

Television

Golden Spot

Cross Media

Sport

Offer 2026



rtbf

OFFICIAL BROADCASTER



Tournament Proceedings



Global informations

- 11th June – 19th July 2026
- Guest countries : USA, Mexico & Canada
- Guest cities : 16

Competition format

- 48 teams, **a record number of nations**
- 12 groups of 4 teams
- Round of 32, Round of 16, Quarter-finals, Semi-finals, and Finals
- 104 matches in total, spread over **39 days of competition**

Prime-time advantage

- Nearly two games every day in prime
- Perfect for maximum visibility and audience concentration

Competition Calendar

1

Group Stage

Date	Time 1	Time 2	Time 3	Time 4	Time 5	Time 6
June 11	21:00					
Friday, June 12	04:00	21:00				
Saturday, June 13	03:00	06:00	21:00			
Sunday, June 14	00:00	03:00	19:00	22:00		
Monday, June 15	01:00	04:00	18:00	21:00		
Tuesday, June 16	00:00	03:00	06:00	21:00		
Wednesday, June 17	00:00	03:00	19:00	22:00		
Thursday, June 18	01:00	04:00	18:00	21:00		
Friday, June 19	00:00	03:00	06:00	21:00		
Saturday, June 20	00:00	03:00	06:00	19:00	22:00	
Sunday, June 21	02:00	18:00	21:00			
Monday, June 22	00:00	03:00	19:00	23:00		
Tuesday, June 23	02:00	05:00	19:00	22:00		
Wednesday, June 24	01:00	04:00	21:00	21:00		
Thursday, June 25	00:00	00:00	03:00	03:00	22:00	22:00
Friday, June 26	01:00	01:00	04:00	04:00	21:00	21:00
Saturday, June 27	02:00	02:00	05:00		05:00	23:00
Sunday, June 28	01:30	01:30	04:00	04:00		

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Round of 32

Date	Time 1	Time 2	Time 3	Time 4	Time 5	Time 6
Sunday, June 28	21:00					
Monday, June 29	19:00	22:30				
Tuesday, June 30	03:00	19:00	23:00			
Wednesday, July 1	03:00	18:00	22:00			
Thursday, July 2	02:00	21:00				
Friday, July 3	01:00	05:00	20:00			

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Round of 16

Date	Time 1	Time 2	Time 3	Time 4
Saturday, July 4	00:00	03:30	19:00	23:00
Sunday, July 5	22:00			
Monday, July 6	02:00	21:00		
Tuesday, July 7	02:00	18:00	22:00	

Wednesday, July 8

Break

4

Quarter-Finals

Date	Time 1	Time 2	Time 3	Time 4
Thursday, July 9	22:00			
Friday, July 10	21:00			
Saturday, July 11	23:00			

Sunday, July 12
Monday, July 13

Break

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Semi-Finals

Date	Time 1	Time 2	Time 3	Time 4
Tuesday, July 14	21:00			
Wednesday, July 15	21:00			

Thursday, July 16
Friday, July 17

Break

6

Third Place Off

Date	Time 1
Saturday, July 18	23:00

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Final

Date	Time 1
Sunday, July 19	21:00



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Broadcast

World Cup 2026

Medias

TV

GOLDEN SPOT

WHAT'S YOUR PREMIUM ADVANTAGES ?

- TV sponsorship up to 30 seconds
- Commercial message
- Single advertiser
- Digital coverage
- No ad replacement



Broadcast

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Participation & Eligibility

Auction Phases

Phase 1 – Official Sponsors (19/12/2025)

Reserved for FIFA and FIFA World Cup 2026 Official Sponsors

Auction hours: 09:00 → 17:00 (GMT+1)

Offers must be sent exclusively by e-mail to goldenspot@rmb.be

One offer per advertiser, signed, in net euros

Phase 2 – Third-Party Advertisers (23/01/2026)

Open only if no winner emerges from Phase 1

Accessible to all advertisers

Procedures identical to Phase 1



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Participation & Eligibility

Offer Validity Criteria

An offer is valid only if:

- Received within the deadline (09:00–17:00 on the closing day)
- Amount \geq €300,000 net (floor price)
- Sent by e-mail with a clearly stated price
- Includes full advertiser identification and that of an authorized representative
- (Phase 1) The advertiser proves Official Sponsor status
- Non-compliant or late offers = rejected

Winner Selection

The highest offer wins

In case of a tie: priority goes to the earliest received e-mail (RMB server timestamp)

Results announced by RMB:

Phase 1: 20/12/2025

Phase 2: 24/01/2026 if no winner emerges from Phase 1

Formal notification confirms the winning advertiser, price, and contract terms.



Video Packs



Offer 2026



Broadcast World Cup 2026 Medias TV **GOLDEN SPOT**



1 PACKAGE AVAILABLE Spot Length : Max 30 sec	Minimum Gross Media TV Value 30''	300.000 €
	Minimum Gross Media Digital Value	300.000 €
	Minimum Gross Media Total	600.000 €
	Minimum Floor Net Total Price	300.000 €

AUCTION SALE

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

sales@rmb.be

www.rmb.be

[@RMB Regie Media Belge](https://www.instagram.com/RMB_Regie_Media_Belge)

[@regiemediabelge](https://www.facebook.com/regiemediabelge)

