

# Roast the Game

## Digital Talk & Stream

Cross Media

Sport

Offer 2026



OFFICIAL BROADCASTER



# Concept



A brand-new live experience where football becomes more than a game – it's a show you play, react to, and feel together. **Broadcast live on AUVIO**, this is ten matches of pure energy, culture, and community.

Each New Generation RTBF brand joins the game to bring its own twist:

1. 🎮 **RTBF IXPE** kicks things off with “The Match of the Day **replayed on EA Sports FC**” – a fun simulation that builds the story before kickoff.
2. 🔥 The main live/debriefing of the Game of the day by **TARMAC**, where the host, sports journalist, and guests react in real time.
3. Finally, **SPIT** wraps it all up with its signature trends & analysis segment : today's conversations, culture, and digital world.



# Broadcast



## Promotion



- Each brand will promote each Live
- Instagram / Tik Tok / Youtube Shorts
- **Partnerships mentions & Logos**
- **TV & OLV Promotions + Billboard 5''**

## Main Live



- Main : RTBF AUVIO
- Multi-broadcast on Youtube & Twitch (depending rights)
- **Product Placement opportunities & Crawlers**

## Amplification



- Shorts Video to each brand that leaves viewers wanting more
- Leading them straight to the full version on RTBF Auvio
- Instagram / Tik Tok / Youtube Shorts
- **Partnerships mentions & Logos**

- During World Cup 2026
- Production : During the competition
- Media : AUVIO, TARMAC, RTBF IXPE, SPIT
- Number of Total Streams : 10
  - Start Game : 1 Digital Talk – 11 June '26
  - Belgian Red Devils : 4 Digital Talks
  - 1/8 Game : 1 Digital Talk
  - 1/4 Game : 1 Digital Talk
  - 1/2 Game : 2 Digital Talks – 14 July '26
  - Final Game : 1 Digital Talk – 19 July '26

Offer 2026



# "Roast the Game"



## Offer 2026

**Broadcast** World Cup 2026 **Total Streams** 10 **Medias** AUVIO, TARMAC, RTBF iXPE, SPIT

### Promotion



**Television** 

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Trailer + BB 5" 10 Trailers/week  
Total of 100 Trailers

**Radio** 

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Trailer + BB 5" 10 Trailers/week  
Total of 100 Trailers

**Digital** 

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RON RMB 20" 10.000 imps /week  
Total of 100.000 Impressions



**Instagram** 

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Video post 30.000 Video Views/week  
Total of 300.000 Video Views  
ESTIMATED

**Youtube** 

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Video post 15.000 Video Views/week  
Total of 150.000 Video Views  
ESTIMATED

**Tik Tok** 

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Video post 45.000 Video Views  
Total of 450.000 Video Views  
ESTIMATED

# "Roast the Game"



## Offer 2026

**Broadcast** World Cup 2026 **Total Streams** 10 **Medias** AUVIO, TARMAC, RTBF iXPE, SPIT

### Main Live

#### Digital Live



Product Placement 30"/week  
Total of 300 seconds

Leaderboard/Crawler 1/week  
Total of 10 Leaderboards

Total of 150.000 Video Views ESTIMATED

### Amplification



#### Instagram



Video post 30.000 Video Views/week

Total of 300.000 Video Views ESTIMATED

#### Youtube



Video post 15.000 Video Views/week

Total of 150.000 Video Views ESTIMATED

#### Tik Tok



Video post 45.000 Video Views

Total of 450.000 Video Views ESTIMATED

# "Roast the Game"



## Offer 2026

Broadcast

World Cup 2026

Total Streams 10

Medias AUVIO, TARMAC, RTBF iXPE, SPIT

**3 Packages** available

Media Value **Gross**

**114.000 €**

Production costs **Netto netto**

**10.000 €**

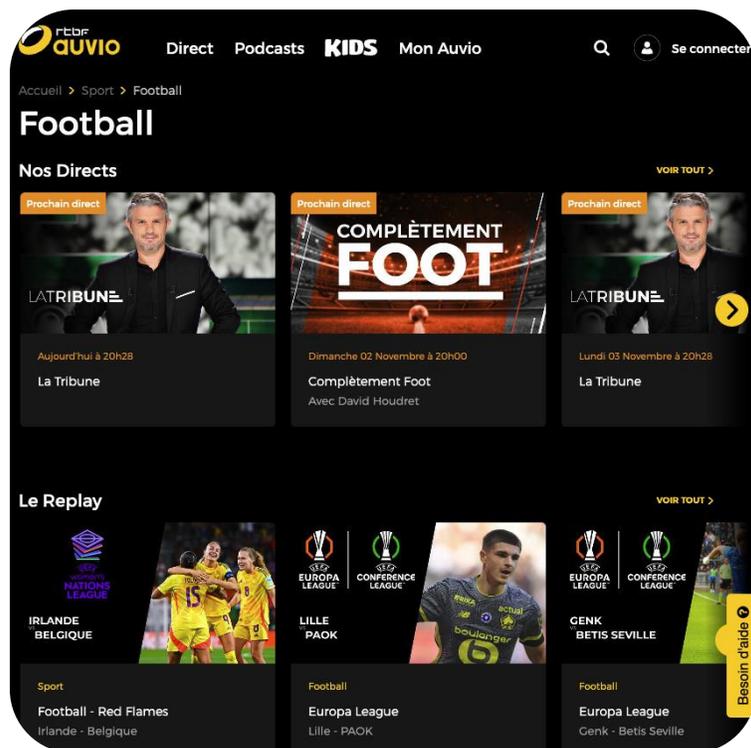
Global Price proposal **Netto netto**

**75.000 €**

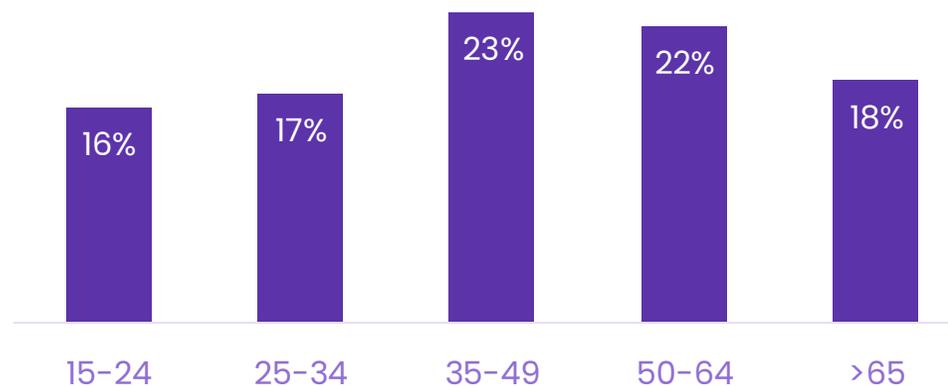
# Brands Marketing Figures



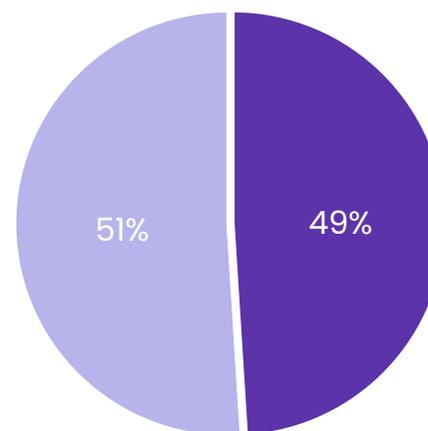
# Media Figures



## Age Distribution



## Gender Distribution



■ Women  
■ Men

**Unique users / Month**  
575.000

**Adrequest available / Month**  
86.600.000

Social Figures may be changing – 13.11.2025

# Media Figures



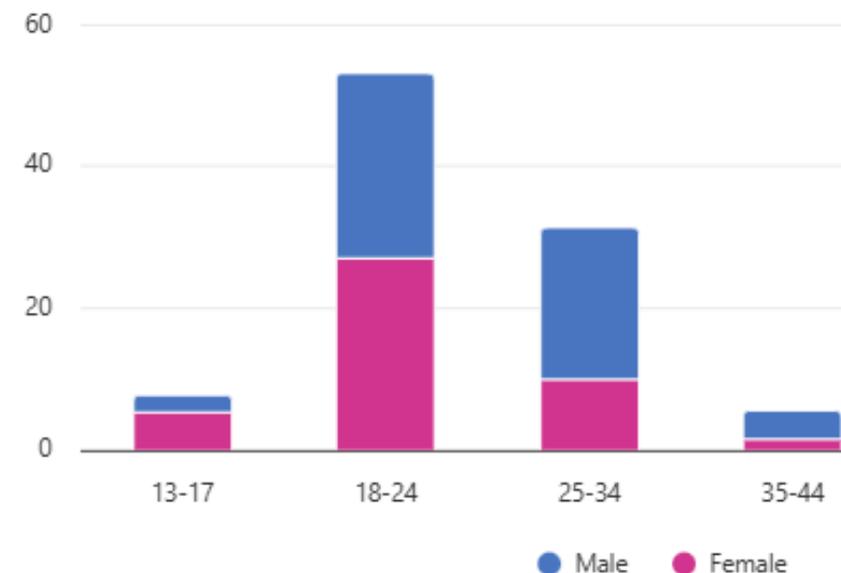
**27.150** Global Average Video Views



**8%** Global Engagement Rate



**3.7 M** Total Followers



291K : followers  
1,31% : engagement  
66% : Women



1.121M : followers  
8,02% : engagement  
59% : Man



585K : followers  
4,7% : engagement  
55% : Man



1.7M : followers  
407K : j'aime

# Media Figures



**79.950** Global Average Video Views



**340 000** Subscriptions  
**2500** subs / week



**Europe's only French-language** public media dedicated to Gaming culture



@rtbf\_ixpe

36,6K : followers  
3,25% : engagement  
73,3% : %belges



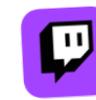
@rtbf\_ixpe

62,9K : followers  
3,5% : engagement  
20,4% : %belges



@RTBF IXPé

238K : followers  
4,6% : engagement  
16,1% : %belges



@RTBF\_iXPe

45,1K : followers

Social Figures may be changing - 13.11.2025

# Media Figures



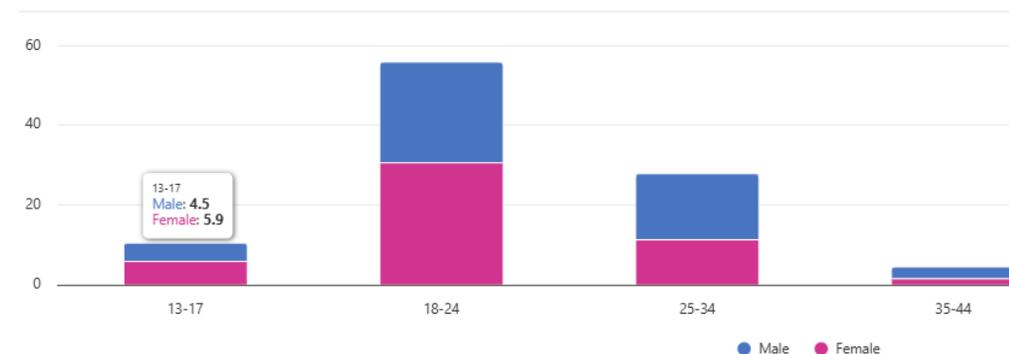
**64.360** Global Average Video Views



**7%** Global Engagement Rate



**373.980** Total Followers



@spit\_be

44 K : followers  
3,3 % : engagement  
56 % : Women



@spit\_be

236 K : followers  
6,9 % : engagement  
50 % : Parity



@SPIT

94 K : followers  
7,6 % : engagement  
54 % : Women



@SPIT

44 K : followers  
45 K : Views/week

# Marketing Evaluations



# Marketing Evaluations

**TIP!K**

Television

PRP 18-54	MAIN OFFER
# INSERTIONS	100
GRP%	<b>37</b>
COVERAGE%	33,6%
COVERAGE#	539.009
OTS	2,5
CONTACTS	1.363.840

MEN 18-54	MAIN OFFER
# INSERTIONS	100
GRP%	<b>30</b>
COVERAGE%	15,8
COVERAGE#	177.638
OTS	1,9
CONTACTS	333.071

**TIP!K**

Radio

PRP 18-54	MAIN OFFER
# INSERTIONS	100
GRP%	<b>76</b>
COVERAGE%	11,3
COVERAGE#	205.199
OTH	6,7
CONTACTS	1.382.133

MEN 18-54	MAIN OFFER
# INSERTIONS	100
GRP%	<b>72</b>
COVERAGE%	10,7
COVERAGE#	131.843
OTH	6,7
CONTACTS	884.015

Source : TAM, analysis on breaks tipik, 09:00-23:00, june-july 2025, universe : south 4+ and radio : Mediaplanning wave 2024/9-12, 2025/1-4 and 2025/5-8, Tipik, Total day, Monday-Sunday, universe : South 12+

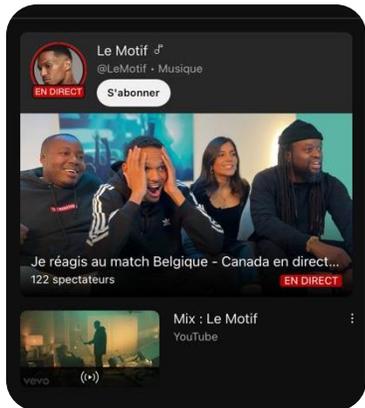
# Sectorial Examples



## Shooting and Activation Background



[CLICK HERE](#)



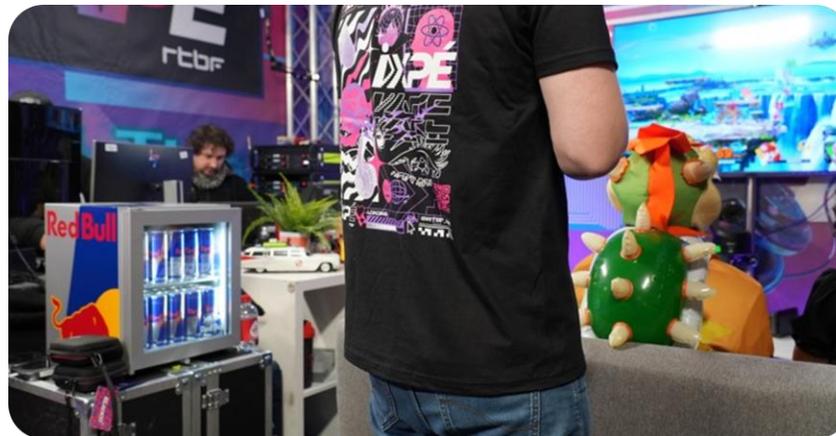
Je réagis au match  
Belgique - Maroc en  
direct / WATCH...

23 k vues

· Diffusé il y a 2 semaines



## Product Placement Lives



**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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