

# Video

## Packs

Cross Media

Sport

Offer 2026



# Tournament Proceedings



## Global informations

- 11<sup>th</sup> June – 19<sup>th</sup> 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

# Offer 2026



# Video Packs



## Offer 2026

Broadcast

World Cup 2026

Medias

TV + Digital

**BASIC PACKAGE**

### Television



Spots 30"

**Group Stage**  
1 spot – Match Red Devils  
10 spots – Match Others  
**Total of 11 Spots**

**48 GRP's**  
Guaranteed on MS 18-54

### Digital



Ad-In stream  
Display\*

Total of **900.000**  
**Impressions**

**Gross Media Value**

**59.000 €**

*\*No possibility to transfer the **Display** format to **Ad-Instream** – **Display material production cost:** €250 extra if no Display material is provided  
Offer subject to change – version of 13/11/2025*

# Video Packs



## Offer 2026

Broadcast World Cup 2026 Medias TV - Digital **RED DEVILS PACKAGE**

### GROUP STAGE

**Television**

---

TV - Spots 30"

2 – Match Red Devils  
15 spots – Match Others  
**Total of 17 Spots**

**79 GRP's**  
Guaranteed on MS 18-54

**Digital**

---

Ad-In stream  
Display\*

**Total of 510.000 Impressions**

**Gross Media Value 81.500 €**

### ROUND OF 32

**Television**

---

TV - Spots 30"

1 – Match Red Devils  
3 spots – Match Others  
**Total of 4 Spots**

**33 GRP's**  
Guaranteed on MS 18-54

**Digital**

---

Ad-In stream  
Display\*

**Total of 180.000 Impressions**

**Gross Media Value 31.500 €**

### ROUND OF 16

**Television**

---

TV - Spots 30"

1 – Match Red Devils  
3 spots – Match Others  
**Total of 4 Spots**

**35 GRP's**  
Guaranteed on MS 18-54

**Digital**

---

Ad-In stream  
Display\*

**Total of 180.000 Impressions**

**Gross Media Value 30.500 €**

\*No possibility to transfer the Display format to Ad-Instream - Display material production cost: €250 extra if no Display material is provided  
Offer subject to change - version of 13/11/2025

# Video Packs



## Offer 2026

Broadcast World Cup 2026 Medias TV - Digital **OTHER GROUP STAGE PACKAGE**

10 GAMES	20 GAMES	40 GAMES	44 GAMES
<p><b>Television</b> </p> <hr/> <p>TV - Spots 30" 10 spots Total of 10 Spots</p> <p><b>33 GRP's</b> Guaranteed on MS 18-54</p>	<p><b>Television</b> </p> <hr/> <p>TV - Spots 30" Match Others Total of 20 Spots</p> <p><b>66 GRP's</b> Guaranteed on MS 18-54</p>	<p><b>Television</b> </p> <hr/> <p>TV - Spots 30" Match Others Total of 40 Spots</p> <p><b>132 GRP's</b> Guaranteed on MS 18-54</p>	<p><b>Television</b> </p> <hr/> <p>TV - Spots 30" Match Others Total of 44 Spots</p> <p><b>146 GRP's</b> Guaranteed on MS 18-54</p>
<p><b>Digital</b> </p> <hr/> <p>Ad-In stream Total of <b>240.000</b> Display* Impressions</p>	<p><b>Digital</b> </p> <hr/> <p>Ad-In stream Total of <b>480.000</b> Display* Impressions</p>	<p><b>Digital</b> </p> <hr/> <p>Ad-In stream Total of <b>960.000</b> Display* Impressions</p>	<p><b>Digital</b> </p> <hr/> <p>Ad-In stream Total of <b>1.500.000</b> Display* Impressions</p>
<p><b>Gross Media Value</b> <b>34.500 €</b></p>	<p><b>Gross Media Value</b> <b>69.000 €</b></p>	<p><b>Gross Media Value</b> <b>138.000 €</b></p>	<p><b>Gross Media Value</b> <b>159.000 €</b></p>

\*No possibility to transfer the Display format to Ad-Instream - Display material production cost: €250 extra if no Display material is provided  
Offer subject to change - version of 13/11/2025



# Video Packs



## Offer 2026

Broadcast

World Cup 2026

Medias

TV - Digital

### ROUND OF 16 PACKAGE

2 GAMES

4 GAMES

#### Television



TV - Spots 30"

2 spots – Match Others  
Total of 2 Spots

**11 GRP's**  
Guaranteed on MS 18-54

#### Television



TV - Spots 30"

4 spots – Match Others  
Total of 4 Spots

**22 GRP's**  
Guaranteed on MS 18-54

#### Digital



Ad-In stream  
Display\*

Total of  
**75.000 Impressions**

#### Digital



Ad-In stream  
Display\*

Total of  
**150.000 Impressions**

Gross Media Value

**7.700 €**

Gross Media Value

**15.400 €**

\*No possibility to transfer the Display format to Ad-Instream - Display material production cost: €250 extra if no Display material is provided  
Offer subject to change - version of 13/11/2025

World Cup – Video Packages – Offer 2026

# Video Packs



## Offer 2026

Broadcast

World Cup 2026

Medias

TV - Digital

### QUARTER FINALS PACKAGE

#### 2 GAMES

#### 4 GAMES

##### Television



TV - Spots 30"

2 spots – Match Others  
Total of 2 Spots

**14 GRP's**  
Guaranteed on MS 18-54

##### Television



TV - Spots 30"

4 spots – Match Others  
Total of 4 Spots

**28 GRP's**  
Guaranteed on MS 18-54

##### Digital



Ad-In stream  
Display\*

Total of  
**51.000 Impressions**

##### Digital



Ad-In stream  
Display\*

Total of  
**90.000 Impressions**

**Gross Media Value**

**9.350 €**

**Gross Media Value**

**18.500 €**

\*No possibility to transfer the Display format to Ad-Instream - Display material production cost: €250 extra if no Display material is provided  
Offer subject to change - version of 13/11/2025

# Video Packs



## Offer 2026

Broadcast

World Cup 2026

Medias

TV - Digital

### SEMI-FINAL + FINAL PACKAGE

#### 2 SEMI-FINAL GAMES

##### Television



TV - Spots 30"

2 spots – Match Others  
Total of 2 Spots

**18 GRP's**  
Guaranteed on MS 18-54

##### Digital



Ad-In stream  
Display\*

Total of  
**75.000 Impressions**

Gross Media Value

**12.400 €**

#### 2 FINAL GAMES

##### Television



TV - Spots 30"

2 spots – Match Others  
Total of 2 Spots

**15 GRP's**  
Guaranteed on MS 18-54

##### Digital



Ad-In stream  
Display\*

Total of  
**60.000 Impressions**

Gross Media Value

**10.100 €**

# Video Packs



## Offer 2026

Broadcast

World Cup 2026

Medias

TV - Digital

RECAP

BASIC OFFER

GROUP STAGE

ROUND 32

ROUND 16

SEMI-FINAL

### TELEVISION

Spots 30"

Group Stage

1 spot – Match Red Devils  
10 spots – Match Others  
Total of 11 Spots

48 GRP's  
Guaranteed on MS 18-54

### DIGITAL

Ad-In stream  
Display\*

Total of 900.000 Impressions

Gross Media Value : 59.000€

### RED DEVILS

Gross Media Value : 81.500€

AND/OR

#### 10 MATCHS OTHERS

Gross Media Value : 34.500€

AND/OR

#### 20 MATCHS OTHERS

Gross Media Value : 69.000€

AND/OR

#### 40 MATCHS OTHERS

Gross Media Value : 138.000€

AND/OR

#### 44 MATCHS OTHERS

Gross Media Value : 159.000€

### RED DEVILS

Gross Media Value : 31.500€

AND/OR

#### 5 MATCHS OTHERS

Gross Media Value : 15.500€

AND/OR

#### 10 MATCHS OTHERS

Gross Media Value : 31.000€

AND/OR

#### 12 MATCHS OTHERS

Gross Media Value : 38.000€

### RED DEVILS

Gross Media Value : 30.500€

AND/OR

#### 2 MATCHS OTHERS

Gross Media Value : 7.700€

AND/OR

#### 4 MATCHS OTHERS

Gross Media Value : 15.400€

### QUARTER FINALS

#### 2 MATCHS

Gross Media Value : 9.350€

OR

#### 4 MATCHS

Gross Media Value : 18.500€

### 2 MATCHS

Gross Media Value : 12.400€

### FINAL

### 2 MATCHS

Gross Media Value : 10.100€

## Degrressive Package

Gross Budget Min	Gross Budget Max	Rebate	CE
59.000 €	70.000 €	-25%	33%
70.001 €	120.000 €	-32,50%	48%
120.001 €	250.000 €	-42,50%	74%
250.001 €	375.000 €	-47,50%	90%
375.001 €	450.000 €	-52,50%	111%
450.001 €	-	-57,50%	135%

- Degrressive based on total Gross Budget (digital included)
- Degrressive not applicable on digital budget

## Advantage Package

### Brut Min 120.000€

- Preferred positions in group stage except for Red Devils' games

### Brut Min 250.000€

- Choice of 1 preferred teams
- Preferred positions in group stage

### Brut Min 375.000€

- Choice of 2 preferred teams
- Preferred positions everywhere

### Brut Min 450.000€

- Choice of 3 preferred teams
- Preferred positions everywhere
- Screens between extra time and penalties

If you purchase the Red Devils package + 4 quarter-final matches + 2 semi-final matches + 2 final matches

→ Attend Red Devils matches right up to the final at no extra cost

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

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

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

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

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

