

WORLD CUP 2018

Russian story





RTBF TV AUDIENCES

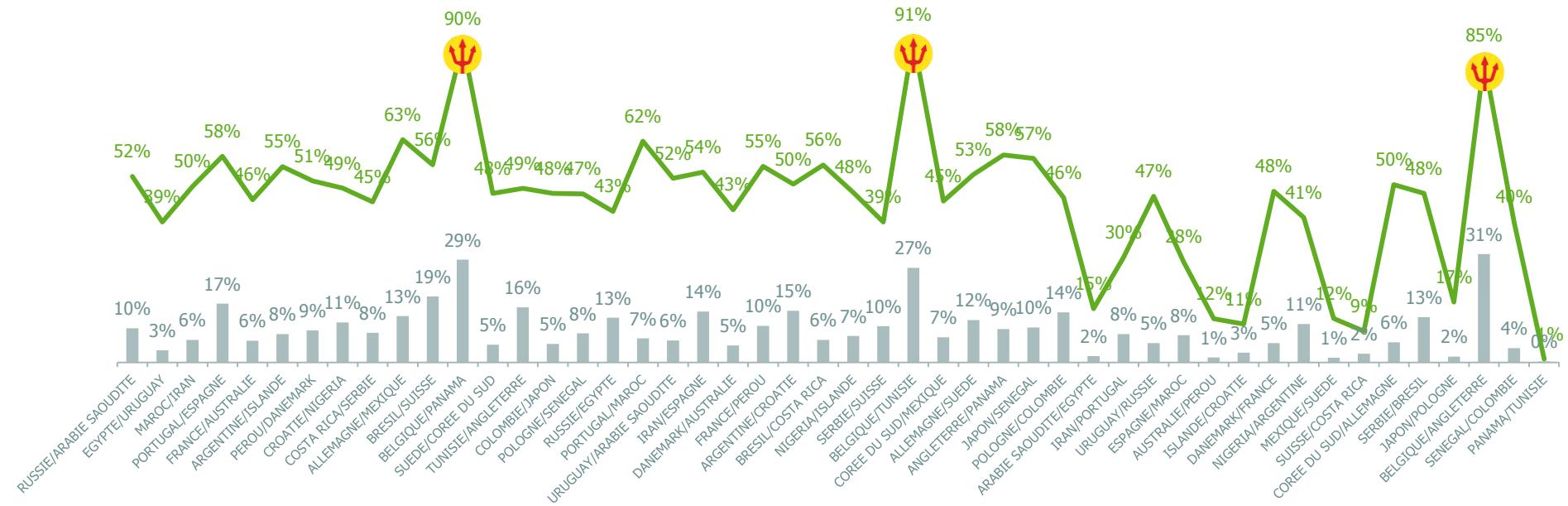


MATCH AFTER MATCH ON RTBF TV

1st Round

Rating & Share – 15-54 years

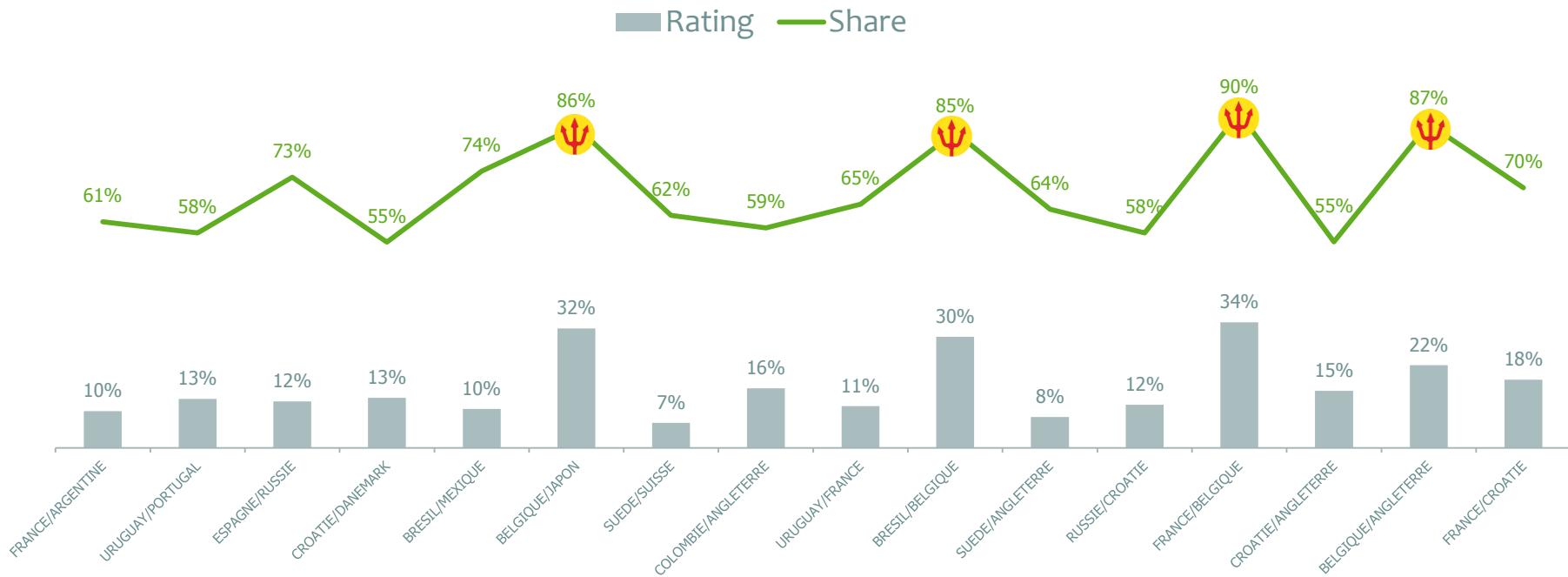
■ Rating ■ Share



MATCH AFTER MATCH ON RTBF TV

Final Round

Rating & Share – 15-54 years



| TV TOP 5 (without Red Devils)



TOP 5	RATING%
BRESIL/SUISSE	19
FRANCE/CROATIE	18
PORTUGAL/ESPAGNE	17
COLOMBIE/ANGLETERRE	16
TUNISIE/ANGLETERRE	16
Average TOP 5	17

THE DIFFERENT PHASES OF THE COMPETITION

Average rating% 15-54	Average rating% 15-54	Average share% 15-54
1st round	9	47
1/8	14	66
1/4	15	70
1/2	23	72
Final	18	70
Average	11	54

THE GLOBAL AUDIENCE



Cumulated reach
Total viewers

3.946.832 (90%)

MEN, WOMEN AND PRP ?

	Average Rating	Average Rating%	Average Share%	Cum. Coverage%	Average nbr of matches watched
Total viewers	535.295	12	49	90	11,7
15-54	269.575	11	54	89	10,7
Men 18-54	153.940	14	61	91	12,7
Women 18-54	104.871	9	45	88	9,2
PRP 18-54	177.561	12	51	91	11,6

AUVIO REPORT

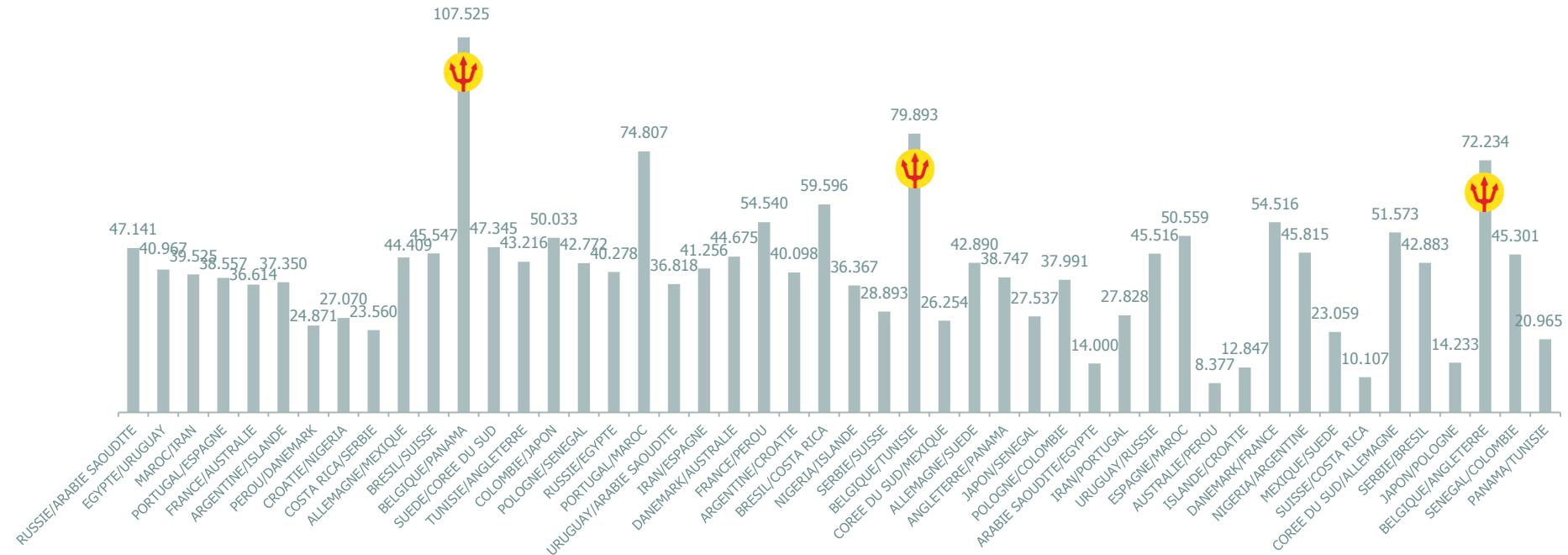


MATCH AFTER MATCH ON AUVIO

1st Round

Streaming live Auvio - Unique visitors

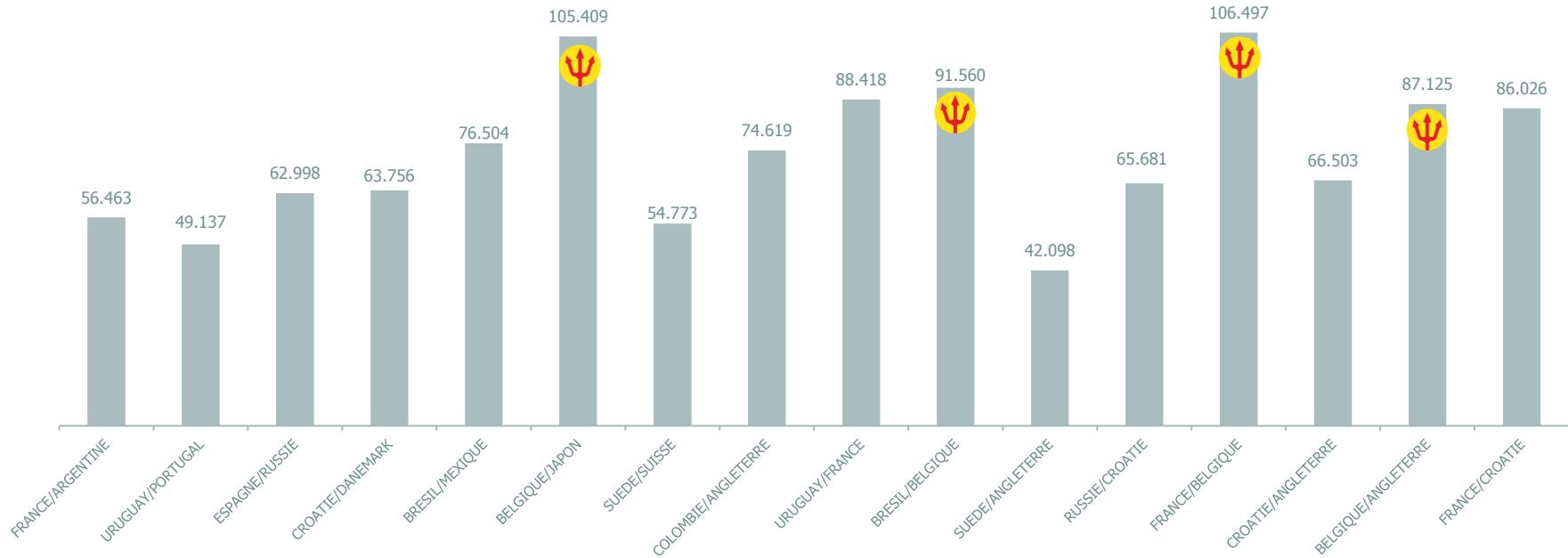
Avg 1st round : 40.562



MATCH AFTER MATCH ON AUVIO

Final Round

Streaming live Auvio - Unique visitors

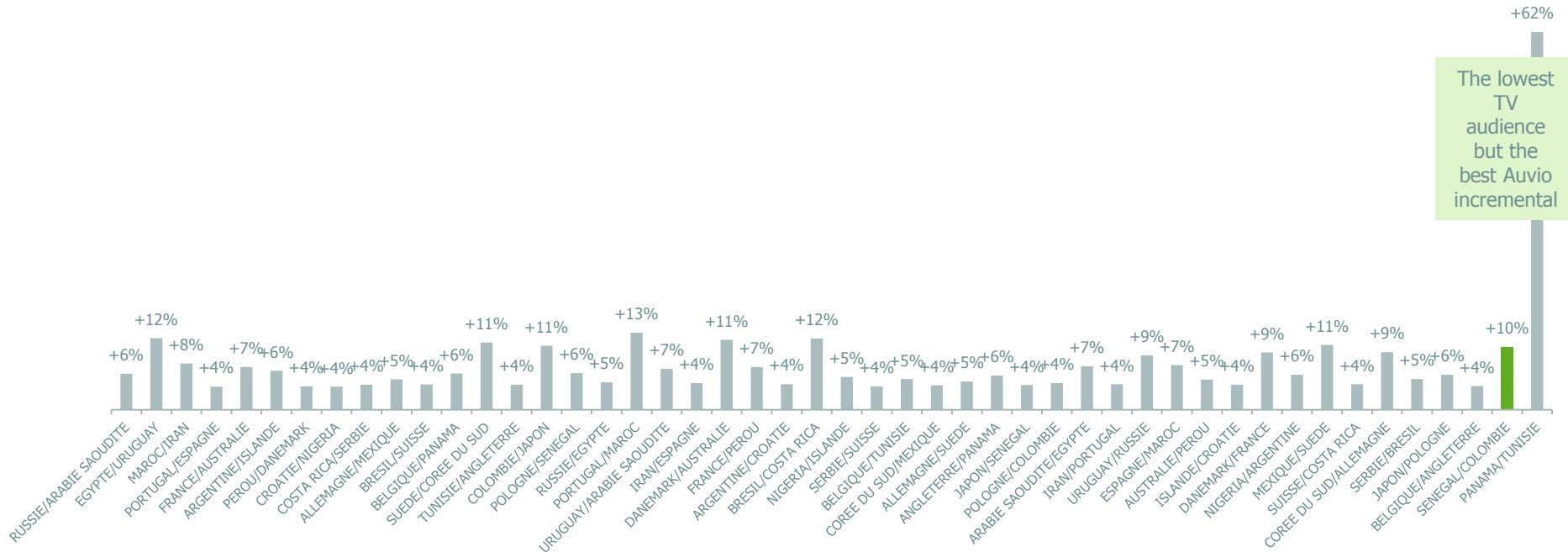


AUVIO : INCREMENTAL VS TV

1st Round

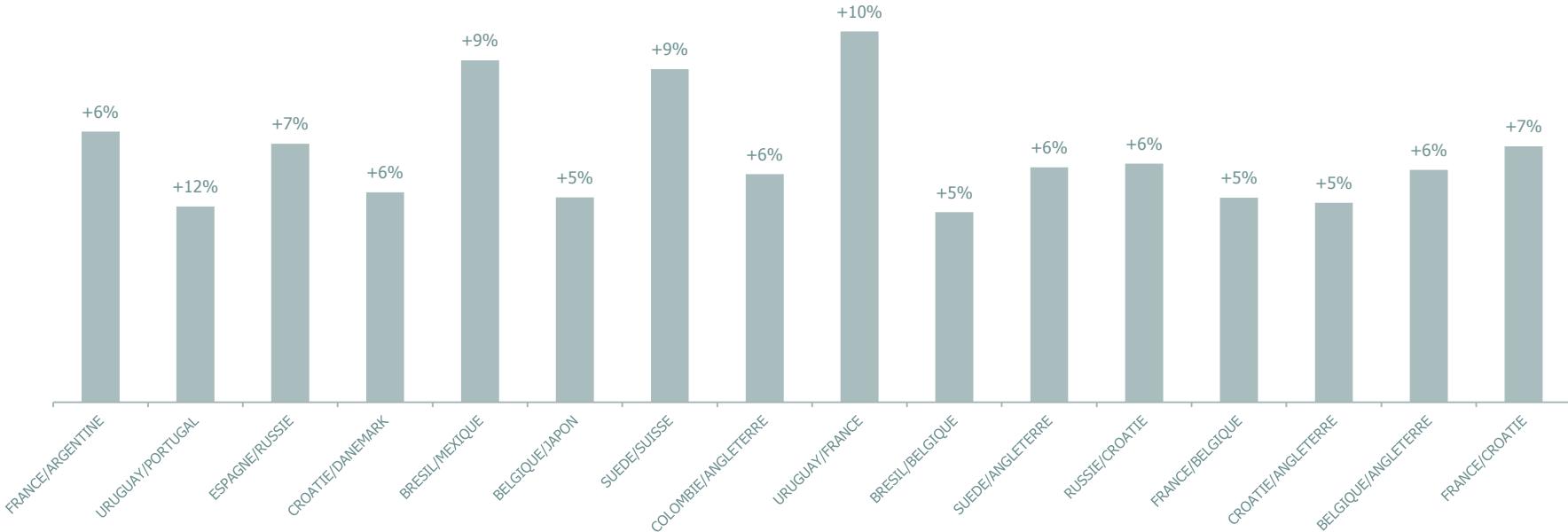
Incremental Auvio – Total viewers

Avg incremental 1st round : +6%



AUVIO : INCREMENTAL VS TV

Incremental Auvio – Total viewers

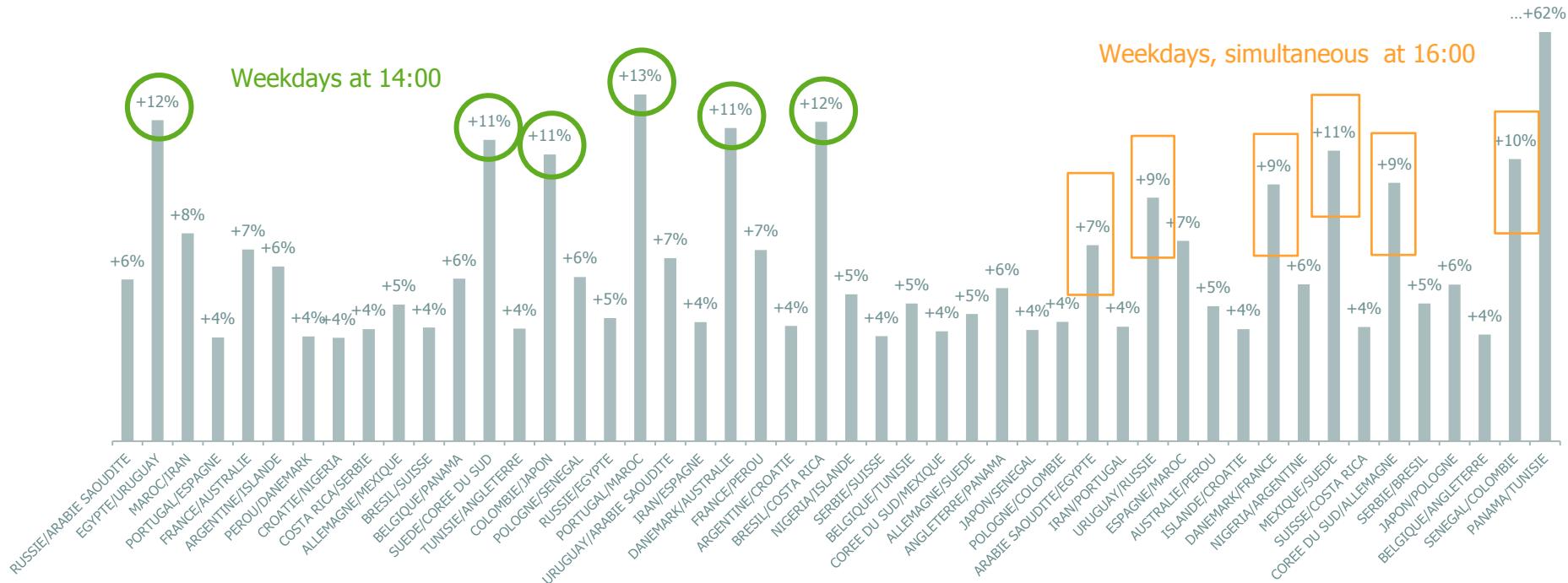


Avg incremental Final round : +6%
 Avg incremental WC : +6%

HIGHER INCREMENTAL IN THE AFTERNOON (WEEKDAYS)

1st Round

Incremental Auvio – Total viewers



HIGHER INCREMENTAL ON MEN & YOUNG PEOPLE

INCREMENTAL VS TV

+9%

MEN

+2%

WOMEN

+16%

18-34

+6%

35-54

+2%

55+

AUVIO TOP 5 (without Red Devils)

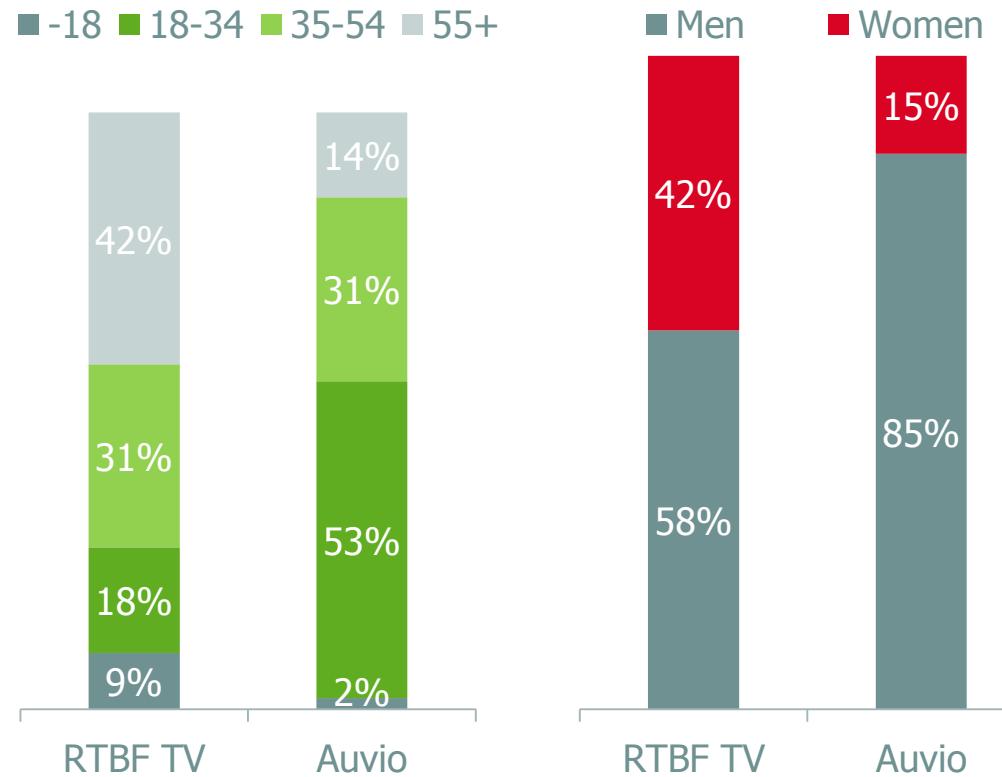


TOP 5	Total visitors
URUGUAY/FRANCE	88.418
FRANCE/CROATIE	86.026
BRESIL/MEXIQUE	76.504
PORTUGAL/MAROC	74.807
COLOMBIE/ANGLETERRE	74.619
Average TOP 5	80.075

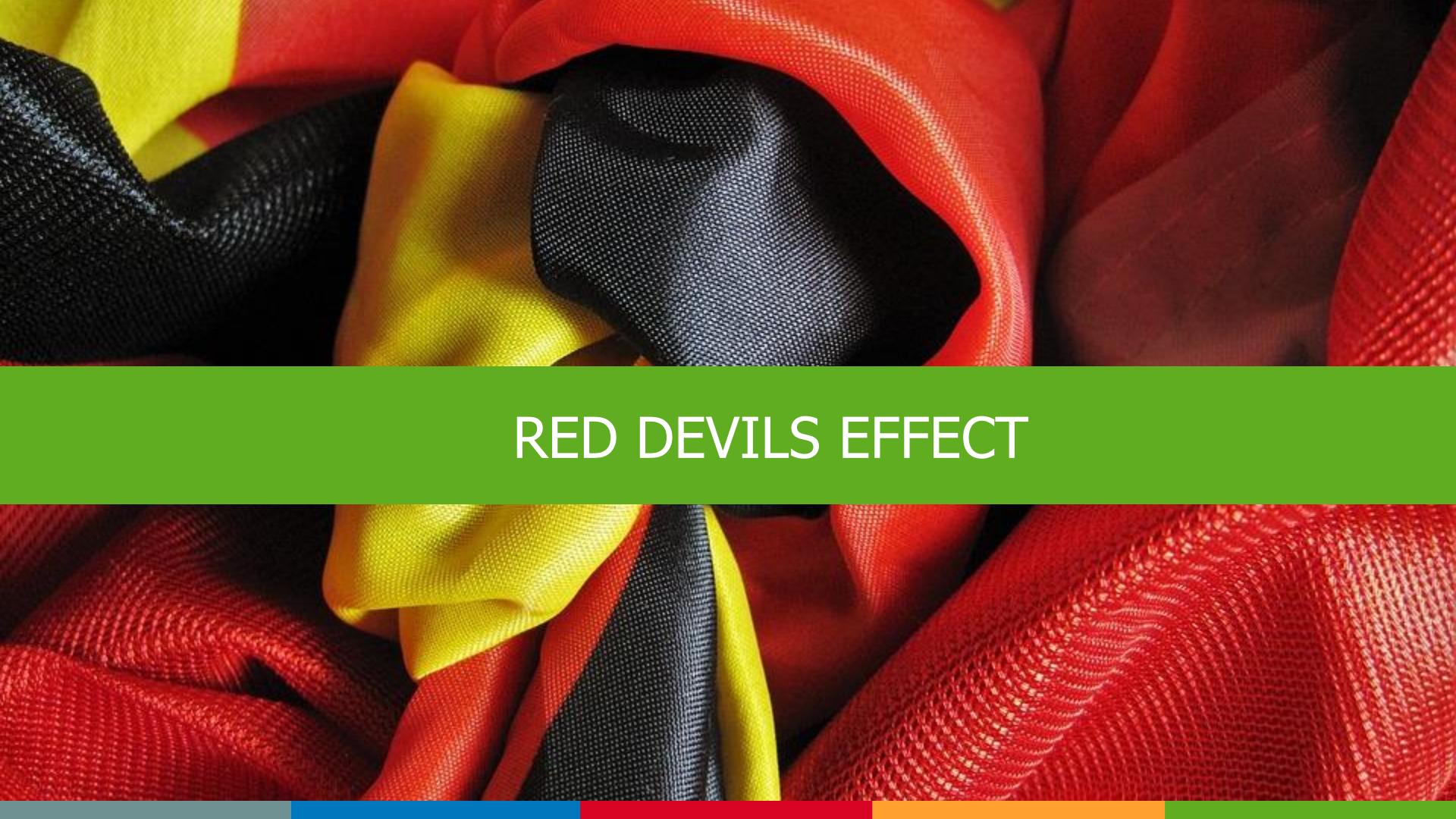
THE DIFFERENT PHASES OF THE COMPETITION

Average unique visitors	Total visitors	18-54
1st round	40.562	34.072
1/8	67.957	56.608
1/4	71.939	59.782
1/2	86.500	72.574
Final	86.026	73.466
Average	48.821	40.912

DIGITAL AUDIENCE : MORE MEN & MORE YOUNG PEOPLE



RTBF; AUVIO LIVE 14/06-15/07/2018 ; unique visitors - CIM Audimétrie / South ; profil% (Live + vodsal)



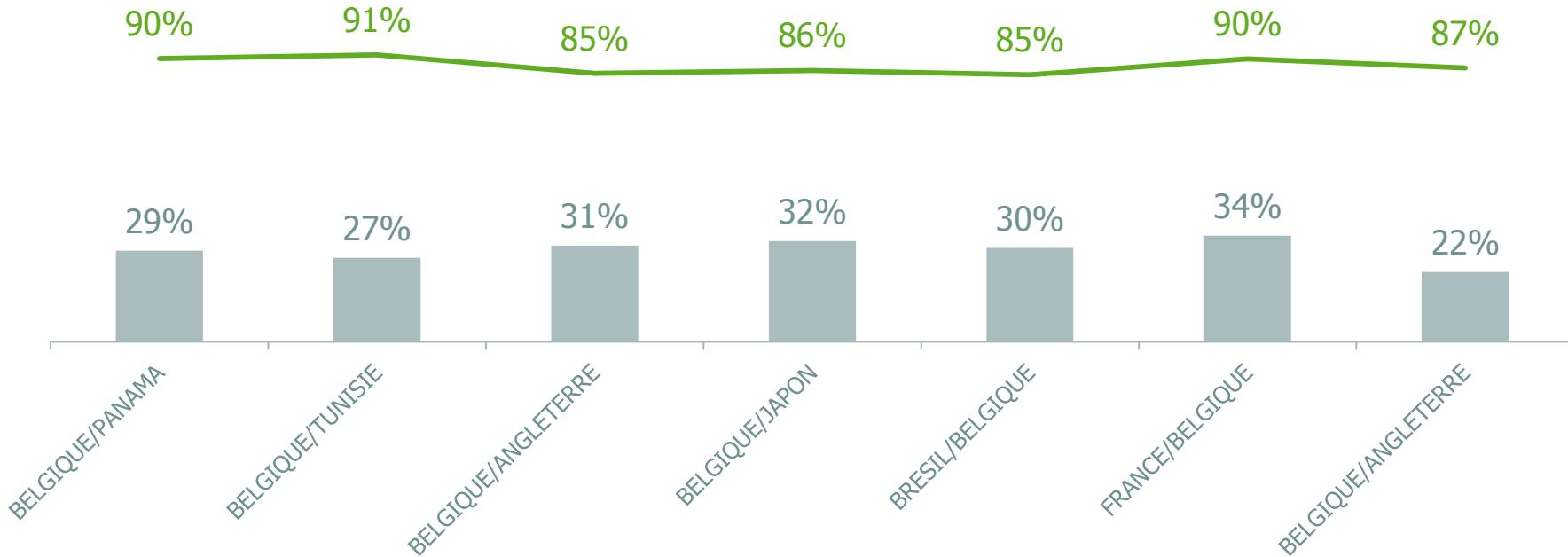
RED DEVILS EFFECT

RED DEVILS : MATCH AFTER MATCH ON RTBF TV

Rating & Share – 15-54 years



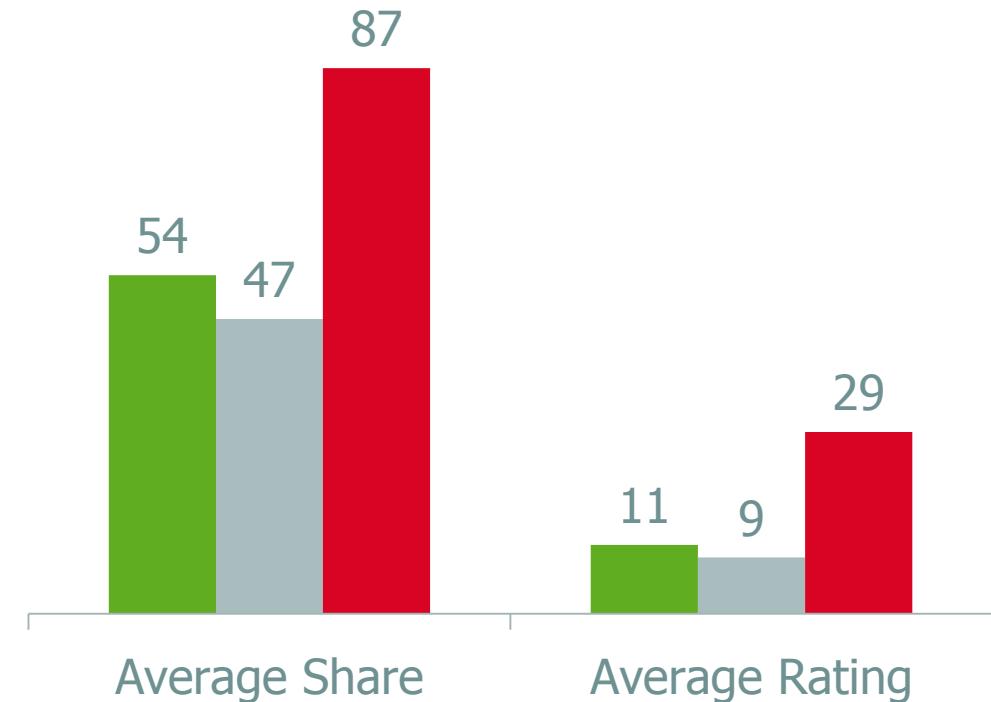
Rating Share



RTBF TV : EVERYBODY IN BLACK, YELLOW & RED !



■ With Red Devils ■ Without ■ Red Devils



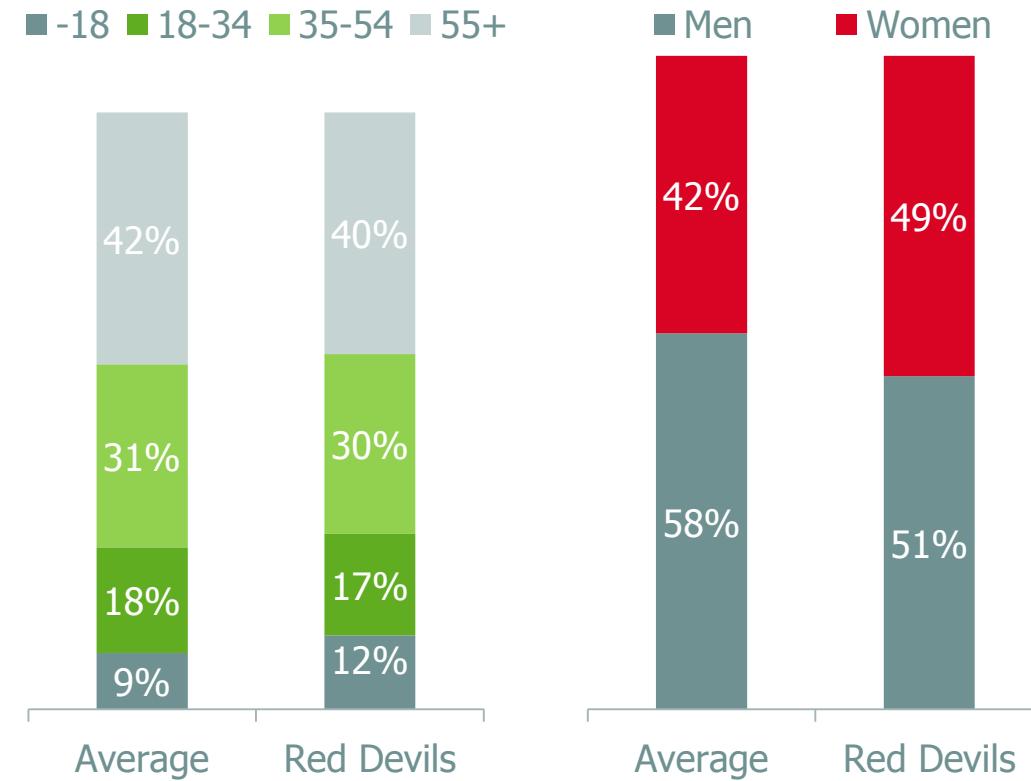
RED DEVILS COVERAGE



Cumulated reach 10'cons.

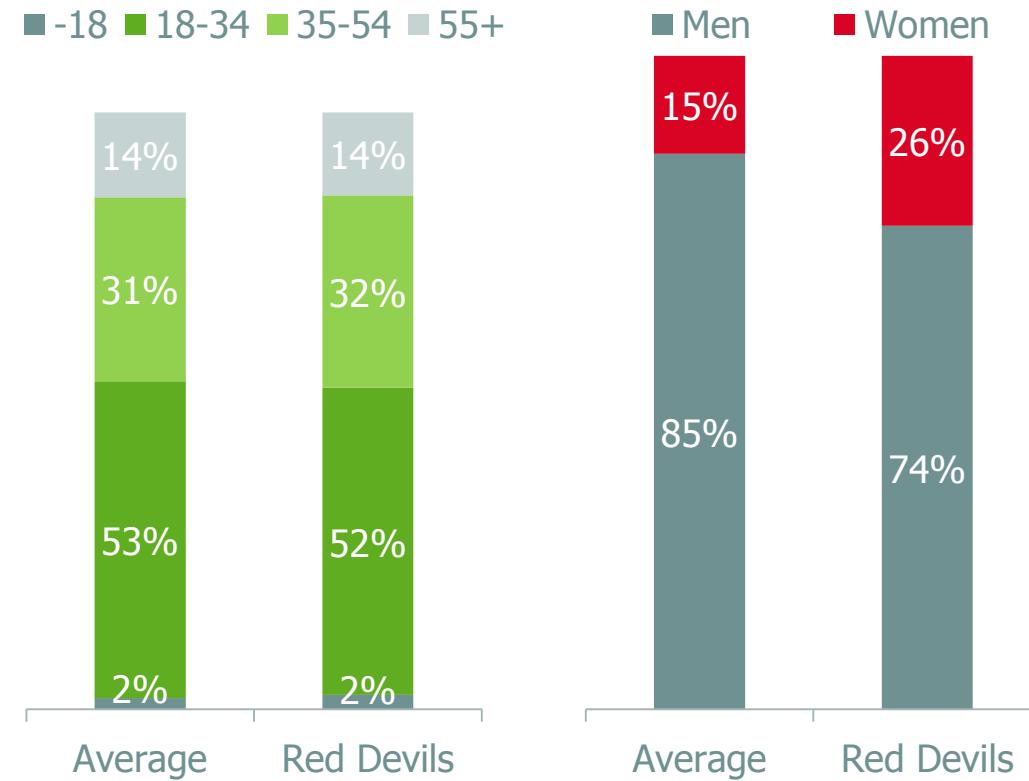
4+	78%
15-54	76%
MEN 18-54	78%
WOMEN 18-54	75%
PRP 18-54	79%

BELGIUM TV AUDIENCE : MORE WOMEN



CIM Audimetre / South ; 14/06-15/07/2018 profil% (Live + vosomal)

BELGIUM AUVIO AUDIENCE : MORE WOMEN



RTBF; AUVIO LIVE 14/06-15/07/2018 ; unique visitors

RECORDS FOR THE RED DEVILS MATCHES

VS World Cup 2014 & Euro 2016

Best Share
France - Belgium

94%

MEN 18-54

More women

49%

Average profile

A vibrant photograph of Brazilian soccer fans in yellow jerseys cheering. A woman in the foreground has her mouth wide open in a yell, and a man next to her is smiling broadly. A Brazilian flag is visible on the left.

COMPARISON WITH WC 2014

BEST EDITION EVER (Shr%) !

	2014		2018	
	Average Rating%	Average Share%	Average Rating%	Average Share%
Total viewers	11,9	43,1	12,2 (+3%)	49,1 (+14%)
15-54	11,6	46,2	11,2	53,6 (+16%)
Men 18-54	14,1	52,6	13,8	60,8 (+16%)



RTBF BOOSTER



RTBF TV : INCREASING TV SHARE



Share La Une + La Deux : 21%

WC 2018 vs June-July 2017

+119%

WC 2018 vs 01-13/06/2018

+67%



info@rmb.be
www.rmb.be

