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.
The latest news in Brussels!

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**

**FOUITSAL**, 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.

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

**SPORT**

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.

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

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

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

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, Bifffeur reviews, the film programme, and the Bifff’n’geek series!

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

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’echo. 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. **It’s a monthly economics programme lasting 26 minutes and produced by bx1 in partnership with the daily newspaper L’echo. 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.**
The National Ball is a popular ball held on 20/7 in the Marolles neighbourhood.

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 12:00 pm.

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.

**Bruxelles vit !**

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

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: 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

HOW TO TUNE IN

• 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, on Facebook and also via TNT (or DVB-T) on channel 55.

• Radio

Available on bx1.be and most digital platforms.
BX1 AND ITS REPUTATION

Most of the people questioned think that bx1 is an authority on what’s happening in Brussels. 71%

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

- Life in Brussels: 66%
- Arts in Brussels: 66%
- Sports in the Brussels region: 52%

By gender

- Awareness in the total population
  - 74% males
  - 67% females

By age group

- 1–35: 61%
- 36–55: 71%
- 55–75: 84%

Awareness in the total population: 66%
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
- Advertising spots of 5 to 30 seconds
- Targeted campaigns
- 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  
**North Brussels – Jawad Aoulad** – ja@bx1.be  +32 478 99 43 93  
**South Brussels – Jimmy Kirkpatrick** – jk@bx1.be  +32 476 93 98 51

**Archives or purchasing images:**

Contact Blanca Peré – bp@bx1.be

**Editorial staff:**

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**Social media:**

web@bx1.be

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

info@bx1.be