

# Goal of the day

Cross Media

Sport

Offer 2026



# Concept

The media RTBF & SPORZA will start the concept of **"The GOAL OF THE DAY"** during FIFA World Cup 2026. Throughout the competition, these 2 medias will broadcast on BAUER Media Outdoor's digital screens the best GOAL of the previous day, and this will be associated with a sponsor.

At the same time, the broadcasters will provide a TV/RADIO/DIGITAL campaign (trailers) to highlight this activation and will make available the official images of the competition !

All the productions assets & coordination for FR/NL GOAL OF THE DAY will be done by the creative entity of RMB (French Media sales house RMB).

## BROADCAST

- Media : RTBF – VRT – BAUER MEDIA OUTDOOR
- Broadcast : World Cup 2026
- Production : During the competition
- Number of days : 34 active days



# PR & Earned Media

15 Jul 2022 | Bart Kuypers

## RMB, Var et Clear Channel collaborent pour le « Goal of the Day » pendant la Coupe du Monde

City Play | Clear Channel Belgium | Coupe du Monde | DOOH (Digital Out-Of-Home) | Goal of the Day | Gregory Vandenschrick | out-of-home | RMB | RTBF | Station Play | Var | VRT | WK voetbal



Lors de la Coupe du Monde de football au Qatar, RMB, Var et Clear Channel collaboreront. Diffusée sur le réseau digital de Clear Channel, une offre d'images en provenance de la RTBF et de la VRT sera ouverte au sponsoring.

Le concept « Goal of the Day » a vu le jour l'an dernier à l'occasion de l'EURO 2020. L'accord conclu entre la RTBF, RMB et Clear Channel consistait alors à diffuser chaque jour en Wallonie et à Bruxelles, sur le réseau digital de Clear Channel, le plus beau but de



## RMB, Var en Clear Channel scoren samen 'Goal of the Day'

Donderdag 14 Jul 2022



RMB, Var en Clear Channel Belgium melden een unieke samenwerking en brengen samen de 'Goal of The Day' ter gelegenheid van de Wereldbeker Voetbal in Qatar eind 2022.

Het concept van de 'Goal of The Day' ontstond ter gelegenheid van het EK 2020. Toen bestond de overeenkomst tussen de RTBF, RMB en Clear Channel Belgium erin elke dag in Wallonië en Brussel het mooiste doelpunt van de vorige dag uit te zenden via het digitale netwerk van Clear Channel.

Het principe blijft hetzelfde tijdens de Wereldbeker in Qatar die plaatsvindt van 21 november tot 18 december 2022, met dit verschil dat het partnerschap voor het eerst drie regio's omvat (de Var). Daarmee krijgt de actie een nationale dimensie.

Het akkoord voorziet dit jaar de uitzending van een van de mooiste doelpunten of opmerkelijkste feiten van de vorige dag via het netwerk van Clear Channel, te



# We won an AMMA !

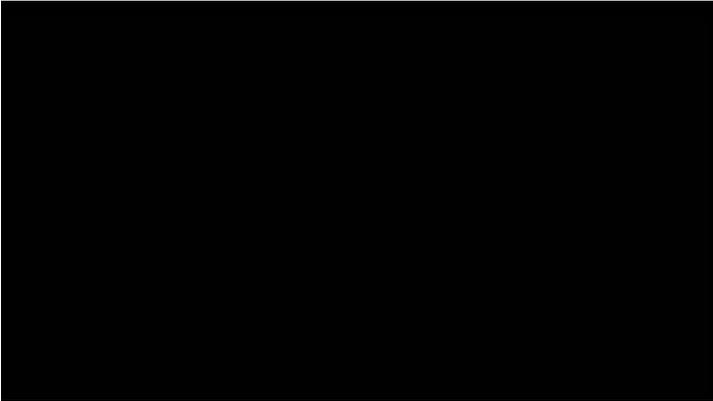
BEST CREATIVE MEDIA USE – 2023



# Type of Formats



rtbf



vr̄t



# Offer 2026



**Broadcast** World Cup 2026 **Total Days** 34 **Dates** 11 June – 20 July 2026



**TV – RADIO - DIGITAL**

**Television**



Trailer 15" + BB 5" **60 TV Trailers**  
Announcing the concept

**Television**



Trailer 15" + BB 5" **80 TV Trailers**  
Announcing the concept

**Radio**



Trailer 15" + BB 5" **50 TV Trailers**  
Announcing the concept

**Digital**



AdInstream Video 20" (Trailer 15"+BB 5")  
Context : World Cup – Extend Sport  
**300.000 Impressions**



**DOOH**

**Adshel Live**



2m2 Street 12"  
Including STIB & METRO  
Concept In situ

**70 Screens**  
**642.000 Playouts**  
**5% SOV**

**Station Live**



2m2 Station 12"  
Including STATIONS  
Concept In situ

**55 Screens**  
**504.900 Playouts**  
**5% SOV**

**Broadcast** World Cup 2026 **Total Days** 34 **Dates** 11 June – 20 July 2026



**TV – RADIO - DIGITAL**

**Television**



Trailer 15" + BB 5"  
Announcing the concept

**175 GRP**

**Radio**



Trailer 15" + BB 5"  
Announcing the concept

**160 SPOTS**

**Digital**



Autopromo 20" (Trailer 15"+BB 5")  
RON OLV : 250.000 Impressions  
RON OLA : 250.000 Impressions



**DOOH**

**Adshel Live**



2m2 Street 12"  
Including STIB & METRO  
Concept In situ

**80 Screens**  
**734.400 Playouts**  
**5% SOV**

**Station Live**



2m2 Station 12"  
Including STATIONS  
Concept In situ

**45 Screens**  
**403.100 Playouts**  
**5% SOV**

MONO - SPONSORING (5 WEEKS)  
BASER OFFER

## Broadcast

Media : RTBF-VRT-DOOH | Production : May-June 2025 | Broadcast start : World Cup (5 weeks - 34 active days DOOH)

FR



GROSS MEDIA VALUE :  
**365.249 €** excl. VAT (FR)

MEDIA PROPOSITION NETTO :  
**150.000 €** excl. VAT (FR)

PRODUCTION FEE NETTO NETTO :  
**30.000 €** excl. VAT (FR)

Taxes, production, Interstitial Ads OOH

NL



GROSS MEDIA VALUE :  
**365.131 €** excl. VAT (NL)

MEDIA PROPOSITION NETTO :  
**150.000 €** excl. VAT (NL)

PRODUCTION FEE NETTO NETTO :  
**30.000 €** excl. VAT (NL)

Taxes, production, Interstitial Ads OOH

# Marketing Evaluations



rtbf

Television

PRP 18-54	MAIN OFFER
# INSERTIONS	140
GRP%	162
COVERAGE%	44,5%
COVERAGE#	713.866
OTS	3,6
CONTACTS	2.598.794

MEN 18-54	MAIN OFFER
# INSERTIONS	140
GRP%	140
COVERAGE%	41,5%
COVERAGE#	460.749
OTS	3,4
CONTACTS	1.554.333

rtbf

Radio

PRP 18-54	MAIN OFFER
# INSERTIONS	50
GRP%	43
COVERAGE%	10,2
COVERAGE#	186.429
OTH	4,2
CONTACTS	789.161

MEN 18-54	MAIN OFFER
# INSERTIONS	50
GRP%	43
COVERAGE%	10,4
COVERAGE#	127.999
OTH	4,1
CONTACTS	528.167

Dooh

12+ FR			18-54 FR			PRP 18-54 FR		
Contacts	Reach	VAF	Contacts	Reach	VAF	Contacts	Reach	VAF
6.409	44,5%	3,3	4.166	49,7%	3,4	3.083	51,1%	3,4
4.785	27,2%	4,0	3.187	26,6%	4,8	2.094	25,4%	4,7
11.194	52,7%	4,9	7.354	58%	5,1	5.177	58,4%	5,0

CIM TAM, 14 june-14 july, live+ Vosdal, breaks, 09:00-23:00, monday-sunday, universe : south 4+ and CIM Radio, Mediaplanning wave 2024/9-12, 2025/1-4 and 2025/5-8, 06:00-20:00, monday-sunday, universe : South 12+.

vr̈t

Television

PRP 18-54	MAIN OFFER
# INSERTIONS	193
GRP%	<b>175</b>
COVERAGE%	31,1%
COVERAGE#	624.643
OTS	5,6
CONTACTS	3.502.287

MEN 18-54

MAIN OFFER

MEN 18-54	MAIN OFFER
# INSERTIONS	193
GRP%	<b>150</b>
COVERAGE%	27,4%
COVERAGE#	404.226
OTS	5,5
CONTACTS	2.248.710

vr̈t

Radio

PRP 18-54	MAIN OFFER
# INSERTIONS	160
GRP%	<b>274,9</b>
COVERAGE%	48,4%
COVERAGE#	1.065.474
OTH	5,7
CONTACTS	6.073.201

MEN 18-54

MAIN OFFER

MEN 18-54	MAIN OFFER
# INSERTIONS	160
GRP%	<b>286,3</b>
COVERAGE%	49,1%
COVERAGE#	757.681
OTH	5,83
CONTACTS	4.417.280

Bauer Media Outdoor

Dooh

12+ NL			18-54 NL			PRP 18-54 NL		
Contacts	Reach	VAF	Contacts	Reach	VAF	Contacts	Reach	VAF
2.715	28,7%	1,7	1.694	33,2%	1,7	1.116	32,5%	1,7
5.272	21,6%	4,4	3.381	24,4%	4,7	1.910	21,7%	4,4
7.986	38,7%	3,7	5.075	43,3%	4,0	3.026	41,2%	3,7

# Sectorial Examples



## DOOH Structure



CONCEPT INTRO  
& ADVERTISER  
COLORS

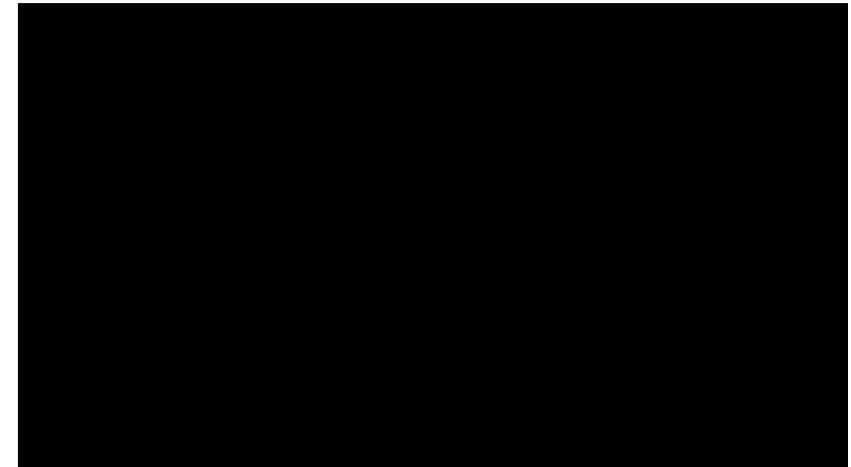
UEFA  
BUMPER

GOAL  
OF THE DAY

UEFA  
BUMPER

ADVERTISER  
BILLBOARD 5"

## FR TV Promotion



## FR RADIO Promotion



## DOOH In Situ



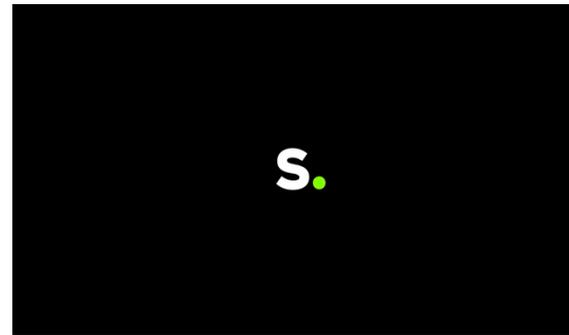
## Commercial Full Case



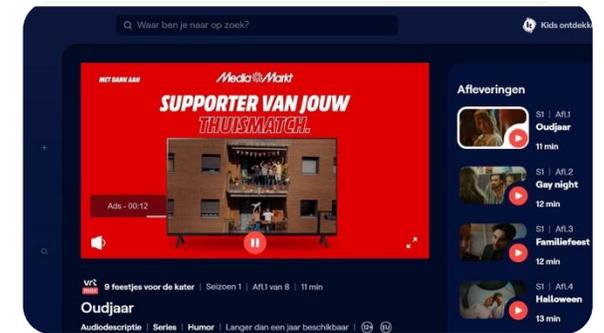
## DOOH Format



## NL TV Promotion



## NL DIG Promotion



## NL RADIO Promotion



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

[sales@rmb.be](mailto:sales@rmb.be)

[www.rmb.be](http://www.rmb.be)

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**RMB**