



WORLDCUP 2026

CANADA – USA – MEXICO

rtbf

rtbf
La une

rtbf
TIPIK

rtbf
Ouvio



Tournament Proceedings

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**

Full coverage on RMB networks

- Every match broadcast live on RTBF TV and Auvio
- Extensive studio shows before and after each game
 - Pre-match analysis, live reactions, post-game debriefs
 - Studio live from 7:30 PM to 11:30 PM

Prime-time advantage

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

“From the group stage to the final whistle, RMB delivers every heartbeat, every emotion, live.”

A photograph of a woman with curly hair cheering at a football match. She is smiling and has her fist raised. In the background, a large screen shows a football pitch. The image is on the left side of the slide.

Key Market Insights

Why live football & World Cup are a gold-mine for brands?

81%

of football viewers watch live matches on linear television.

2/3

of football viewers remember the brands they see during the match.

59%

of football viewers would pick a sponsor's product over a rivals.

64%

of viewers plan to consume (food/drink) while watching matches live.

Record-breaking audiences

94%

of live vision*

3.1M

Total TV Viewers*

122H

Total hours of live*

512K

Avg. views per
Match*

Exceptional Fair-Share

57%

Average RMB's Fair Share 4+ for the last 3 big football tournaments

+15ptn % vs 1st challenger

56%

Average RMB's Commercial Share 4+ for the last 3 big football tournaments

+20ptn % vs 1st challenger



Incremental reach **RTBF+AUVIO**

+10%

avg. incremental reach thanks to Auvio
on the Red Devils' qualifying matches



When it's live, It's strong

Sport is live.
And when it's live, it's powerful.

Together, let's make Belgium vibrate...

Your brand. Our media. One heartbeat

PACKAGES



TM

Video Packs

Cross Media

Sport

Offer 2026



Video Packs



Offer 2026

Broadcast

World Cup 2026

Medias

TV + Digital

BASIC PACKAGE

Television

rtbf
La une rtbf
TIPIK

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

rtbf
FACTUS rtbf
OUVIO

Ad-In stream
Display*

**Total of 900.000
Impressions**

Gross Media Value

59.000 €

Video Packs



Offer 2026

Broadcast

World Cup 2026

Medias

TV - Digital

RED DEVILS PACKAGE

GROUP STAGE

ROUND OF 32

ROUND OF 16

Television

rtbf
La une rtbf
TIPIK

TV - Spots 30"

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

79 GRP's
Guaranteed on MS 18-54

Television

rtbf
La une rtbf
TIPIK

TV - Spots 30"

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

33 GRP's
Guaranteed on MS 18-54

Television

rtbf
La une rtbf
TIPIK

TV - Spots 30"

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

35 GRP's
Guaranteed on MS 18-54

Digital

rtbf
DACTUS rtbf
Ouvio

Ad-In stream
Display*

**Total of 510.000
Impressions**

Digital

rtbf
DACTUS rtbf
Ouvio

Ad-In stream
Display*

**Total of 180.000
Impressions**

Digital

rtbf
DACTUS rtbf
Ouvio

Ad-In stream
Display*

**Total of 180.000
Impressions**

Gross Media Value

81.500 €

Gross Media Value

31.500 €

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

World Cup – Video Packages – Offer 2026

Video Packs



Offer 2026

Broadcast

World Cup 2026

Medias

TV - Digital

OTHER GROUP STAGE PACKAGE

10 GAMES

20 GAMES

40 GAMES

44 GAMES

Television

rtbf
TIP!K

TV - Spots 30"

10 spots
Total of 10 Spots

33 GRP's
Guaranteed on MS 18-54

Television

rtbf
TIP!K

TV - Spots 30"

Match Others
Total of 20 Spots

66 GRP's
Guaranteed on MS 18-54

Television

rtbf
TIP!K

TV - Spots 30"

Match Others
Total of 40 Spots

132 GRP's
Guaranteed on MS 18-54

Television

rtbf
TIP!K

TV - Spots 30"

Match Others
Total of 44 Spots

146 GRP's
Guaranteed on MS 18-54

Digital

rtbf
ACTUS rtbf
QUVIO

Ad-In stream
Display*
Total of 240.000
Impressions

Digital

rtbf
ACTUS rtbf
QUVIO

Ad-In stream
Display*
Total of 480.000
Impressions

Digital

rtbf
ACTUS rtbf
QUVIO

Ad-In stream
Display*
Total of 960.000
Impressions

Digital

rtbf
ACTUS rtbf
QUVIO

Ad-In stream
Display*
Total of 1.500.000
Impressions

Gross
Media
Value

34.500 €

Gross
Media
Value

69.000 €

Gross
Media
Value

138.000 €

Gross
Media
Value

159.000 €

*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

World Cup – Video Packages – Offer 2026

Video Packs



Offer 2026

Broadcast

World Cup 2026

Medias

TV - Digital

ROUND OF 32 PACKAGE

5 GAMES

10 GAMES

12 GAMES

Television



TV - Spots 30"

5 spots – Match Others
Total of 5 Spots

19 GRP's

Guaranteed on MS 18-54

Television



TV - Spots 30"

10 spots – Match Others
Total of 10 Spots

38 GRP's

Guaranteed on MS 18-54

Television



TV - Spots 30"

12 spots – Match Others
Total of 12 Spots

46 GRP's

Guaranteed on MS 18-54

Digital



Ad-In stream
Display*

Total of 90.000
Impressions

Digital



Ad-In stream
Display*

Total of 180.000
Impressions

Digital



Ad-In stream
Display*

Total of 255.000
Impressions

Gross Media Value

15.500 €

Gross Media Value

31.000 €

Gross Media Value

38.000 €

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

Digital



Ad-In stream
Display*

Total of
75.000 Impressions

Gross Media Value

7.700 €

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
150.000 Impressions

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



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**. **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

SEMI-FINAL + FINAL PACKAGE

2 SEMI-FINAL GAMES

2 FINAL GAMES

Television



TV - Spots 30"

2 spots – Match Others
Total of 2 Spots

18 GRP's
Guaranteed on MS 18-54

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
75.000 Impressions



Digital



Ad-In stream
Display*

Total of
60.000 Impressions

Gross Media Value

12.400 €

Gross Media Value

10.100 €

*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

RECAP

BASIC OFFER

GROUP STAGE

RED DEVILS

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€

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€

ROUND 32

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€

ROUND 16

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€

SEMI-FINAL

2 MATCHS

Gross Media Value : 12.400€

FINAL

2 MATCHS

Gross Media Value : 10.100€

Degressive 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%

- Degressive based on total Gross Budget (digital included)
- Degressive 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

Digital Packs

Cross Media

Sport

Offer 2026



Digital Packs



Offer 2026

ROS Auvio in IO exceptionally possible

DIGITAL World Cup 2026 Context World Cup only Type IO or PG

VIDEO PACKAGES

GOLD

SILVER

BRONZE

Video



Ad-In stream
Unskippable
max 20"

Total of 416.667 Impressions

Estimated Reach 41,5K Unique Viewers

36 € CPM

20 % Discount

Net Media Value s.f. 15.000 €

+5 € CPM if targeting Red Devils or Finals Phase or +4€ Large Data Segments

Video



Ad-In stream
Unskippable
max 20"

Total of 261.438 Impressions

Estimated Reach 37,3K Unique Viewers

38,25 € CPM

15 % Discount

Net Media Value s.f. 10.000 €

Video



Ad-In stream
Unskippable
max 20"

Total of 123.457 Impressions

Estimated Reach 17,5K Unique Viewers

40,50 € CPM

10 % Discount

Net Media Value s.f. 5.000 €

Digital Packs



Offer 2026

ROS Auvio in IO exceptionally possible

DIGITAL World Cup 2026 Context World Cup only Type IO or PG

CTV VIDEO PACKAGES

GOLD

SILVER

BRONZE

Video



Ad-In stream
Unskippable
max 20"

**Total of 340.136
Impressions**

**Estimated Reach 48,5K
Unique Viewers**

44,1 € CPM

10 % Discount

Net Media Value s.f. 15.000 €

Video



Ad-In stream
Unskippable
max 20"

**Total of 214.823
Impressions**

**Estimated Reach 30,5K
Unique Viewers**

46,55 € CPM

5 % Discount

Net Media Value s.f. 10.000 €

+5 € CPM if targeting on Finals Phase

Video



Ad-In stream
Unskippable
max 20"

**Total of 102.041
Impressions**

**Estimated Reach 14,5K
Unique Viewers**

49 € CPM

No Discount

Net Media Value s.f. 5.000 €

Digital Packs



Offer 2026

ROS Auvio in IO exceptionally possible

DIGITAL World Cup 2026 Context World Cup only Type IO or PG

VIDEO + DISPLAY PACKAGES

GOLD

Video



Ad-In stream
Unskippable
max 20"
Total of **510.204**
Impressions
Estimated Reach **73K**
Unique Viewers

36 € CPM

20 % Discount

Display



IAB Standards
Display*
Total of **255.102**
Impressions
Estimated Reach **25,5K**
Unique Users

6,4 € CPM

20 % Discount

Net Media Value
s.f. **20.000 €**

SILVER

Video



Ad-In stream
Unskippable
max 20"
Total of **360.150**
Impressions
Estimated Reach **51K**
Unique Viewers

38,25 € CPM

15 % Discount

Display



IAB Standards
Display*
Total of **180.039**
Impressions
Estimated Reach **18K**
Unique Users

6,8 € CPM

15 % Discount

Net Media Value
s.f. **15.000 €**

BRONZE

Video



Ad-In stream
Unskippable
max 20"
Total of **226.757**
Impressions
Estimated Reach **32K**
Unique Viewers

40,5 € CPM

10 % Discount

Display



IAB Standards
Display*
Total of **113.381**
Impressions
Estimated Reach **11K**
Unique Users

7,2 € CPM

10 % Discount

Net Media Value
s.f. **10.000 €**

+5 € CPM if targeting Red Devils or Finals Phase or Large Data Segments

Only during World Cup Competition – max 20" video spot – Large Data Segments are to be verified upfront – under limits of availability – follow commercial policy.

*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 19/11/2025

World Cup – Digital Packages – Offer 2026

Digital Packs



Offer 2026

SUPER GOLD PACK: LIMITED TO 5 ADVERTISERS

DIGITAL World Cup 2026

Type IO or PG

VIDEO + ONE DAY IMPACT DISPLAY

VIDEO (World Cup context)

Video



Ad-In stream
Unskippable max 20"

Total of **261.438**
Impressions

Estimated Reach **37,3K**
Unique Viewers

38,25 € CPM (15 % Discount)

Net Media Value 10.000 €



DISPLAY ONE DAY IMPACT

All IAB Display formats



IAB Standards
All Formats
Display

Max one campaign
per week
Under RTBF Validation

Estimated **700.000**
Impressions

Estimated Reach **200K+**
Unique Users

Estimated 15 € CPM

Net Media Value 10.500 €

Total Budget (Net Media Value)

20.500 €

Sponsoring Packs

Cross Media

Sport

Offer 2026





Sponsorship

The priorities

1 – The FIFA Partners and FIFA World Cup sponsors have the first right to negotiate with the Media Right Licensee for a period depending on the date of launch of the offers.

The sponsoring offers are sent simultaneously to the headquarters contacts for each of the FIFA Partners and the FIFA World Cup Sponsors.

2 – Once the exclusive negotiation period has expired, the remaining inventory will be offered to third parties, including RBFA Sponsors.

FIFA Partners

Adidas
Aramco
The Coca Cola Company
Hyundai
Kia
Lenovo
Qatar Airways
VISA

FIFA Men's World Cup Sponsors

ABInbev
Bank of America
Hisense
McDonalds
Mengniu
Unilever
Lays
Verizon

FIFA Tournament Supporters

Valvoline
The Home depot
Rock-It Logistics
Diageo
Airbnb

RBFA Sponsors

"Other sponsors"



Offer 2026

Broadcast

World Cup 2026

Medias

TV - Digital

NATIONAL PACKAGE



Television FR



Billboards 5"+ Trailers

Total of 400 GRP PRA 18-54



Digital FR

Ad-In stream

Total of 200.000 Impressions



Television NL



Billboards 5" + Trailers

Total of 350 GRP PRA 18-54



Digital NL

Billboard 5"
Attached to pre-roll 15" promo

Total of 125.000 Impressions

National Proposal Netto netto
15% REBATE

257.250 €

8 PACKAGES AVAILABLE
Gross Media Value FR 126.700 €
Gross Media Value NL 175.970 €

Media Content

Opportunities

Cross Media

Sport

Offer 2026



Goal of the Day



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



Roast the Game



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

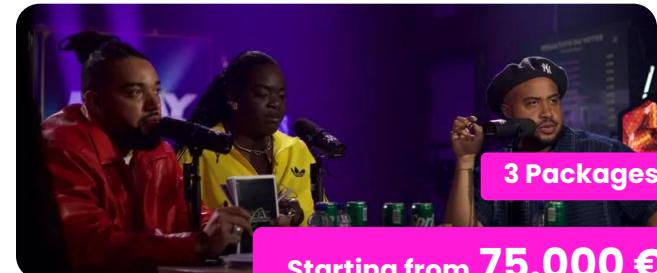
- Media : AUVIO, TARMAC, RTBF IXPE, SPIT
- Broadcast : World Cup 2026
- Production : During the competition
- Number of Streams/Games : 10

Start Game : 1 Digital Talk – 11 June '26

Belgian Red Devils : 4 Digital Talks

1/8, 1/4, 1/2 Game : 3 Digital Talks

Final Game : 1 Digital Talk – 19 July '26



Excuse Officielle

Imagine a press conference before a great game ...

Salim puts himself in the shoes of two fans, one for each team, and creates a discussion where they prepare their official excuses before the game. The idea is to hear them already preparing to justify the potential defeat to come.

The tone is funny, fast-paced, and popular, but with real references to soccer: players, context, history, tactics, weather, injuries...
Everything that fuels the bad faith of fans around the world.

Each content lasts 1 minute, with two characters, lots of rhythm, and writing adapted for **TV broadcast in each Magazine and digital platforms**. It's short, funny, universal, and it allows you to start each match with a smile.

BROADCAST

- **Media : La Une OR TIPIK + Social RTBF SPORT + AUVIO**
- **Broadcast : World Cup 2026**
- **Production : During the competition**
- **Number of contents : 10**

rtbf
auvio

rtbf
La une

rtbf
TIPIK



1 Package

Starting from 100.000

Social Content

Opportunities

Digital

Sport

Offer 2026



Food Express



For the 2026 FIFA World Cup, two iconic Belgian chefs take the Red Devils' fans on a journey that's both delicious and passionate!

- @JulienLapraille for the French-speaking audience and -
@SandraBekkari for the Dutch-speaking audience.

Before every match of the Red Devils, they cook up a 100% Belgian recipe, reimagined with a twist inspired by the opponent's country.

- Example Belgium/USA : Beef burger with dark beer sauce and American cheddar
- Example Belgium/Brasil : Shrimp croquettes with chimichurri sauce

Each episode becomes a flavorful moment of connection, culture, and football passion.

BROADCAST

- **Media : Social**
- **Broadcast : Before Red Devils games**
- **Production : June**
- **Number of contents : 4 FR + 4 NL**

Slice



@JulienLapraille



@SandraBekkari

1 Package

Starting from 50.000 €

The Biggest WC Fans



Behind every great team, there's an invisible squad — the ones who never score the goals, but make them possible.

"The Biggest World Cup Fan" is a unique short-form video series that shines a light on the unsung heroes of football: the people whose daily passion keeps the game alive. Our bilingual creator @Dielsmk steps into their shoes.

Each episode unveils a different behind-the-scenes profession:

- The groundskeeper, ensuring the pitch is flawless before kickoff.
- The kit manager, who prepares every last detail for matchday.
- The physio, keeping the players fit and ready.
- The nutritionist, crafting meals for peak performance.

Through humor, curiosity, and genuine emotion, Dielsmk reveals what makes these people the real heartbeat of football.

BROADCAST

- Media : Social
- Broadcast : Before World Cup 2026 – Red Devils games
- Production : June
- Number of contents : 4 FR + 4 NL

Slice



FR+NL

@Dielsmk



1 Package

Starting from 60.000 €

Eletalks Football



Eletalks Football brings Eleonore's signature energy to the heart of the 2026 World Cup.

Throughout the tournament, she'll do what she does best: hitting the streets of the city center to interview people micro-trottoir style, capturing real reactions, real opinions, and the pulse of the moment.

Multiple possibilities :

- On match days, she'll gather predictions, expectations, and hopes.
- The day after a match, she'll gauge the mood: Did they watch? What did they think? Do they believe they could've played better themselves?

Endless scenarios, always spontaneous, always entertaining.

Eletalks Football is raw, authentic, on-the-ground content that gives the spotlight to the people; the ones who truly bring the World Cup to life.

BROADCAST

- **Media : Social**
- **Broadcast : Before or after Red Devils games**
- **Production : June**
- **Number of contents : 2 videos + 3 stories FR**



FR



@Eletalk

1 Package

Starting from 5.000 €

Younes on tour – WC Edition



Younes on Tour – World Cup Edition puts Younes Idrissi's energy and humor right into the heart of the 2026 World Cup.

Throughout the tournament, Younes will hit the streets to spark spontaneous, fun conversations with passersby.

His signature is mainly challenging people:

- "Who do you think will win the World Cup?"
- "Let me guess your origins" followed by "how confident are you in your team?"
- "Give me 6 countries competing in this tournament!"

He can also mix in some cultural challenges:

- "What does "Tabarnak" mean ?"
- "What is a "couch potato" in America?"
- "How do you say "offside" in Spanish?"

Younes on Tour – World Cup Edition delivers lively, street-level content that brings fans' excitement, opinions, and energy to life.

BROADCAST

- **Media : Social**
- **Broadcast : During the World Cup**
- **Production : June**
- **Number of contents : 2 videos + 3 stories NL**

Slice



@Younesidrissi_

1 Package

Starting from 10.000 €

Kicker Cup



2026 World Cup, our favorite content creators will also be engaged in a legendary battle... around a kicker table! On Twitch, experience the most fun, competitive, and crazy kicker tournament of the year!

Four creators, four teams, one trophy to win. Between victory cries, bluffs, and legendary goals, anything can happen!

Before the big night, each creator will rally their community: recruiting teams, launching challenges on social media...

The atmosphere is heating up, the rivalry is setting in, and the fans are already ready to rock the chat!

And to make the event even more immersive, a sports journalist will be on site to interview the players, gather their reactions, and analyze the highlights as if it were the World Cup final itself.

A show that's 100% competition, 100% fun, 100% live.

Get your teams ready. Warm up your wrists.

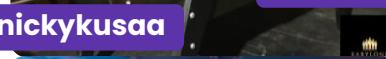
Kickoff is coming soon... and you're going to be the #1 fans!

BROADCAST

- **Media : Social Platforms**
- **Broadcast : During World Cup 2026**
- **Number of contents : 1 FR (1 NL possible too)**



@audreyhedo



@nickykusaa



@lemedtv

1 Package

Starting from 60.000 €

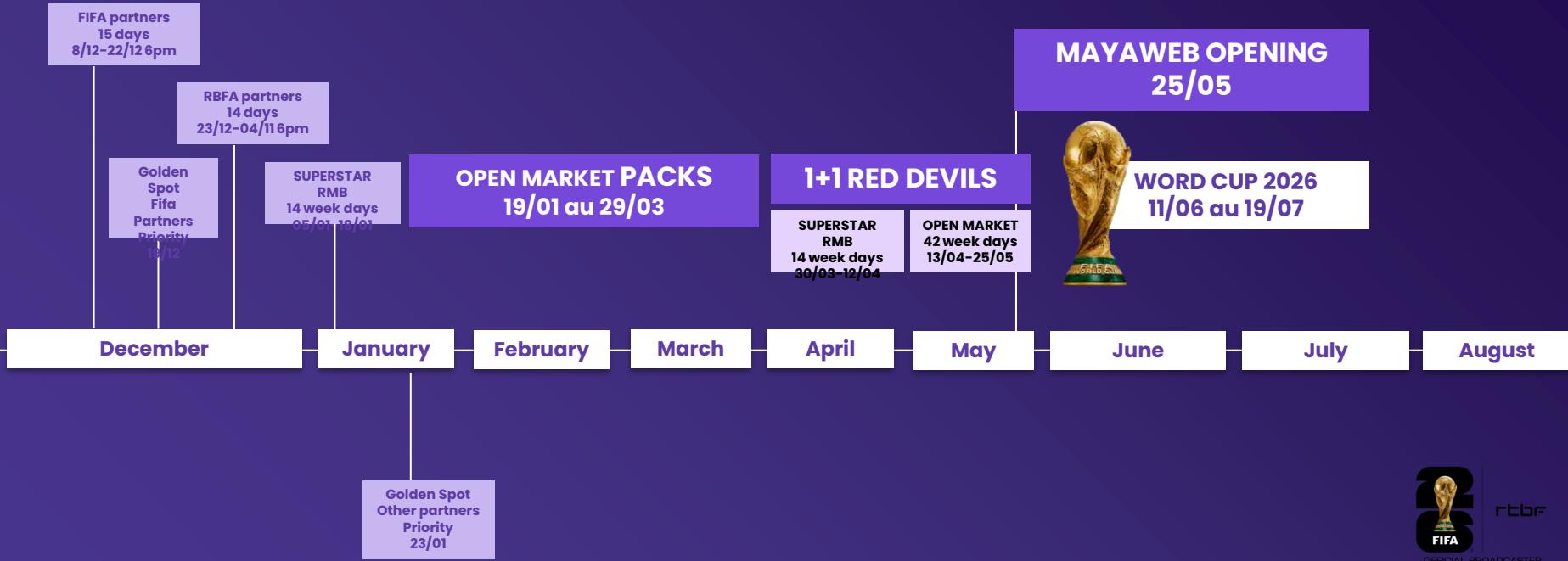
Planning & Priorities



TM



PLANNING





PRIORITIES

- 8/12/25 – 22/12/25** Only available for Fifa Sponsors
- 19/12/25** Golden Spot for Fifa Sponsors
- 23/12/25 – 04/01/26** Only available for RBFA Sponsors
- 05/01/26 – 18/01/26** Packs available for Superstar
- 23/01/26** Golden Spot available (if not sold)
- 19/01/26 – 29/03/26** Packs available
- 30/03/26 – 12/04/26** 1+1 Red Devils Offer available for Superstar
- 13/04/26 – 24/05/26** 1+1 Red Devils Offer available
- 25/05/26 – 19/07/26** MayaWeb Opening & WC Competition

The game starts
NOW !



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