



Médias de Bruxelles







Your guide to life in Brussels



## Introduction

BX1 is the Capital Region's French-speaking television network. It keeps the inhabitants of Brussels informed and helps them discover and love their city. As of May 2016 it is also broadcast in Wallonia.

Work never stops in a region where everything happens, everything is decided, and which encapsulates all the issues faced by contemporary society. Just like the city, BX1 is active, innovative, multicultural, and tolerant. It is a portrait of the city.

As well as reflecting social, economic, political, cultural, and sporting events, BX1 also sets out to be an active player in urban life alongside the dynamic, creative, and optimistic inhabitants of Brussels.

News videos come out round the clock on bx1.be and are broadcast on social media such as Facebook, Twitter, and Instagram. On the bx1.be website you can watch programmes again on demand and livestream from anywhere in the world. As of 27 September 2019, bx1+ radio is available on the web, mobile devices, and on TV.



# News

## The latest news in Brussels!



An hourly TV news programme, the 18.00 brings you the latest political, economic, social, and sports news from Brussels.  
Presented by **Marine Hubert** and **Valérie Leclercq**.



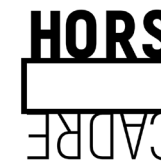
A weekly discussion focusing on a burning topic in Brussels. A discussion led alternately by **Michel Geyer** and **Stéphanie Meyer** every Wednesday at 6:30 pm.



A daily news programme from the 12 local television stations belonging to the **Wallonia-Brussels Federation** broadcast at 5:00 pm.  
Presented by **Fanny Rochez** and **Jimmy Meo**.



**Jean-Jacques Deleeuw** looks back over the news of the past week in the company of journalists and two political guests. Every **Saturday at 12:30 pm**.



A weekly portrait of a well-known figure in the news each Friday at 6:30 pm.



A 12-minute round-up of the week's news with subtitles for the deaf or hard of hearing.



A news bulletin broadcast live on **radio** and **TV** from **12:00 pm to 2:00 pm** and presented by **Fabrice Grosfilley**. Political interviews, editorials, face-to-face interviews, live on the ground, news summary at 12:30 pm. Guests from the world of arts and society for a snapshot of the latest news in Brussels.

# Sport

## Sport in Brussels



**FOUTSAL** presented by **Pierre-Alexis Matton** focuses on futsal results, interviews, and match highlights, including of course the latest news from the four clubs in Brussels. Every **Saturday at 6:15 pm**.



Sports news **magazine**. Every **Monday** at 6:30 pm on **bx1**. Presented by **Christophe Durant**. Results and rankings of the clubs in Brussels. Football, basketball, rugby, and more. Analysis and interviews.



**BX FOOT**, all about amateur football in Brussels from A to Z. Every **Monday** on **bx1**. Results, rankings, analysis, and interviews.



**bx1** broadcasts **each Sunday** evening an entire football, field hockey, or futsal match as part of its programming.



**bx1** broadcasts home matches in their entirety.



Every year, **bx1** brings live coverage of the 20 km race in Brussels.

# Arts

## The arts scene in Brussels!



The **rock, rap, pop, and electro music** magazine presented by **Pierre Beaudot**. Up-and-coming groups as well as established artists and forthcoming concert dates: all the latest news on the music scene is on **O.C.T.A.V.E.**, **Sundays at 6:15 pm.**



**Cine Qua Non** brings you the latest from the world of cinema on **Wednesdays at 5:40 pm.** Presented by **Jessica Matthys** and using film backdrops to set the scene.



**Le Courrier Recommandé** is the arts magazine presented daily by **David Courier**. It features a 12-minute interview between David and a guest at the heart of the contemporary arts scene. Tune in at 5:45 pm.



**David Courier** and his guests discuss a key topic from the arts world every week. **Thursdays at 6:30 pm.**



Experience the Brussels Fantastic Film Festival from the inside in the **Journal du BIFFF**: interviews, animations, Biffleur reviews, the film programme, and the Biff'n' geek series!



The music programme that brings you musical events from the inside: **Couleur Café, BSF, and much more.**

# Lifestyle

## Life in Brussels!



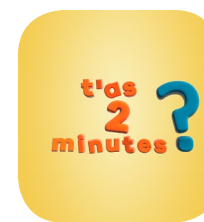
Fashion, design, trendy restaurants and bars. **@fter** on **bx1** at the week-end is *the place to be* on the audiovisual scene in Brussels.

### LE TRAM

**Le Tram** moves around the city bearing the colours of **bx1** to give the people of Brussels their say. **Marine Guiet** reflects on mobility in the Brussels region and talks to the major players who seek to improve this important aspect of life in the capital. **Friday at 6:45 pm.**



**T'es de sortie** sets the cultural agenda for the Brussels region in just a few minutes. Presented by **Jessica Mathys**.



It's the question we ask our guests all summer long. Two minutes to talk about themselves and about a place as well as taking up a small challenge. The guests are from Brussels and are humorists, singers, artists, and athletes, plus the locations are somewhat out of the ordinary, including an old cemetery and a terrace with a view.



A weekly programme focusing on changes in life and behaviour and on transitions in general. On **Tuesdays at 6:30 pm** with **Cyprien Houdmant** and **Jean-Christophe Pesesse** alternating as hosts.



**Big Boss** is a monthly economics programme lasting 26 minutes and produced by **bx1** in partnership with the daily newspaper **L'écho**. The programme is co-presented by **Paul Gérard** (l'Echo) and **Marie-Noëlle Dinant** (BX1). A portrait of a company director, economic reporting that makes guests react, and unique computer graphics to clarify the information.

# Live shows



A ceremony **celebrating the artists** of the **Wallonia–Brussels Federation** who have stood out during the past year.



The ceremony **celebrates the Brussels inhabitant of the year** and honours the key players who shake up life in the capital.



Colourful 'zinnodes' parade through the centre of Brussels.



**bx1** brings live coverage of the 20 km race in Brussels.



The ceremony that honours the best of the worst on Belgian TV.



**The National Ball** is a popular ball held on 20/7 in the Marolles neighbourhood.





## The bx1 radio

### Les acteurs de Bruxelles

**Soraya Amrani** discovers an outstanding inhabitant of Brussels **from Monday to Friday from 10:00 am to 12:00pm.**

### TOUJOURS + D'ACTU

A news bulletin broadcast live on **radio** and **TV** from **12:00 pm to 2:00 pm** and presented by **Fabrice Grosfilley.**

Political interviews, editorials, face-to-face interviews, live on the ground, news summary at 12:30 pm. Guests from the world of arts and society for a snapshot of the latest news in Brussels.



**Charlotte Maréchal** and **Sébastien Mulders** report live on the ground from events in the capital. **From Monday to Friday from 2:00 pm to 4:00 pm.**



Podcasts are the latest trend, **Jean-Jacques Deleeuw** introduces you to the inhabitants of Brussels who make them and brings you a few extracts.

The remainder of the day and night is devoted to an exclusively local line-up of artists from Brussels and Wallonia.

## AUDIENCES

## HOW TO TUNE IN



### Television in Brussels

bx1 has a daily audience of around 120,000 in the Brussels region and 16,000 in the province of Brabant.

In addition, 18% of the population in Brussels watches bx1 programmes once or several times per week.

Source: **DEDICATED** December 2018

### Website

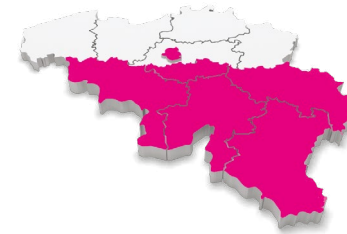
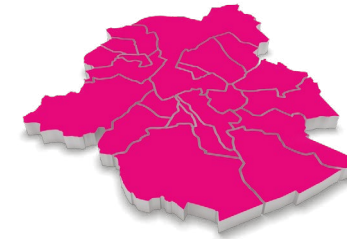
December 2018

10,250 unique visitors and 21,000 page views per day on average on our website.

June 2019

14,516 unique visitors and 23,077 page views per day on average on our website.

Source: **Google**



### • On television

Brussels–Capital Region

TELENET on channel 10.

PROXIMUS TV on channel 10.

VOO on channel 61.

ORANGE TV on channel 61.

Walloon Region

PROXIMUS TV on channel 160.

### • Website and social media

By streaming or replay on our website [www.bx1.be](http://www.bx1.be), on Facebook and also via TNT (or DVB-T) on channel 55.

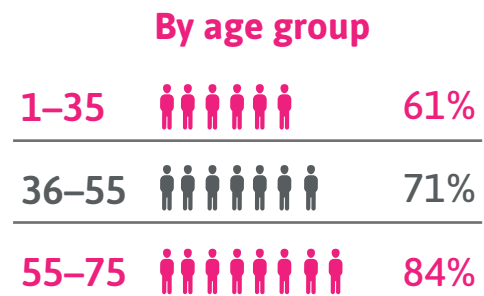
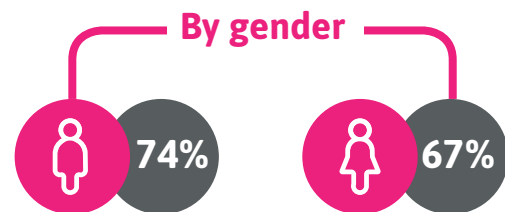
### • Radio

Available on [bx1.be](http://bx1.be) and most digital platforms.



## BX1 AND ITS REPUTATION

### BX1 as seen by the total population of Brussels



Awareness  
In the total population

66%

71%

Most of the people questioned think that bx1 is an authority on what's happening in Brussels.

Our survey also showed that bx1 has a good coverage of:

66%

Life in Brussels

66%

Arts in Brussels

52%

Sports in the Brussels region

DEDICATED



## Notre offre commerciale





## SALES OFFERS

## SALES OFFERS

### Video campaigns

On the bx1 TV channel.  
On the bx1.be website in pre-roll format during a VOD programme.

Bumper from 5 to 10 seconds before/after a programme

Targeted campaigns

Advertising spots of 5 to 30 seconds

Advertorials



### Digital offers

Several possible configurations:

Medium Left Rectangle  
(300 x 250)

Leaderboard  
(728 x 90)

Large rectangle  
(970 x 250)



# Contacting bx1

## Commercial request:

General – [pub@bx1.be](mailto:pub@bx1.be)

North Brussels – Jawad Aoulad – [ja@bx1.be](mailto:ja@bx1.be) +32 478 99 43 93

South Brussels – Jimmy Kirkpatrick – [jk@bx1.be](mailto:jk@bx1.be) +32 476 93 98 51

## Archives or purchasing images:

Contact Blanca Peré – [bp@bx1.be](mailto:bp@bx1.be)

## Editorial staff:

[actu@bx1.be](mailto:actu@bx1.be)

## Social media:

[web@bx1.be](mailto:web@bx1.be)

## Suggestions, comments, partnerships or questions about bx1:

[info@bx1.be](mailto:info@bx1.be)