set Up



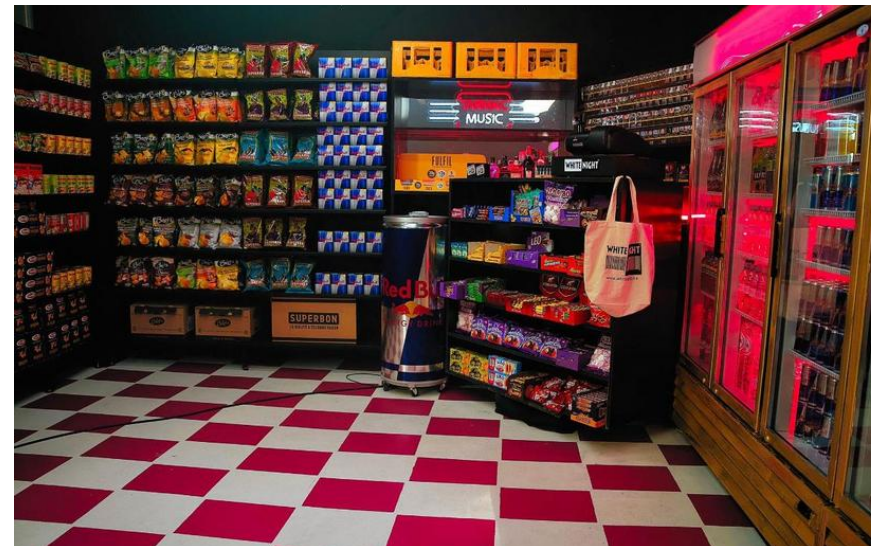
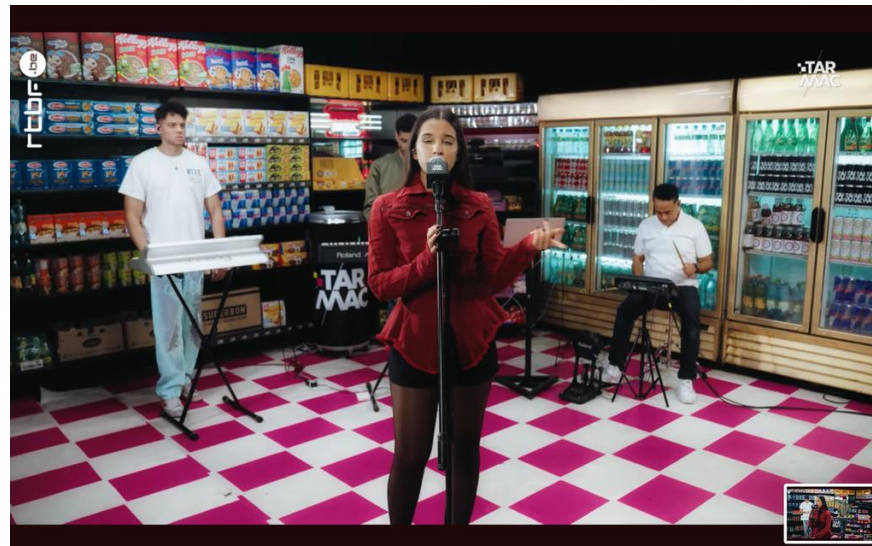
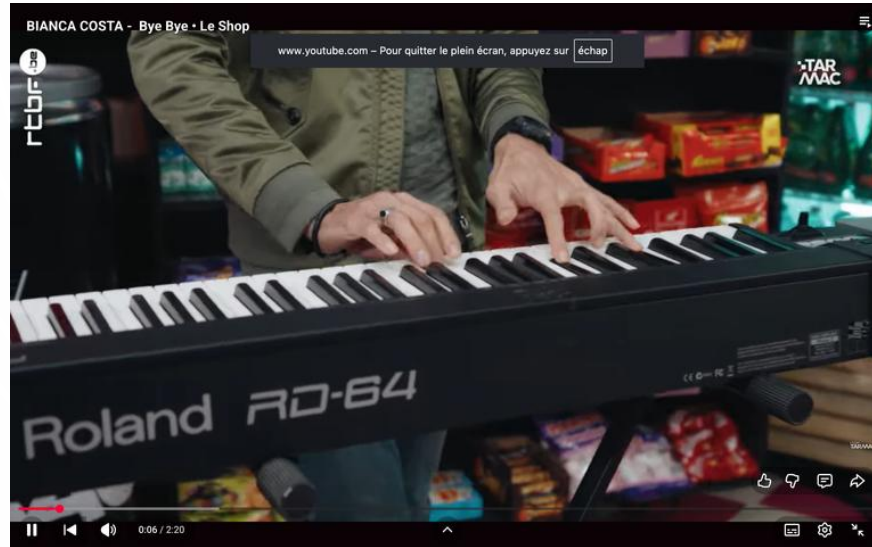
Distinctive
Features



Youthful
Style



Confident
urban look

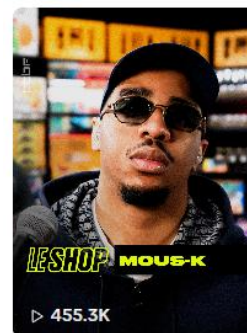


A man with a large afro and a patterned shirt is singing into a microphone. He has a nose ring and is wearing a necklace. The background is dark and out of focus, showing some lights and a screen. There are some UI elements at the bottom, including a small icon of a person and a purple circle with a white 'v'.



LESHOP **LYNDA**

200 k



Sponsoring offer

Mono-sponsoring – max 1 sponsor

Period All year long

Main content

rtbf
TARMAC

Youtube
Caption and visual branding (logo)

5 long contents
Total : 75k estimated views

Short clips

rtbf
TARMAC

Tik Tok
Caption and visual branding (logo)

5 short contents
Total : 100k estimated views

Instagram
Caption and visual branding (logo)

5 short contents
Total : 125k estimated views

Youtube
Caption and visual branding (logo)

5 short contents
Total : 50k estimated views

GROSS MEDIA VALUE : 21.000 € EXCL. VAT

MEDIA BUDGET NETTO NETTO : 12.000 €

PRODUCT PLACEMENT* : ON DEMAND

**Content production is handled by RTBF Tarmac. Product placement is available on request and subject to an additional budget, RTBF retains editorial control*

A PARTNERSHIP WITH



A premium, local media & the promise of a vibrant cultural scene



A credible image, high-quality production and access to the music scene



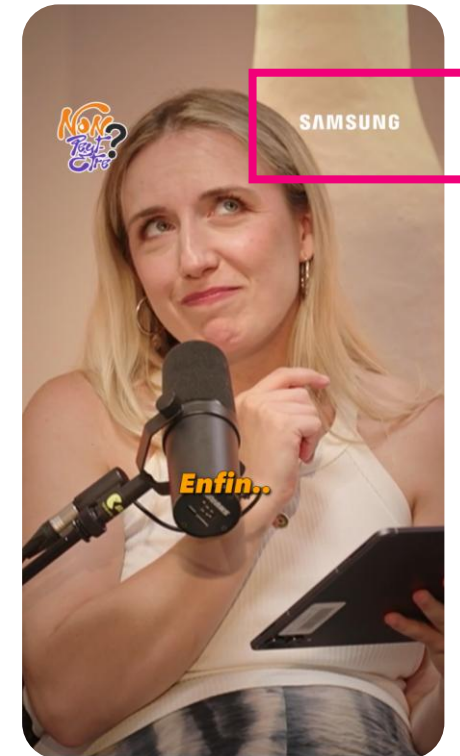
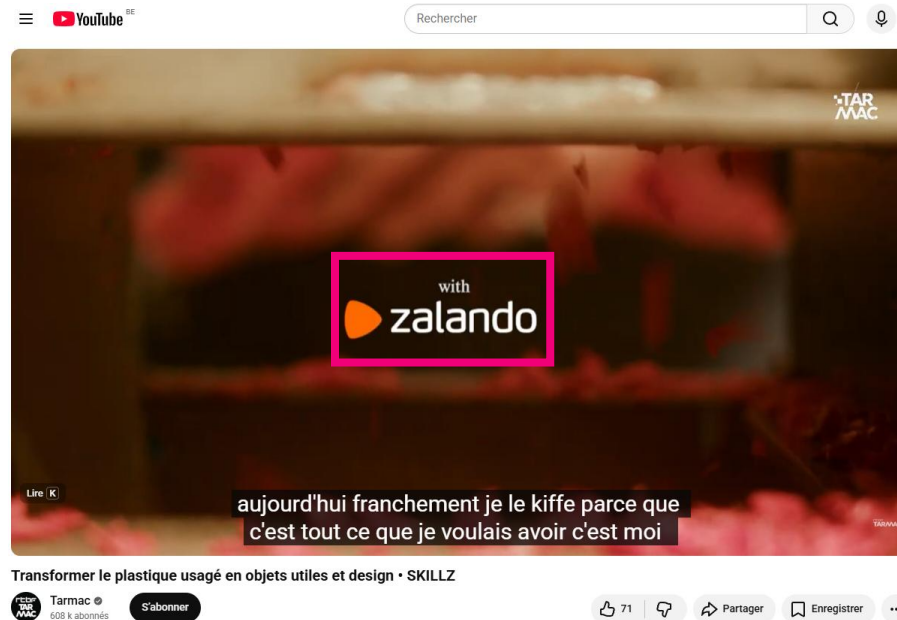
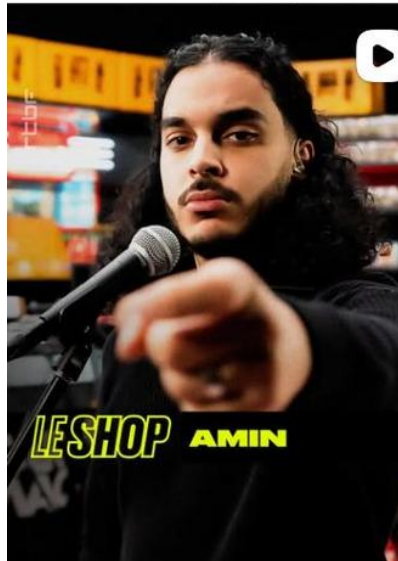
A targeted audience with a high engagement rate

Visual branding

The brand is visually represented within the content through logos, overlays, branded graphics, or other visual elements.

Logo

The brand's logo is visible directly within the video. It can be placed in a corner or at the beginning of the video



Caption



Est-on vraiment bienvenus chez les CH'TIS ?



LÉO PART
48,3 k abonnés



104127 vues · 24 août 2026

Pour découvrir Odoo : <https://www.odoo.com/r/D3G4> (collaboration commerciale)

Et pour commander votre poster "Chez les Lensols" (édition limitée à 100) : <https://www.fairqr.net/r/fbj45vn>

Suivez-moi sur Instagram pour les coulisses : [/jesusleopart](https://www.instagram.com/jesusleopart)

♥ VOUS AIMEZ MON TRAVAIL ? SOUTENEZ LA CHAÎNE
Chaque soutien m'aide à continuer de vous partager ces aventures humaines.
Tipeee : <https://fr.tipeee.com/jesusleopart>

Pour intégrer le groupe WhatsApp de la communauté des passionnés de rencontres : <https://tally.so/r/vG5ey4>

Product or brand-related information is included in the caption, description, chat, or other written text accompanying the content.

CAPTION INSPIRATION

New Le Shop session with @artist
in collaboration with @brand

With [Brand], a proud cultural partner

This session has been made possible thanks to [Brand]



FMB

move ahead

Thank you!