

The Voice Belgique

Season 12

Cross-média

Lifestyle

Offer 2025



A 12th season for The Voice Belgium, the show that discovers Belgian talent with a golden voice : 14 shows divided into 8 blinds, 3 battles and 3 lives.

Who will follow in the footsteps of Roberto Bellarosa (S1), David Madi (S2), Laurent Pagna (S3), Florent Brack (S4), Laura Cartesiani (S5), Théophile Rénier (S6), Valentine Brognon (S7), Charlotte Foret (S8) (Charles), Alec (S10) and Emma (S11)?

And who will become a star like Lubiana Kapaou, Loic Nottet, Alice Dutoit (Alice on the roof), Elie Delvaux (Blanche) and Jérémie Makiese?

Broadcast

- Media : La Une + AUVIO
- Production : Avril/May 2025 (blinds+battles)
- Broadcast start : 13 January 2026 (14 WEEKS)



The coaches



LOIC NOTTET

AXEL RED

CHRISTOPHE WILLEM

HOSHI

Blinds (8 episodes)

This season will feature 8 episodes of Blinds.
7 “classic” episodes, and the final, and 8th, episode will consist of the final auditions, followed by filmed meetings between the coaches and their respective talents.

This “reality” sequence allows us to recap the teams in a different and original way, but also to discover the talents in a different way before the next stage. At the end of this sequence, the coaches announce that at the end of the “Grande Bataille”, only 5 talents out of the 15 selected will go on to the Lives.

Big battles (3 episodes)

This season, Duels make way for the “Grande Bataille” (working title).

Each coach organizes 5 trios of talents who will sing the same song (as in the Duels).

At the end of the song, the coach can :

- Save 1 of the 3 talents to access the Lives
- Save 2 of the 3 talents to advance to the Lives
- Save all 3 talents to access the Lives

Alternatively, he can wait to see the other trios before making his choice. The talents are then invited to join the “Waiting Room” where they will watch the other Battles. At the end of all the Battles, the coach calls back his talents and selects the 5 who will go to the Lives.

Final decision :

each coach goes from 15 talents at the start, to 5 talents for the Lives.

Lives (3 episodes)

LIVE 1 : Cross Battles live

- 5 talents per team, i.e. 10 cross battles
- At least 10 talents advance to Live 2 (max.12 talents)

LIVE 2 : Semi-Final

- Minimum 10 talents, only 4 advance to the final.
- The public votes for its 4 favorite talents

LIVE 3 : Final : 4 finalists, 1 winner

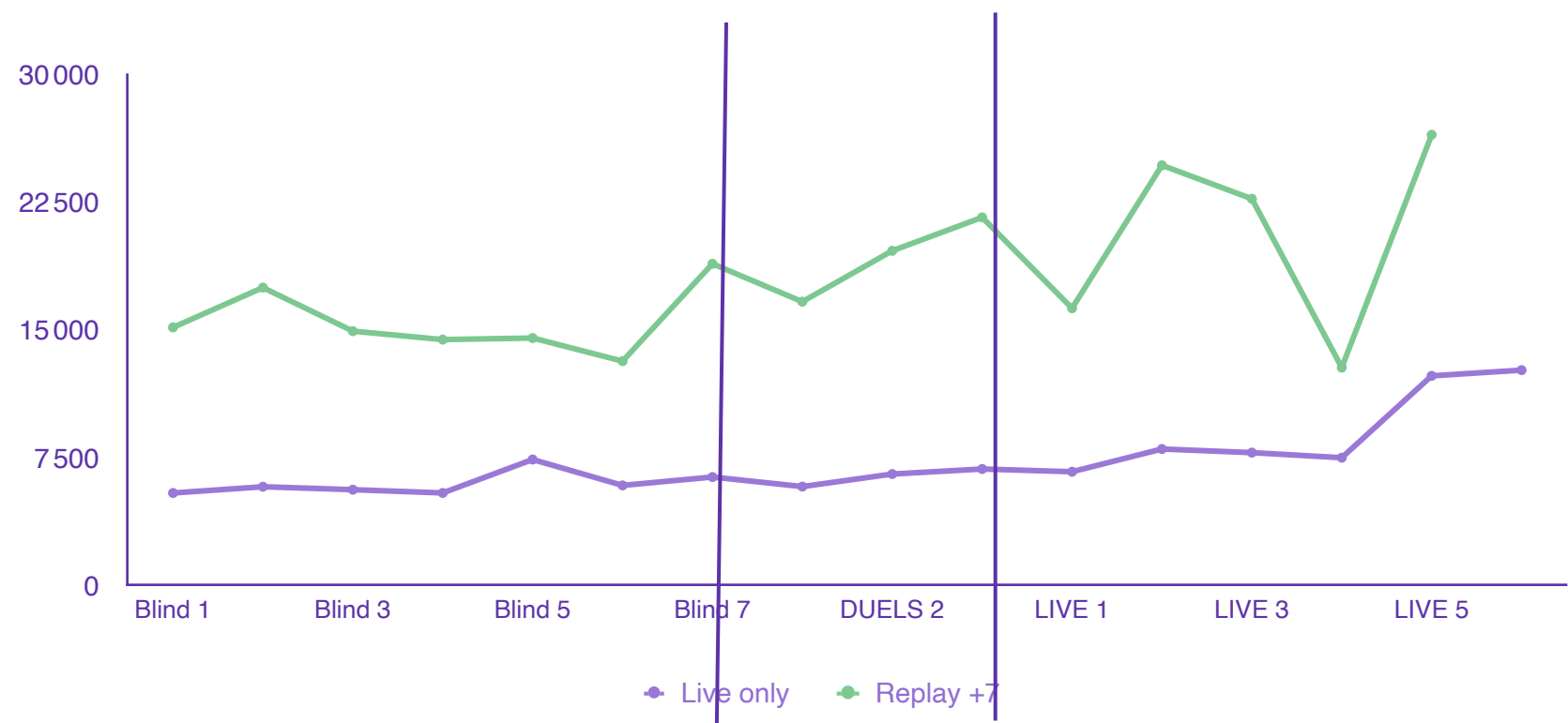


**What about
last season ?**

Total season audience

Targets	TTVSHR%	Rat	Rat%	Reach 10' con	Reach% 10' con	AFF
4+	21,3%	242.687	5,4%	390.535	8,7%	100
PRP 18-54	18,0%	54.306	3,4%	96.335	6,0%	62
PRP 25-54	18,0%	53.332	3,6%	93.950	6,3%	66
PRP+ kids	13,2%	18.351	2,4%	38.333	5,0%	45
12-34	24,1%	28.347	2,1%	49.728	3,7%	39
18-44	18,7%	39.547	2,5%	74.083	4,7%	46
25-54 SG 1-4	23,9%	43.626	4,0%	76.841	7,0%	73
Women 18-54	20,1%	39.471	3,5%	69.398	6,2%	65
Women 25-54	20,1%	37.100	4,0%	65.587	7,1%	75
Women 25+	24,9%	147.770	8,6%	232.710	13,5%	158
Men 25-54 SG 1-4	21,3%	18.946	3,4%	33.093	6,0%	64
35-54 ans	15,2%	42.058	3,4%	75.671	6,1%	62
18-34 ans	26,0%	24.528	2,5%	42.612	4,4%	46
35+ ans	21,1%	210.709	7,7%	333.020	12,2%	143
40+ GS1-4	25,2%	101.435	8,5%	152.280	12,8%	157

Total digital lives



RTBF, The Voice S11, 09/01/2024 – 09/04/2024, live, replay +7, views on Auvio, app and website, 12+.

Season 11 sponsors





Offers 2025/2026

Media offer

SPONSORING (14 shows)
BASER OFFER (5 Full packages)

Broadcast Media : La Une + AUVIO | Production : Avril/May 2025 (blinds+battles) | Broadcast start : 13 January 2026 (14 WEEKS)

TV



Billboard max 5"

2 billboards / show
Total : 28 billboards

Crawler max 5"

1 crawler / show
Total : 14 crawlers

Trailer with Billboard max 5"

2 trailer prime + 4 trailers off prime / semaine
Total : 84 trailers

Digital



Ad In-Stream, Medium Rectangle
Responsive, RTO & In Read The Voice

OLV : 284.000 impressions
Display : 205.000 impressions
Total : 489.000 impressions

GROSS MEDIA BUDGET : 152.760€ VAT excl.
PRODUCTION FEE : 3.500 € VAT excl.

Product placement



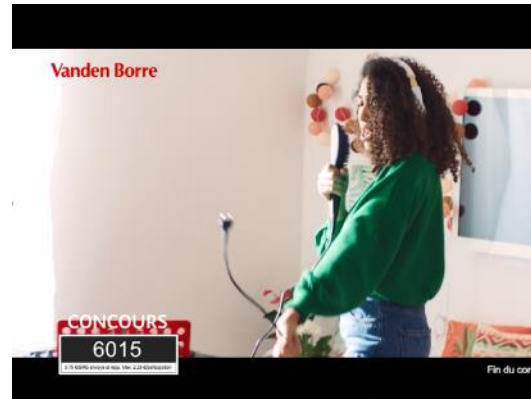
TV

- Product Placement – La Une
Total 140'' -> management during 14 shows



Tailormaid demand

Contests



TV

- Contest spots – La Une

2 spots / broadcast

Total : 28 spots

Tailormaid demand

PRODUCTION FEE : 2.500 € VAT excl.

Breakbumpers



TV

- Breakbumper 30" – La Une
2 spots 30"/ broadcast

Total : 28 spots

Tailormaid demand

PRODUCTION FEE : 3.500 € VAT excl.

TV Marketing evaluations

TYPE	MAIN OFFER	MAIN OFFER + PRODUCT PL. (Option 1)	MAIN OFFER + CONTEST (Option 2)	MAIN OFFER + Breakbumper (Option 3)	MAIN OFFER + 3 Options
# INSERTIONS Main offer : BB + Crawlers + Trailers Product Placement Contest : Spots	126	140	154	154	196
GRP%	310	369	401	401	551
COVERAGE%	42,0%	42,0%	42,0%	42,0%	42,0%
COVERAGE#	675.189	675.189	675.189	675.189	675.189
OTS	7,4	8,8	9,5	9,5	13,1
CONTACTS	4.981.928	5.938.445	6.441.621	6.441.621	8.857.832



**Digital
Boost**

Digital retargeting

BASER OFFER (2 packages available)

Want to retarget “The Voice” viewers after the live shows? We've got the solution!

A Catch Me offer with The Voice segment in Display or Video.

Package 1

The Voice Segment

DISPLAY RON RMB

- 500.000 impressions
- Minimum 30 days

7.100 € NETTO NETTO VAT excl.

The campaign will start at minimum after Blind 5

Package 2

The Voice Segment

DISPLAY RON RMB

- 200.000 impressions
- Minimum 30 days

7.600 € NETTO NETTO VAT excl.

The campaign will start at minimum after Blind 5

Digital retargeting

THE VOICE SEGMENT

59%

Men

17%

18-34 yrs

34%

18-44 yrs

RTBF Data – The Voice Lovers digital profile



Options & Possibilities

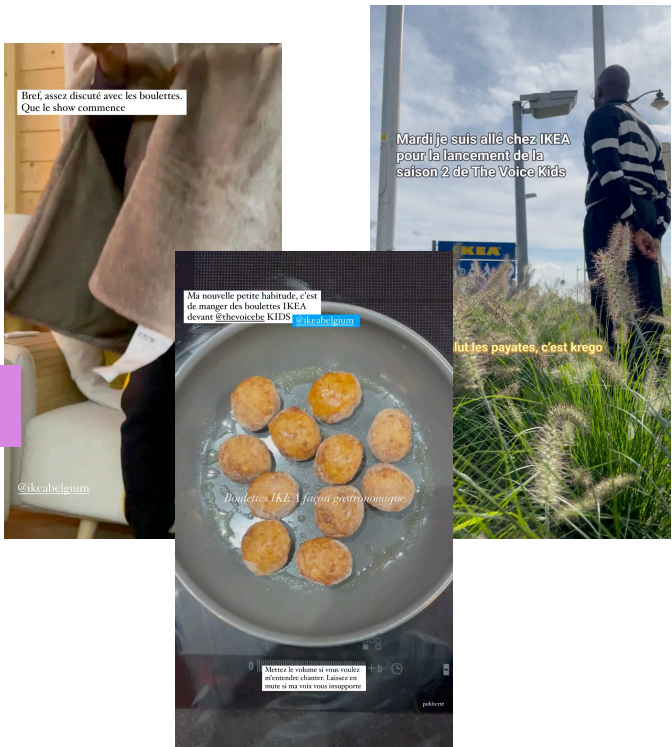
Influence boost



@JONATHANKREGO



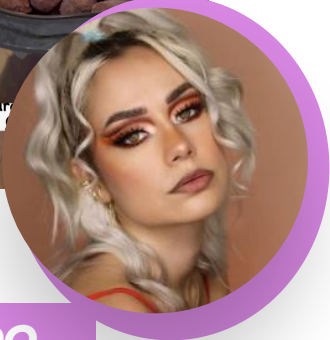
390.290 Followers
15,72 % : Engagement rate



@AUDREYHEDO



88.600 Followers
12,38 % : Engagement rate



TAILORMADE DEMAND

Social media



TAILORMADE DEMAND

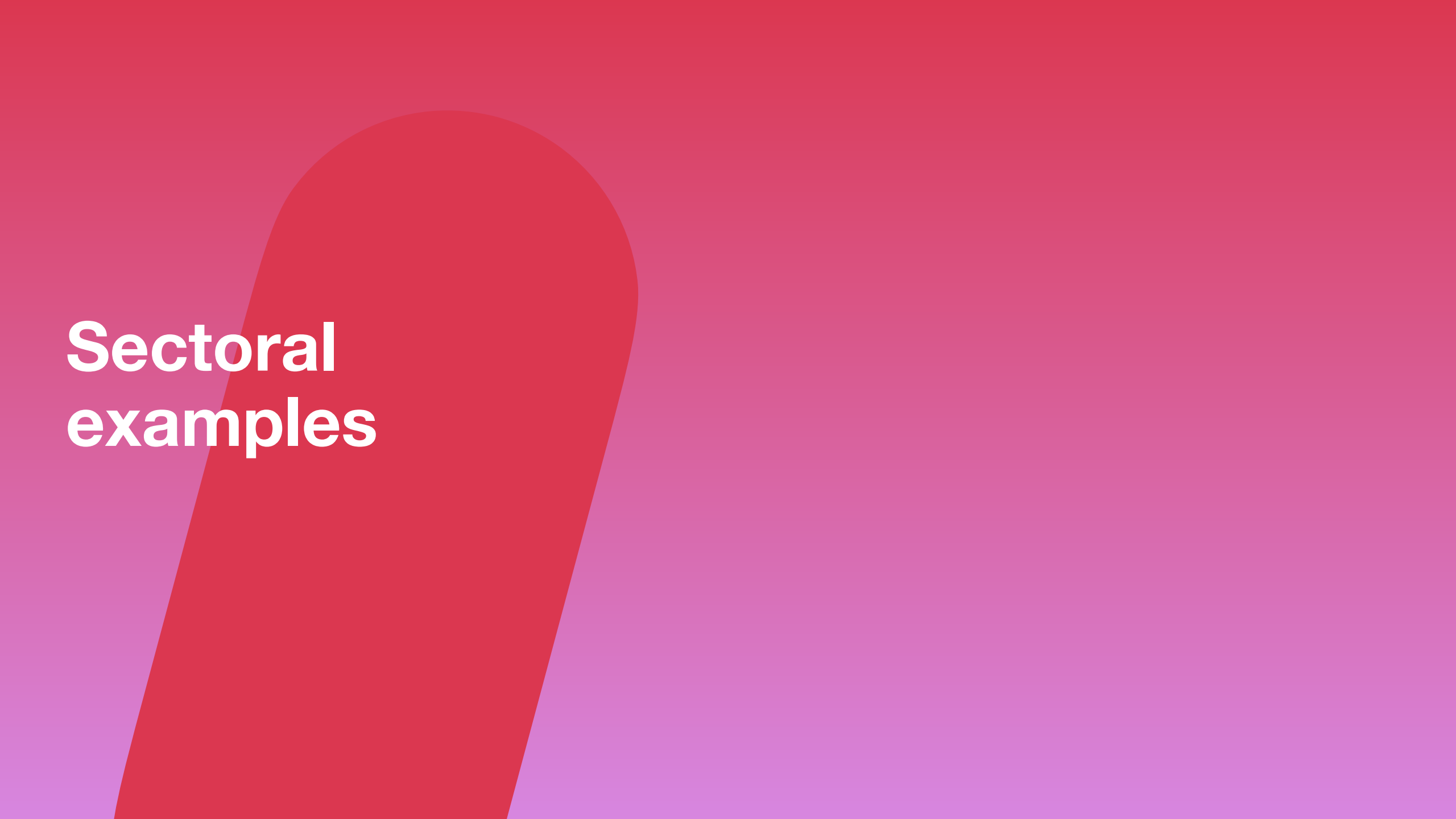


Licensing fee



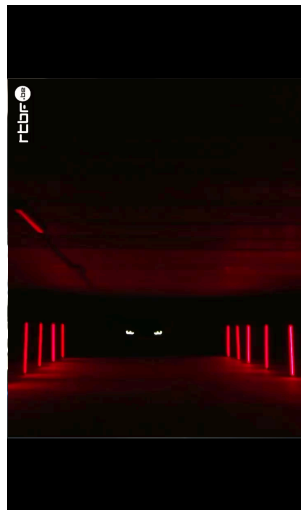
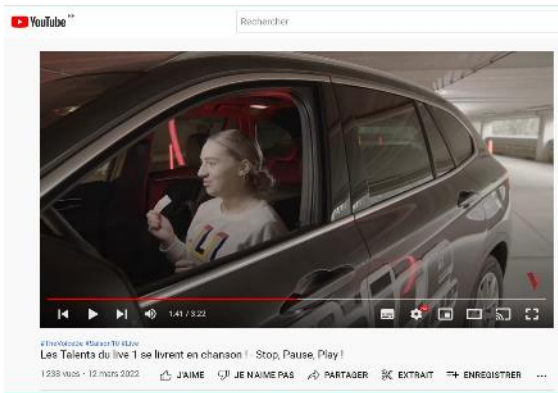
- Licensing Fee – La Une
Lenght : untill 3 months after the show

PRODUCTION FEE : 20.000€ VAT excl.

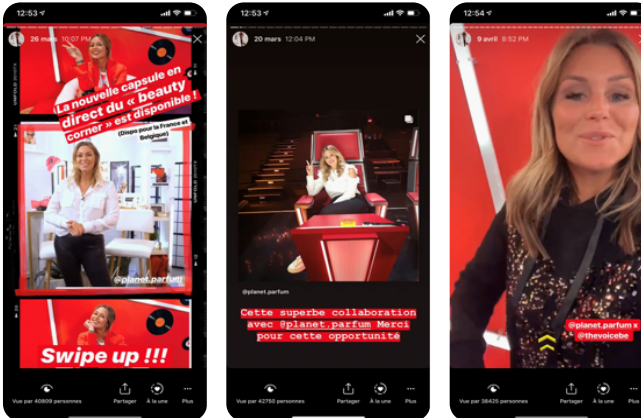
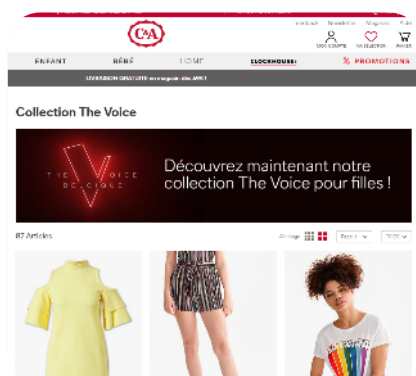


Sectoral examples

Mobility



Beauty & Fashion



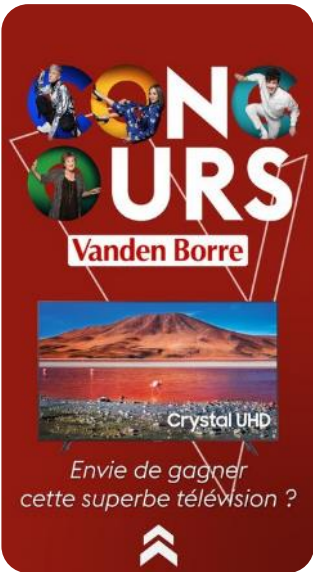


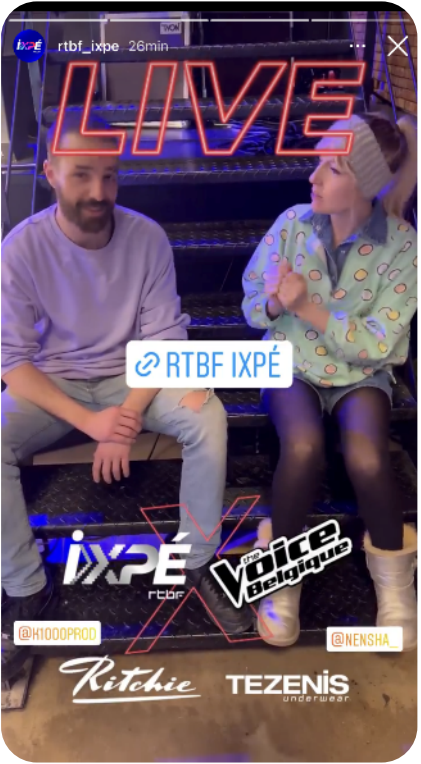
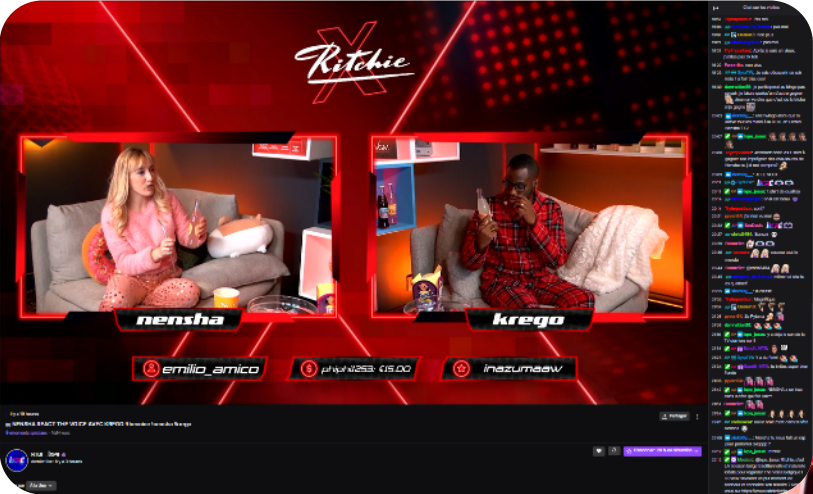
Entertainment



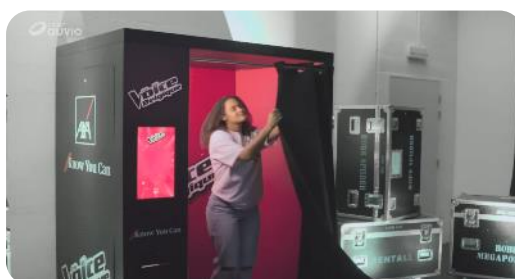
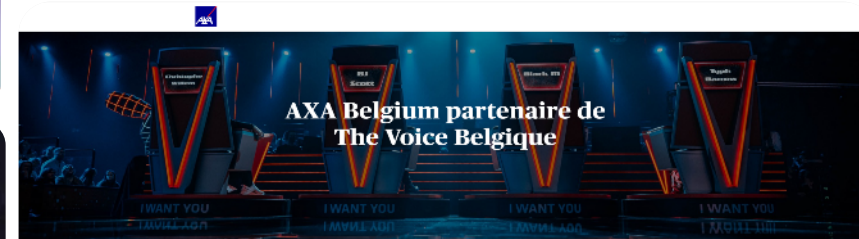
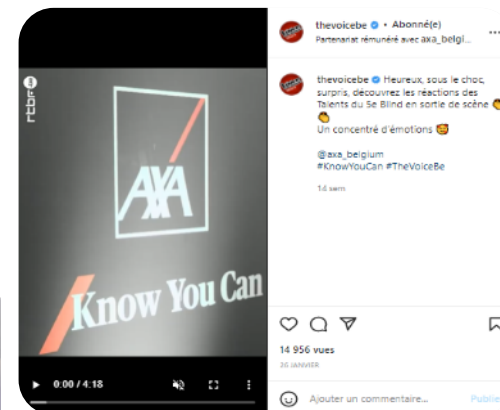
[CLICK HERE](#)

Service





Banks & Insurances



The Voice Belgique existe depuis 10 ans !

10 années durant lesquelles de nombreux talents ont essayé de faire tourner les fameux rouges. Et pour y parvenir, ils se sont dépensés et ont tenté de donner la meilleure version d'eux-mêmes.

Leisures



Want to know more? Get in touch

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