



rtbf | creative
FORMATS
COLLECTION 2023



RTBF creative is the new home of innovative and trendy formats. Among our rich formats, "**The Yurt: Celebrity Green Challenge**" offers a unique "back-to-nature" experience to three celebrities as this program challenges the participants to abandon their typical habits and adopt environmentally sustainable practices. "The Yurt: Celebrity Green Challenge" represents a new approach to a highly relevant topic in today's world: energy preservation and the climate emergency. This entertaining show not only raises critical questions but also presents solutions in a humorous and engaging manner.

Another flagship format is "**5-Star Village**" which showcases celebrities competing to discover the most beautiful villages, highlighting the regional beauty and specificity of each location. Additionally, village residents actively participate in the competition during a challenge.

Or discover the talent contest and cooking show, "**Chocolate Stars**", which once again demonstrates Belgium's creativity around its famous specialty: chocolate. Contestants compete in front of a distinguished panel of judges to become "The Chocolate Star".

Under the **RTBF Creative** umbrella, RTBF is offering a wide range catalog with a commitment to delivering quality content that resonates with viewers worldwide. RTBF is a trusted source of entertainment for all ages and interests with the Belgian unique creativity touch.

Tuyet NGUYEN CANRY
Head of Distribution



The Yurt: Celebrity Green Challenge

When Nature Calls

Three celebrities set off for five days on a new kind of adventure to try and win up to €10 000 for a charity.

The twist? They are totally unaware that they are going to stay in an isolated furnished yurt in the countryside, far from their daily comfort, and that there they will have to meet the challenges and deal with dilemmas to preserve the resources and energy at their disposal.

Each day, the celebrities must prove that they are capable of questioning their usual habits, by adopting environmentally sustainable practices.

Beyond discovering a new way of life, this adventure will take them on a journey of self-discovery by reconnecting them with long-forgotten emotions.

They have plenty of resources, but will they be able to keep them or do without them?

- > Scheduling: Weekly
- > Timeslot: Prime Time

The Game Night Stand-Up Comedy Show

A well-known stand-up comedian shares an apartment with other comedians and hosts special game nights where he asks his roommates to perform their stand up comedy jokes in front of an audience.

The twist is they all have to do it after blindly picking in a salad bowl a fun requirement to incorporate into their performance.

Performing while sitting in a bathtub full of foam or getting a massage, giving someone in the audience a haircut, or wearing a Harry Potter costume, everything is possible!

At any time, the host can buzz them to add an ingredient to the challenge, and desperate neighbors wanting to join the game night can break in the apartment to disturb the performance.

The audience scans a QR code with their smartphone and votes to choose who is the Best Roommate of this incredible crazy evening.

- > **Scheduling:** Weekly
- > **Timeslot:** Prime Time

Best Roommate

My Village Is Better Than Yours

Six celebrities, six villages, but only one winner. Who will win the 5-Star Village trophy?

The guests have one day to convince the other five that their favorite village is the best. Each celebrity must prepare a 5-Star discovery day video postcard by taking on the role of a local guide to highlight the 5 best treasures of the village:

1. The general aesthetics of the village
2. The building or the point of interest not to be missed
3. The flagship local recipe or local product
4. A fun activity to do in the area
5. And a local craftsman or a key figure in the village to meet, to talk about their art or history and their connection to the place and why it is so special to them

Celebrities discover and react to the five video postcards of the other contestants and vote by awarding stars to the village of the day at the end of each show, but the vote of the public upsets the ranking!

During the final, all the village dwellers must carry out a final challenge allowing the public to designate the winner.

- > **Scheduling:** Weekly
- > **Timeslot:** Prime Time

5-Star Village



Apocalypse Kitchen

The Culinary Escape Game

Two amateur cook friends compete to try to reproduce as faithfully as possible the complex dish of a great chef in a given time.

The twist: a visual and audible alarm triggers events that disturb apprentice cooks:

- Arms pop out of cupboards and hidden hatches in the kitchen to steal/add ingredients or even tear up the recipe
- A power outage causes lights and all electrical appliances to go out, forcing competitors to cook in the dark
- The clock suddenly starts to speed up putting pressure on the candidates
- The two cooks must exchange their chef's work table and continue the recipe from the other
- And a lots of more crazy stuff!

To avoid these pitfalls and limit the damage to their recipe, each candidate must be the first to press a buzzer placed in front of them.

A jury, made up of a host and the chef, comments on the showdown and designates the best cook who wins a prize at the end of the show.

Who will manage to finish the chef's dish in time by escaping the kitchen traps?

- > **Scheduling:** Weekly
- > **Timeslot:** Prime Time

A Mind Odyssey

In this brand new and innovative sensory experience like no other, a celebrity is invited to step inside a futuristic-looking dome to go on a journey to the center of his memory.

Seated in a high-tech smart armchair that features various kinds of motion, the guest is only guided by a soft and soothing voice. Step by step, the guest lifts the veil on memories that are buried deep down or nearer the surface of his mind, by opening four sensory capsules that each contain a stimuli: an image, a scent, a sound, a taste, a sensation.

During this intimate encounter, all of the guest's senses are awakened. The host's voice, acting both pilot and confidant, leads him to the discovery of unique sensations and striking emotions as he embarks on a journey like no other.

Alone in his tempo-sensory bubble, the celebrity receives communications from outside world, testimonials from his relatives, his fans and other celebrities through a screen facing him.

- > **Scheduling:** Weekly
- > **Timeslot:** Prime Time

Bubble Experiment

21 Days To Take Action

Six young adults aged 25 to 40 agree to take part in a unique experience. For 21 days, each of them must change their habits to save the planet: swap their car for fluid mobility, stop eating meat, put down all their energy-consuming screens or even share a Tiny House without running water!

21 days... It's the time the brain needs to adopt a new habit without shock.

Facing the challenge, they become aware of the impact of actions that do not always seem very significant, but which are very beneficial for our planet. What weight can these individual measures have in ongoing global efforts?

At the end of the experience, the six candidates share their adventure and think together about sustainable solutions.

This special event questions our choices and our individual behavior in the face of ecological issues. Who will make the choice to permanently adopt a new habit?

- > **Scheduling:** Special
- > **Timeslot:** Prime Time

No Planet B



Offline Stories

Lost In The City

A group of screen-addicted influencers embark on a 48-hour city trip to one of the most visited cities they've never been to and upon arrival find themselves forced to lock their smartphones in a black box: the Digital Detox Box.

They do not just walk around the city, their challenge is to act as private city guides for the tourists they meet in order to make them discover the most beautiful places, the must-see monuments, the major attractions, unusual activities, folklore and cultural life.

But how to do it without having access to the technology they cannot live without? No phones, no internet resources, no social networks and of course no GPS, it's far from a relaxing visit for them and it's not an easy job!

On their journey, they must find a new way to connect with people and meet even the most unlikely.

Can they survive in the urban jungle for forty-eight hours without their phone?

Let's go for a special guided tour of the city like you've never experienced it before!

- > **Scheduling:** Weekly
- > **Timeslot:** Prime Time



Won't Get Fooled Again

Smart Consuming

Today's consumer pays more and more attention to what he buys but in the jungle of scams and false promises, the task is far from easy.

To get out of it, a team of columnists inform with reliable advices and tell us how to not being fleeced.

Each columnist is an expert in his field providing the best plans to avoid pitfalls, from sustainable products to high tech via cooking or fashion.

They use the best weapons to guide consumers in their daily choices, starting with a platform where the most clear-cut opinions are exchanged.

They test products on set in a demo corner, or in laboratories analyzing the composition of mass retail products and investigate decoding advertising or revealing scandals.

Each day of the week, the shock team restores the truth about all these products and services that we come across on a daily basis.

- > **Scheduling:** Daily
- > **Timeslot:** Access



Cactus

The Spicy and Quirky News Comedy Show

Cactus makes you relive the news of the past week in an original way, an animated talk show.

Two hosts accompanied by columnists revisit Belgian and international news stories with humor and finesse through reports and interviews with personalities embodied by stand up comedians.

The show revolves around three big news headlines, hilarious sequences and chronicles. Major events, information you missed, news you would have preferred not to know, nothing escapes them and everything can be a pretext for laughing, especially through parodies of political figures, stars or even influencers.

Watch the news like you've never seen it before!

- > **Scheduling:** Weekly
- > **Timeslot:** Prime Time

More Than Just Cooking

10 duos wanting to open a restaurant have the opportunity to test their project in a 10-foot high cube container that can accommodate three seats: the Tiny Restaurant!

They must combine cooking, decoration, originality and profitability and face a jury of three professionals, made up of an investor, a starred chef and an influencer, present to assess the quality and viability of their project and designate a winner.

On the menu: battles, pressure tests, suspense, twists and lots of good and bad surprises!

During the show, a QR code gives access to the recipes of the duos' signature menus.

In the end, only one duo will be able to win the My Tiny Restaurant label on their menu and walk away with the cash prize to open their restaurant in real life!

- > **Scheduling:** Weekly
- > **Timeslot:** Prime Time

My Tiny Restaurant



nature next Door

Greatest Wildlife Connection

Push the door of the world's largest smart wildlife park.

Mr. Nature, an adventurous host and ardent defender of Nature, goes to meet nature lovers to discover and share the magnificence of wild animals through the eyes of their thousands connected cameras. They place nature spy cams, drones and other thermal cameras in strategic spots (birdhouses, burrows, hives, etc.) to observe the spectacle of Nature in a visually original and immersive way.

Mr. Nature calls on viewers to send him their videos on a dedicated platform in order to share their most beautiful, funniest and also their most unexpected encounters with animals.

The show is built around videos and conversations between the host and their nature enthusiasts living all over the country, who each tell their stories, the circumstances of their often very touching encounters with the animals observed, and also share advice, tips and tricks about the method they use that enables them to film those magical moments.

With in addition to the reports produced by the team and unpublished materials shot all over the world, Nature Next Door provides a different take on Nature and the Environment to build the most extraordinary garden together.

- > **Scheduling:** Weekly
- > **Timeslot:** Prime Time



Chocolate Stars

The Fine Art Of Chocolate

In this cooking competition, Belgium's finest chocolatiers challenge themselves to serve chocolate in all its forms!

In front of a panel of expert judges, including the greatest confectioner in the world, Pierre Marcolini, the contestants present a unique and original creation around on a given theme. Sculptures, cakes, bite-sized desserts, special compositions, pralines or 'chocolate concepts', anything is possible.

During the auditions, the candidates follow one another: they only have a few minutes to present their creation and convince the judges to award them a "golden ticket" for the final.

The finalists then face off in a range of spectacular, gourmet challenges with lashings and lashings of chocolate! The most daring contestant, the most talented, the most melt-in-your-mouth chocolate, or simply the one who manages to pull the wool over the judges' eyes will be awarded 'Chocolate Star' for their signature product, and the unique opportunity to take part in making an original Pierre Marcolini creation.

So, who'll be the greatest chocolatier?

- > **Scheduling:** Weekly
- > **Timeslot:** Prime Time



Another Way To Explore

Two fiery adventurers, a journalist and a cameraman, travel camera in hand to find a new way to explore our planet by meeting those who have chosen to live here in an unconventional way.

They carry ultra-light equipment that fits in their backpack and allows them to make you live and feel their adventures as closely as possible, without hiding anything from you from the hardships encountered.

Come and share with them the daily life of exceptional communities and embark on the most incredible journey by joining their community.

- > **Scheduling:** Weekly
- > **Timeslot:** Prime Time

The Travelog Report

Reacts To Dashcams

In this show, road users react spontaneously to dashcam videos which are used as a road safety tool that can save your life and your beloved ones.

How to react if you are faced with these situations? A police expert comments on the images and provides concrete and precise answers to these questions.

The show demonstrates the consequences of irresponsible behavior through a series of situations to make you aware of the dangers of the road, giving you one hell of an adrenaline rush.

This very sequenced format is available through short videos that can be easily shared on social networks.

So get in the car, fasten your seatbelts and join the community!

- > **Scheduling:** Weekly
- > **Timeslot:** Prime Time

Dashcam To Survive

One Street, One Couch, 1001 Stories

Each episode tells the story of a street from the original perspective of the lives of its residents. Every chosen street evokes a quest for something that is an essential part of being human: Love, Peace or even Paradise.

The name of the street serves as a pretext for going off to discover people and their lives. The chosen topic sets the stage for the stories, both literally and figuratively, and serves as a common thread between each story.

The strength of the concept lies in the storytelling around a traveling analysis couch. The story is built from a succession of intimate and surprising encounters with its shopkeepers and its street dwellers, voiced by the narrator as the common thread which weaves and intertwines the moments from the lives of six to eight protagonists, allowing them to reverberate and resonate with the very fabric of life.

The voice forges the link between each story, shifting from the individual to the collective and has a life-affirming effect on reality.

- > **Scheduling:** Weekly
- > **Timeslot:** Prime Time

Sweet Street

Two-Wheeled Ecotourism

A host invites amateur or professional cyclists, including celebrities, to join him for a friendly ride on two wheels.

During this bike ride, the host launches subjects produced by the team and reports like no other that highlight the establishment of the local green economy, the safeguarding of natural areas and awareness of nature conservation, local tourist and sports activities as well as the discovery of hidden or unusual places.

The format also addresses different types of soft mobility but also a zero-waste lifestyle through a challenge to the team of runners who must pick up as much waste as possible along the way.

After having criss-crossed the countryside and forests, skirted rivers and castles, crossed the most beautiful villages, the procession arrives at the end of the program in the starting village, in a festive atmosphere.

- > **Scheduling:** Weekly
- > **Timeslot:** Daytime

Le Beau Vélo De Ravel



QR Quick Response

Take Your Seat To Active Democracy

Citizens locked up on a TV set separate from the main set are invited to observe and listen to the exchanges between various experts, politicians and actors of social life, on various societal issues related to current events.

Their main objective is to come up with concrete proposals together, which they present at the end of the show.

To help them in their task, a journalist host moderates the debate which takes place live and in front of an audience, and allows viewers and Internet users to give their opinion and interact at any time either by scanning a QR code constantly present at the bottom right of the screen and which refers to the dedicated application or directly to the show's Facebook page. A panel of 6 viewers react from their homes via webcam is also regularly consulted throughout the show.

A Media Manager, alongside the locked citizens, takes up the comments made in the exchanges and relays the reactions of Internet users and viewers.

- > **Scheduling:** Weekly
- > **Timeslot:** Prime Time



Rocky & Lily

Friends Forever

Every weekday, an exuberant young girl and a mischievous bear impatiently wait for the set's conveyor belt of their secret lab to kick in and deliver them an enigmatic daily package that hides a surprise whose contents they try to guess together, during a playful unboxing scene. By discovering the hidden object, they find things out and learn a lot.

It is conducive to fun educational activities in all areas and serves as a basis for practical learning and more generally for an openness to the world!

Everything is an excuse to laugh, sing, dance and learn while having fun, whether on TV or on a YouTube channel dedicated to the youngest.

The format is also available in podcasts that you can take anywhere as long as you are connected, in video game streams in a gaming studio, not to mention dance tutorials but also the craziest videos unearthed on the web.

And so that their followers don't miss a thing about the adventures of our two furry and ponytailed friends, there's even a WhatsApp account dedicated behind the scenes of their hectic lives!

Rocky and Lily perform in schools and communicate their energy to children through tours featuring song and dance performances.

- > **Scheduling:** Daily
- > **Timeslot:** Daytime

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