

The Voice Kids

Season 3

Cross-média

Lifestyle

Offer 2025



"The Voice Belgium" is once again making room for young talent with the launch of the third edition of "The Voice Kids ».

Fun, excitement and a lot of emotion, that's what this formula which brings together young and old in a positive and benevolent spirit promises .

"The Voice Kids" is THE show for young talents aged 8 to 14. Based on the same ingredients that made The Voice a worldwide success, the show will give you an unforgettable experience, filled with feel good feeling, fresh and full of surprises.

For this, the radiant Fanny Jandrain will encourage our young artists throughout the adventure. They will also be surrounded by a team dedicated to their well-being.

During 9 shows, our budding artists will try to impress the coaches in the hope of becoming the rising star on the "The Voice Kids" stage.

Broadcast

- Media : La Une + AUVIO
- Broadcast : 14 October 2025 (9 WEEKS)
- Production : April/May 2025



The coaches



JOSEPH KAMEL

ALICE ON THE ROOF

TYPH BARROW

MATTHEW IRONS

WHAT'S NEW !

BATTLES

- This season, coaches organize an activity with their entire team. During this activity, the co-coach is invited to reflect on his or her career and experience. The idea is to share with the KIDS but also to transmit values.
- At the end of this activity, the talents (trios) are back on stage with the coach and co-coach for final advice before the DUEL in front of the audience.
- During each Duel, one talent is saved. The other 2 are eliminated.
- Talents wait with the co-host in the Lounge Bar to support the rest of the team.

LIVES

- **LIVE 1 : Semi-Final**
 - 4 talents per TEAM
 - 2 talents saved for the FINAL
- **LIVE 2 : Final**
 - 2 talents per TEAM at the start of the show
 - At the end of the petite finale: 1 talent per TEAM moves on to the Grande Finale
 - 1 single winner

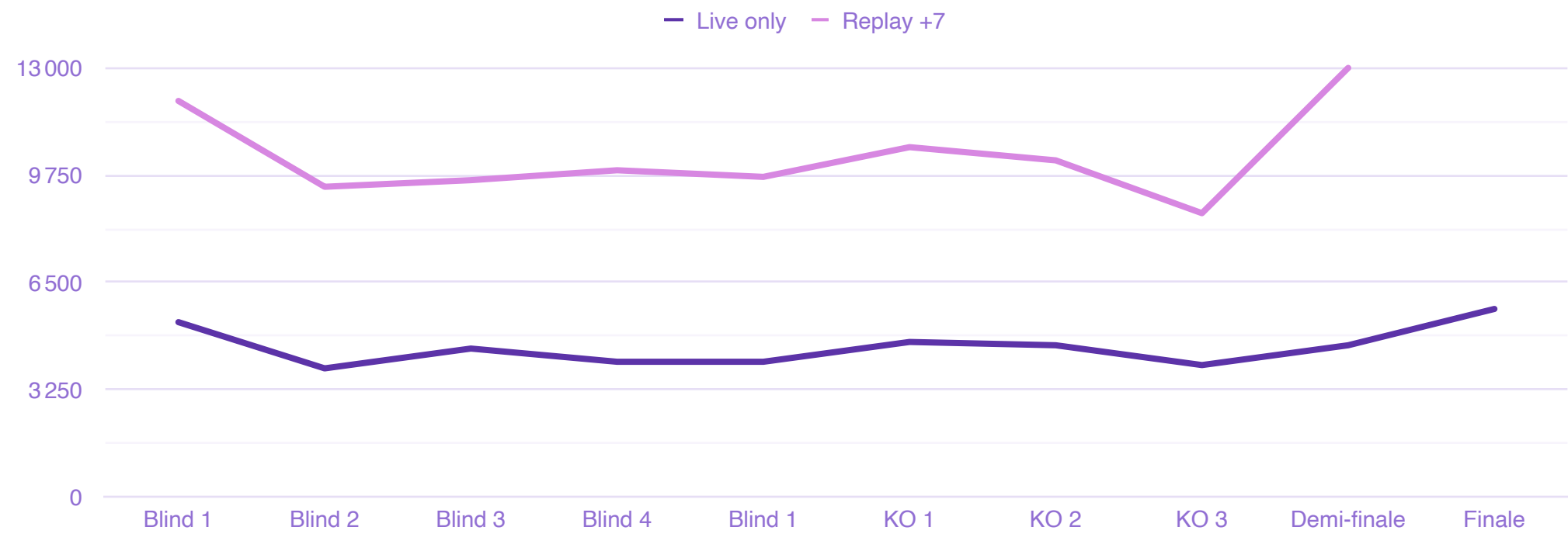


**What about
last season ?**

Total season audience

BLIND	Target	19/09/2023	26/09/2023	03/10/2023	10/10/2023	17/10/2023
Season 2	PRP 18-54	LEADER	LEADER	2d	LEADER	LEADER
	PRP+kids	3d	LEADER	2d	2d	LEADER
K.O.	Target	24/10/2023	31/10/2023	07/11/2023		
Season 2	PRP 18-54	LEADER	4th	2d		
	PRP+kids	2d	3d	4th		
FINAL	Target	14/11/2023	21/11/2023			
Season 2	PRP 18-54	2d	LEADER			
	PRP+kids	3d	2d			

Total digital lives



RTBF, The Voice Kids S3; 2023, live, replay +7, views on Auvio, app and website, 12+.

Season 3 sponsors

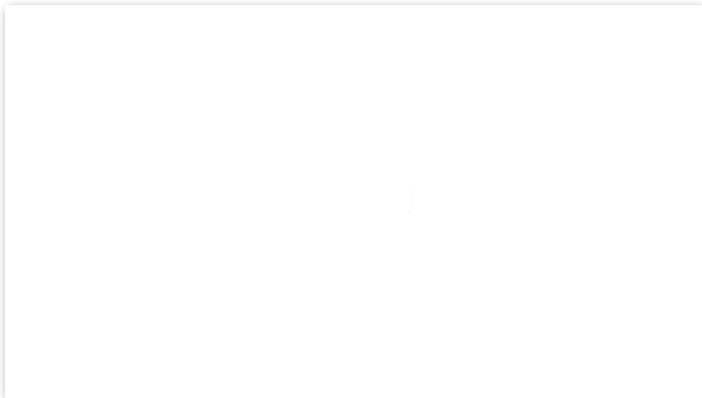
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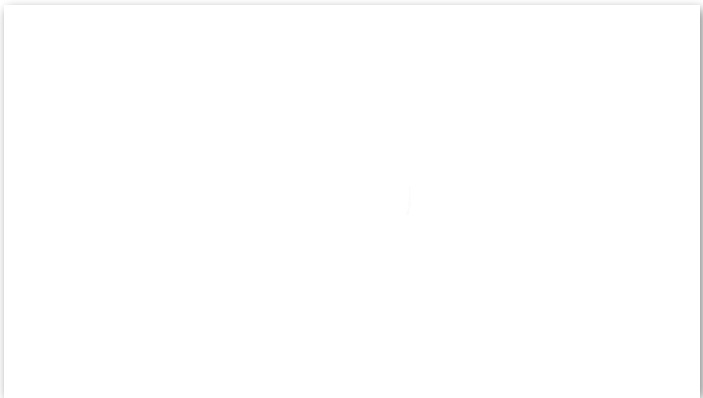
IKEA

LEERDAMMER

LEGO



Play the video



Play the video



**Offers
2025**

Media offer

SPONSORING (9 shows)
BASER OFFER (4 FULL packages)

Broadcast

Media : La Une + AUVIO | Broadcast : 14 October 2025 (9 WEEKS) | Production : Avril/May 2025

TV



Billboard max 5"

2 billboards / show
Total : 18 billboards

Crawler max 5"

1 crawler / show
Total : 9 crawlers

Trailer with Billboard max 5"

2 trailer prime + 5 trailers off prime / semaine
Total : 63 trailers

Digital



Ad In-Stream, Ad In-Stream
& In Read The Voice

OLV : 274.500 impressions
Display : 200.000 impressions
Total : 474.500 impressions

GROSS MEDIA BUDGET : 116.210€ VAT excl.
PRODUCTION FEE : 3.500 € VAT excl.

Product placement



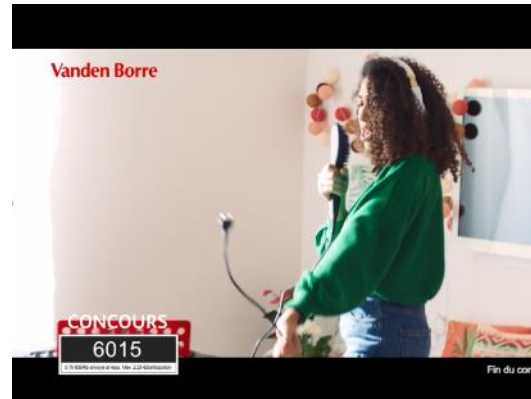
TV

- Product Placement – La Une
Total 140'' -> management during 9 shows



Tailormaid demand

Contests



TV

- Contest spots – La Une

2 spots / broadcast

Total : 18 spots

Tailormaid demand

Breakbumpers



TV

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

Total : 18 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	90	99	108	108	134
GRP%	186	218	246	246	330
COVERAGE%	36,7%	36,7%	36,7%	36,7%	36,7%
COVERAGE#	548.029	548.029	548.029	548.029	548.029
OTS	5,3	5,9	6,7	6,7	9,0
CONTACTS	2.827.857	3.247.520	3.667.183	3.667.183	4.926.173



**Digital
Boost**

Digital retargeting

BASER OFFER (2 packages available)

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

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

Package 1

The Voice Kids Segment

DISPLAY RON RMB

- 400.000 impressions
- Minimum 30 days

4.500 € NETTO NETTO VAT excl.

The campaign will start at minimum after Blind 5

Package 2

The Voice Kids Segment

DISPLAY RON RMB

- 120.000 impressions
- Minimum 30 days

5.700 € NETTO NETTO VAT excl.

The campaign will start at minimum after Blind 5

Digital retargeting

THE VOICE SEGMENT

54%

Men

23%

18-34 yrs

42%

18-44 yrs

RTBF Data – The Voice Lovers digital profile



Options & Possibilities

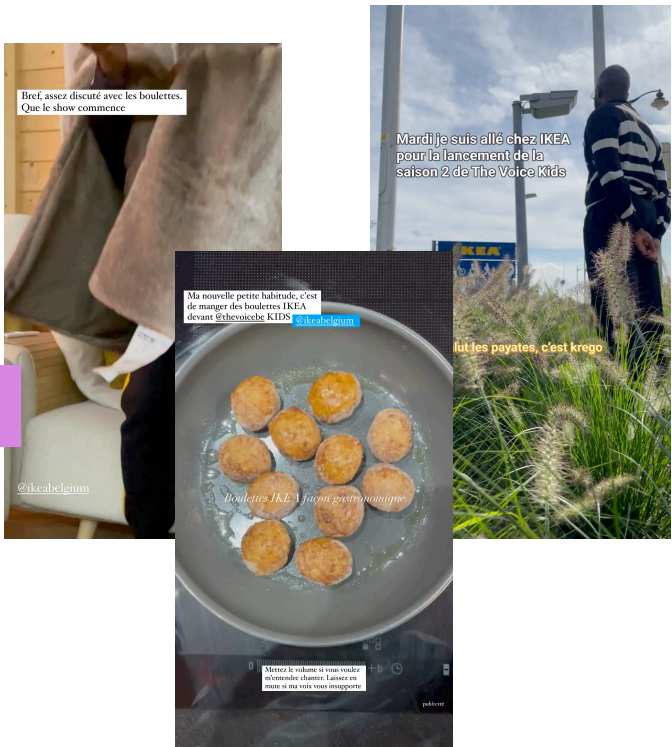
Influence boost



@JONATHANKREGO



390.290 Followers
15,72 % : Engagement rate



@AUDREYHEDO



88.600 Followers
12,38 % : Engagement rate

TAILORMADE DEMAND

Social media



TAILORMADE DEMAND

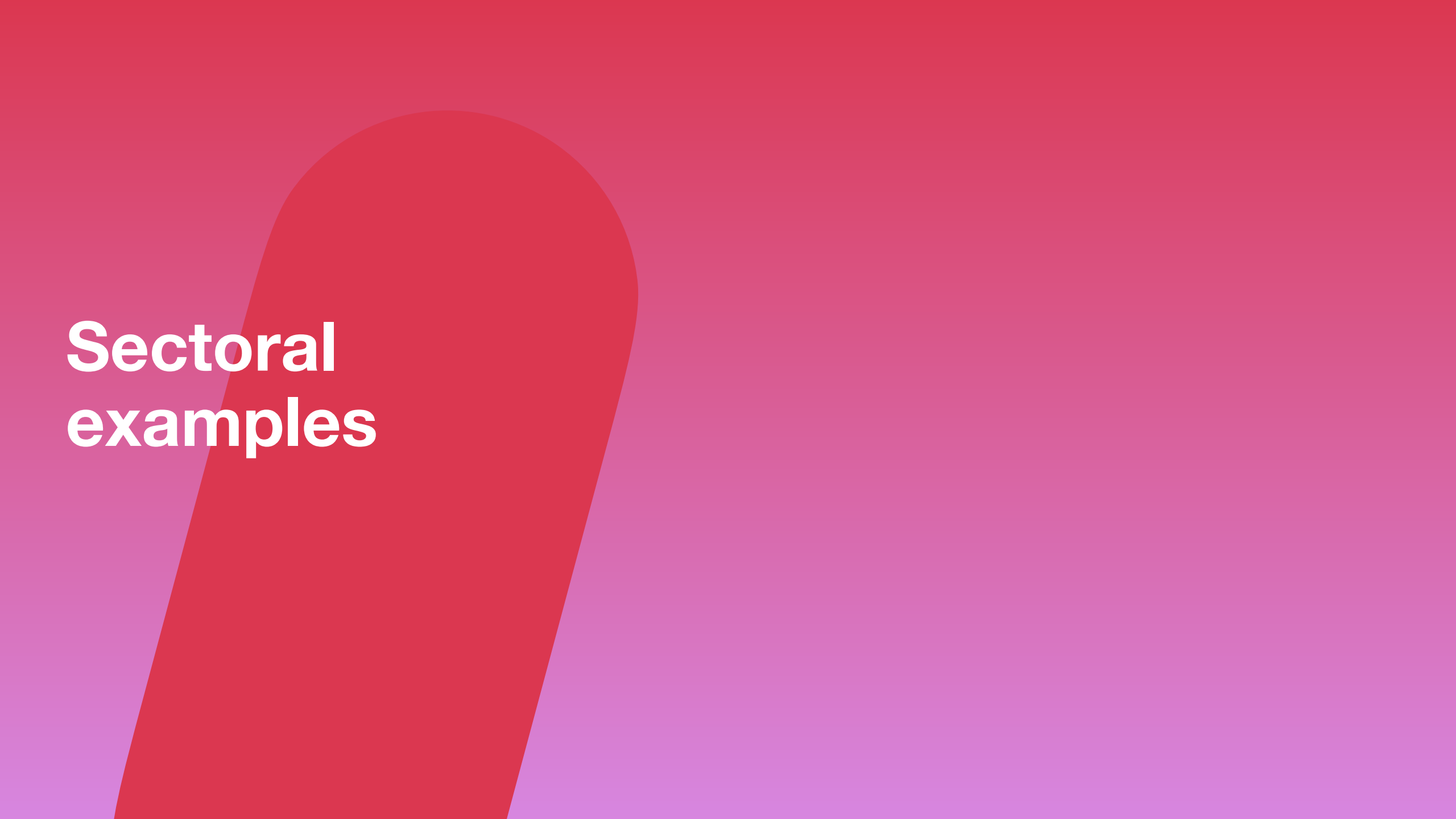


Licensing fee



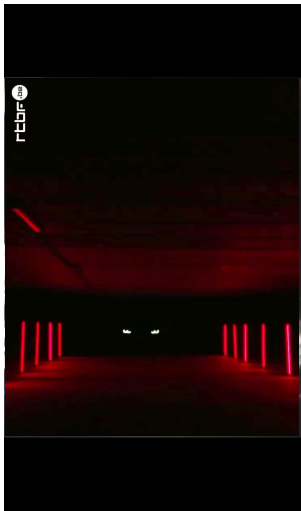
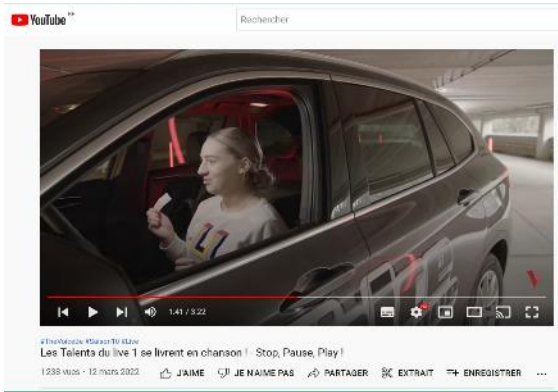
- Licensing Fee – La Une
Lenght : untill 3 months after the show

PRODUCTION FEE : 20.000€ VAT excl.

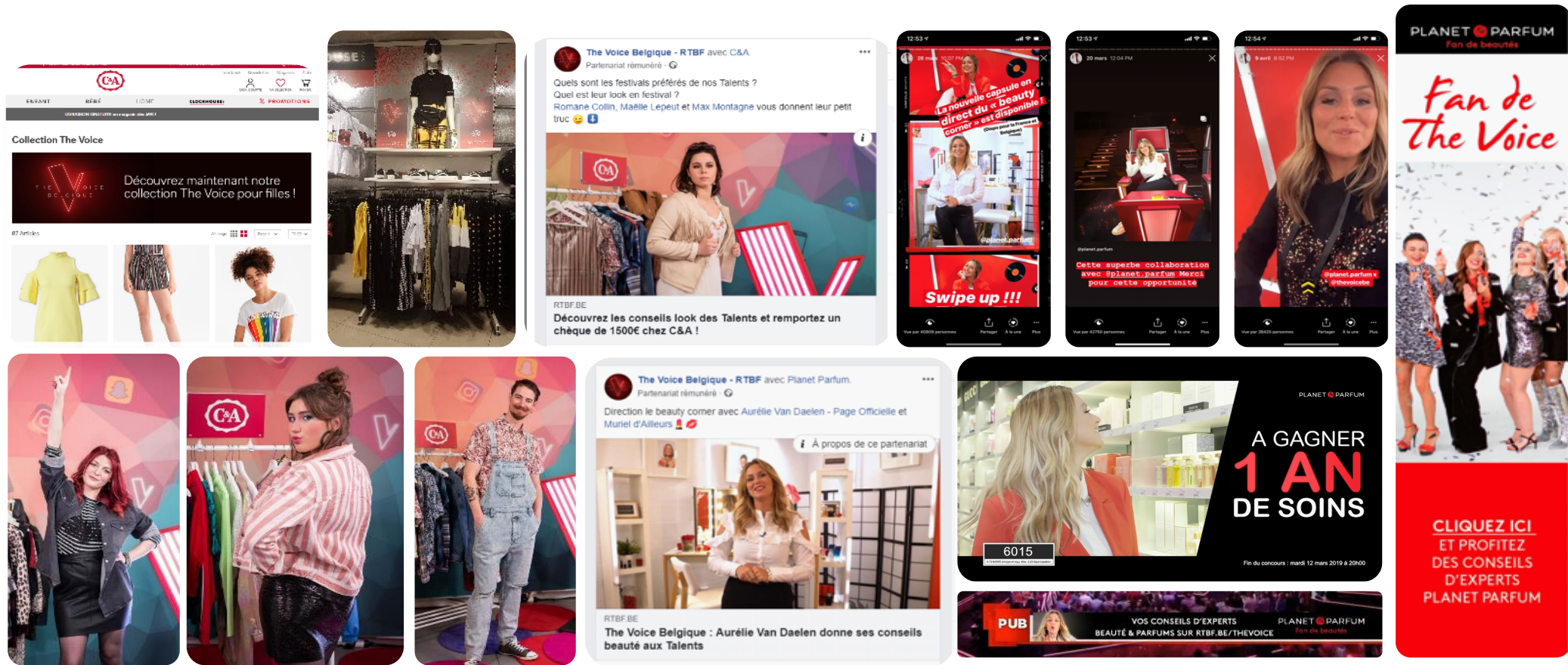


Sectoral examples

Mobility



Beauty & Fashion

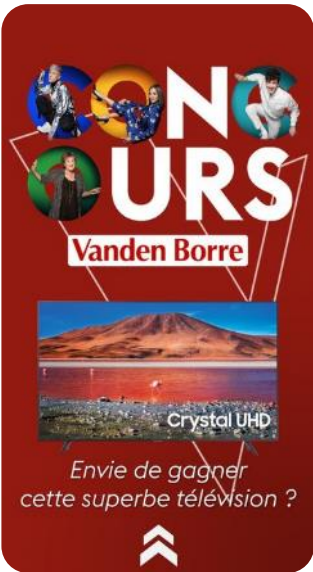


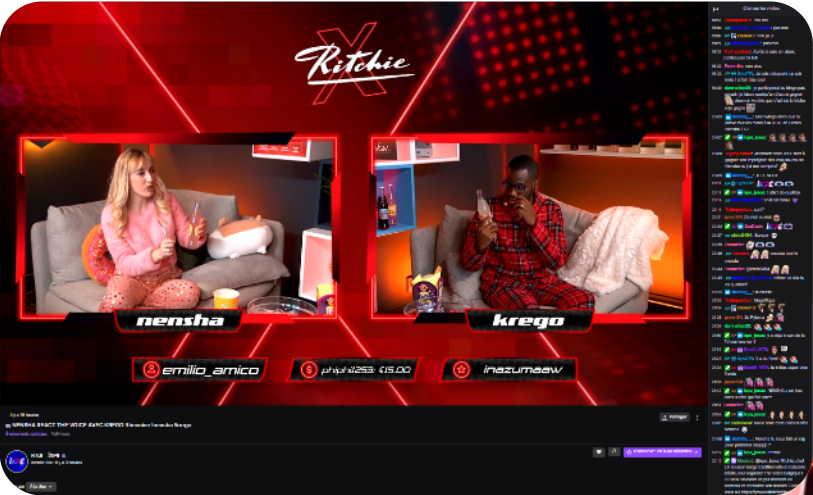
Entertainment



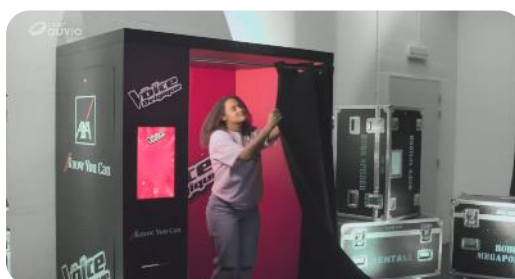
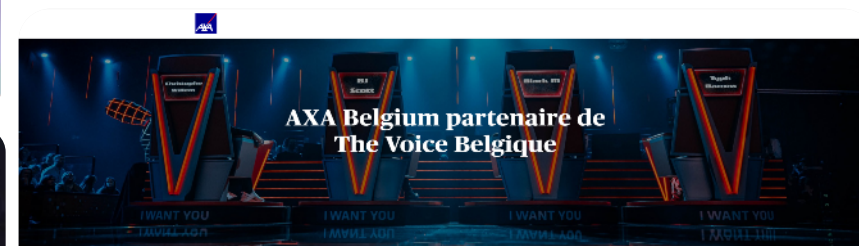
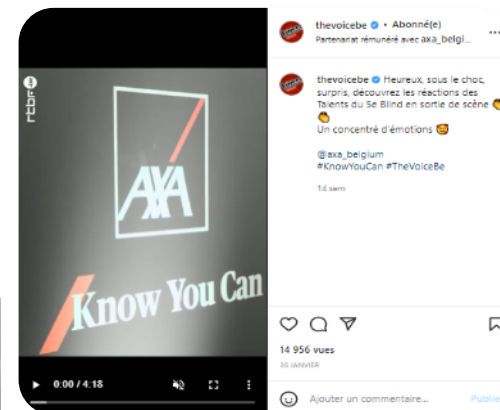
[CLICK HERE](#)

Service





Banks & Insurances



The Voice Belgique existe depuis 10 ans !

10 années durant lesquelles de nombreux talents ont essayé de faire tourner les faucons 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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