



rtbf | creative

SHOWCASE
2024

WELCOME

Dear Partners,

It is with great excitement that we present to you this new edition of our catalogue, a showcase of creativity, innovation, and genre diversity.

This year, our team has gone above and beyond to deliver fresh formats and even richer programs, designed to captivate and surprise our audiences.

Building on past successes, we are reinforcing our commitment to reinvent our offerings, providing content that adapts to evolving habits while embracing a wide range of genres — from political shows to humor, and even competition programs to name a few — to meet the expectations of our time.

New creative horizons await you, with interactive formats, immersive experiences, and bolder productions than ever before.

We hope this selection will spark your curiosity and inspire new collaborations.

Enjoy the discovery!

Tuyet NGUYEN
Head of Distribution, RTBF



Can you highlight 3 Formats and explain what makes them unique?

THE POWERWALL

The Powerwall is the first political debate to incorporate the elements of game shows, making it unique by capturing the attention of young people. It offers them a platform to ask direct questions to politicians while promoting transparency and authenticity in political discourse. The politicians get a unique moment to convince the audience but in a minimum of time and with special rules. Will they convince ?

This democratic as well as infotainment show was a success on our first broadcast channel with high performances on young adults target.

THE COMEDY EXPEDITION CHALLENGE

It's a unique show that combines humor and adventure in the great outdoors: «Humor VS Wild.» Mixing physical challenges, environment and comedic trials. The comedians must demonstrate creativity in wild circumstances and show that their humor can withstand any test! After this wild adventure the goal for the comedian will be to transfer it on stage in a one man or woman show. Target : Young Adultes

BELGIAN STARS OF CHOCOLATE

It's a chocolate-making competition. Belgians are very well known among the best artisans of chocolate in the World. But who is the next generation ? The show stands out for its intense competition, artistic innovation, and audience involvement in the voting process, while contestants must earn Golden Tickets to advance, adding a strategic dimension. The winner is the one who can combine fantastic and impressive chocolate structures as well as the best taste of cacao. Target : Family audience



Interview with Sandrine Roustan, Head of Content at RTBF.

What are the secret ingredients of your formats?

The secret recipe of our formats lies in our ability to combine elements that resonate with our audience. In 2024, we focused our creations on three main topics : infotainment and debate of ideas, humor, and the promotion of local heritage, thus addressing contemporary concerns and the importance of democracy, environment and patrimonial or local excellence.

We believe that collaboration with independent production companies enhances the quality of our projects. Our formats also incorporate elements of «Feel Good», humor, competition, and emotions, capturing the attention of young adults and ensuring an engaging and relevant viewing experience.

How do you think the traditional creative industry of Formats should integrate into the digital world?

I think we need to work with an octopus vision (i.e. with one idea - the body of the octopuss - we need to be able to decline several ideas - the legs of the octopuss) and we need to target young viewers and their uses of the different screens at each stage of creation. A Format must be able to be declined in different ways for different platforms: TV, radio, podcast, digital medias, social networks or even on-site events to engage as many viewers as possible. Engagement is king, interactivity and proximity are queens. A Format must become a package to expand the audience everywhere, on all screens, and to resonate.

For example, for **Belgian Stars of Chocolate**, before the show is broadcasted on TV, we offer a selection of candidates on digital first in order to make them known digitally as a priority in order to get attached to them before the TV show. We have also declined podcasts on chocolate or «behind the scenes» short clips on Social Networks.

For **The Powerwall**, we offer an app on smart-phone linked to the show and people at home can also give their opinions with their smart-phone. For **The Comedy Expedition Challenge**, we offer after the trip a stand-up show on stage with a real audience and broadcast the backstage live on our digital platforms. We no longer produce or create just for television, but for all audiences, adapting to where they are with the appropriate creative language for each of the different ways people consume content on various platforms. It's about tailoring content to fit the way each person engages, whether it's on social medias, streaming services, or other digital formats, and responding to audience expectations while adopting the specific codes of each platform to provide a cohesive and engaging experience. We are multi-content, multi-platform, multimedia. I call that Augmented Creativity.

DID YOU KNOW ?

This year 2024 has been an exciting creative cycle for RTBF as a public broadcaster (4 TV channels, 7 radio stations, and the digital platform Auvio, as well as the digital channel Tarmac), but also as a studio and production company. We manage a production subsidiary. With more than 20 studios, our production team (more than 500 people) is 100% dedicated to creation.



This year marks 10 years since RTBF has allowed you to discover 100% Belgian series :

La Trêve, (The Break) for example, has crossed borders by also establishing itself in France, Switzerland, Germany, Portugal, the United Kingdom, and even across the Atlantic in the USA and Canada.

26 formats
&
5 new releases

- **The Powerwall**
- **A Ticket To Europe**
- **Politics in a Cube**
- **Big Blooper's Game**
- **Top 70**



The Powerwall /8

A Ticket To Europe /10

Politics in a cube /12



POLITICAL SHOWS



THE POWERWALL

Run Time

120'

Year of Production

2024

Producer

RTBF & Nathalie Wogue

Genre

Formats, Entertainment,
Gameshows, People & Society

The Powerwall is a new form of political debate, structured around game show rules, to help everyone find answers to important questions in a society that's experienced major changes over the past few years. 6 major party representatives face the question of 100 young voters, gathered in the Powerwall. Over the course of 3 rounds, the political guests have to push a button in order to answer questions on education, environment, health or housing, and their speeches are timed. The Powerwall then gives a "yes" or "no" feedback to a simple question: "Did the politician's answer convince you?".

The results are immediately displayed and the politicians get 2 more rounds to improve their results: a duel and a battle. Viewers can also participate. By combining information, interactivity and a touch of entertainment, the aim of this unique programme is to bring back a sense of trust to this Powerwall and beyond, the viewers at home. First broadcast in 2019, a new one-off was aired very successfully on May 15, in prime time on RTBF: 21.4%, #1 show that evening, beating even TF1 (at 20.15-22.05).



In this show inspired by the codes of Digital Medias and Adventure Games, eight young people, aged 16 to 30, are catapulted into a unique European adventure. Armed with a simple ticket and guided by a mysterious dynamic QR code, they set off to discover eight destinations across Europe.

Each episode follows their trip, immersed in the political and social realities of a country. Along their journey, they meet passionate activists, experts, and engaged citizens. Together, they discuss relevant societal issues such as LGBT rights, women's rights, education, new technologies, and the environment.

The young participants don't know anything about where they go or who they meet, that's part of this unique experience. They must also take on challenges and solve puzzles to progress in their adventure. At the end of the episodes, the young participants, enriched by this unforgettable human experience, submit a legislative proposal.

Get your ticket ready; you're embarking on a journey that will not only change the lives of our participants but also shift the perception of Europe for an entire generation.

A ticket to Europe

Run Time
26'

Year of Production
2024

Producer
RTBF

Genre
Formats, People & Society,
Travel & Adventure



formats



Politics in a cube

Run Time
30 x 6

Year of Production
2024

Producer
RTBF CREATIVE

Genre
Formats, Gameshows

Politics in a cube is an intense and innovative political debate show that revolutionizes the way we perceive political exchanges. In a glass cube set up in a public square, two political figures face off in an unprecedented duel. In this confined, empty, and audience-free space, the political figures confront their viewpoints on crucial topics such as employment, energy, and purchasing power. No more frills, welcome to the raw, clear, and transparent. This symbolic setting underscores the necessity of transparency in politics, where every gesture and every word are exposed to everyone's view.

This innovative 26-minute format features face-to-face encounters between political heavyweights and offers viewers a unique opportunity to better understand the proposals of different political factions. With interactive elements such as a buzzer to manage time, revealing gift exchanges, provocative blank cards, and mirror questions that prompt introspection, "Politics in a cube" turns each confrontation into a true political spectacle, with transparency and truth at its core for the public.



The Comedy Expedition Challenge /16

Best Roommate /18

Big Blooper's Game /20



HUMOR & FEEL GOOD



THE COMEDY EXPEDITION CHALLENGE

Run Time
70'

Year of Production
2024

Producer
RTBF & Why Why Productions

Genre
Formats, Comedy, Entertainment,
Reality, Travel & Adventure



The Comedy Expedition Challenge

revolutionizes entertainment by merging wilderness adventure with stand-up comedy. An adventurer takes two comedians on an expedition that pushes them out of their comfort zones and will undoubtedly be a source of inspiration. His goal is to teach them self-overcoming in the wilderness. He helps them connect the 5 new type markers which, if they win the expedition challenges and manage to open them, will allow them to accumulate badges.

The comedians' goal? To be bolder than their opponent to accumulate as many badges as possible, and above all not to lose them by proving to everyone that they have the most unshakable sense of humor even in adversity. At the end of the expedition, which concludes on the stage of the Comedy Club, the winner is the one who holds the most Comedy Points : a combination of badges and audience votes.



Step into the quirky world of **Best Roommate** a humorous show hosted by the talented GuiHome. In this lively shared apartment, GuiHome organizes themed parties where improvisation and sketches take center stage. Each episode turns an ordinary evening into an unpredictable and hilarious spectacle, with laughter echoing throughout the apartment. Join GuiHome and his roommates, all comedians, for an evening where humor and creativity intertwine. Before beginning their performances, each participant must draw a fun challenge to incorporate into their sketch, whether it involves sitting on a member of the audience's lap, cutting a spectator's hair live, or launch into a speech that mixes English and French... These surprising challenges bring a unique comedic twist to every act. With special guests and interactions between the roommates, "Best Roommate" creates a warm and welcoming atmosphere, much like that of a home. The audience, acting as the final judge, votes for the funniest roommate of the evening, ensuring laughter and surprises in every episode. Get ready for a memorable experience, full of smiles and good vibes, in a setting where friendship and humor come together to create an unforgettable evening!

BEST ROOMMATE

Run Time
52'

Year of Production
2022

Producer
RTBF & Comme des Gosses

Genre
Formats, Unscripted,
Comedy, Entertainment



Big Blooper's Game



Get ready to laugh out loud as our teams take on fun challenges, revisiting iconic footage and on-screen bloopers. With interactive games like "Guess Who" and an epic blind test of famous TV show theme songs.

The goal of this show is to create an atmosphere of joy and togetherness, while offering fabulous gifts to the audience members. Don't miss this celebration of laughter and television, where every moment is an opportunity to have fun and share unforgettable memories !

Run Time
120'

Producer
RTBF & La Belge Prod

Genre
Formats, Comedy,
Entertainment

formats



Belgian Stars of Chocolate /24

My Village is Better Than Yours /26

The Yurt /28

COMPETITIONS





15 chocolatiers, 3 exceptional judges: Who will win the title of Chocolate Star 2024 and the unique opportunity to represent Belgium at the 2025 World Expo in Japan? In this unique competition, three teams led by the renowned judges Pierre Marcolini, Jean-Philippe Darcis, and Victoire Finaz will compete to showcase the excellence of Belgian chocolate craftsmanship. Each judge will take on the role of team leader, guiding and encouraging their protégés through spectacular challenges.

Through captivating trials - refined pralines, monumental sculptures, astonishing trompe-l'œil, and re-interpretations of signature dishes from renowned Chefs - our contestants will deploy all their talents to earn points. Each week, a panel of experts will evaluate the creations, while the public will also be invited to participate in the competition with their votes. Who will best elevate the hidden treasures of Belgian chocolate? Which artisan will emerge victorious from this friendly yet fierce competition? An exciting, gourmet, and human adventure, rich in emotions and discoveries, exploring the exceptional heritage of Belgian chocolate making. **Belgian Stars of Chocolate**: Where competition meets the passion for chocolate.

BELGIAN STARS OF CHOCOLATE

Run Time
90'

Year of Production
2022

Producer
RTBF & Butterfish

Genre
Formats, Cooking, Factual





MY VILLAGE IS BETTER THAN YOURS

Run Time

52'

Year of Production

2020

Producer

RTBF & Okiswitch

Genre

Formats, Entertainment, Factual, Reality, Travel & Adventure

Six celebrities, six villages: who will win the coveted title of the Best Village in this epic battle among the finest corners of our countryside? In this unique competition, six personalities will face off to showcase their favorite village. Each celebrity will take turns acting as a guide and lead a full-fledged campaign to convince everyone that their village deserves the victory.

Through four challenges - the local product, the must-see, the unique activity, and the iconic personality - our celebrities will pull out all the stops to earn points. Each week, the contestants evaluate the visited village by awarding stars, while the public is also invited to join the battle through their votes. Who will best highlight the hidden treasures of their hometown? Which village will emerge victorious from this friendly but fierce competition? An exciting, funny, human adventure full of emotions and discoveries, exploring the exceptional heritage of our regions. **My Village is Better Than Yours**: When competition meets camaraderie.



THE YURT

Run Time
120'

Year of Production
2022

Producer
RTBF & Why Why Productions

Genre
Formats, Entertainment,
Factual, Reality

The Yurt is a new form of ecological reality TV, structured around challenges and dilemmas to help everyone find answers to crucial environmental questions in a society facing a climate emergency. Three celebrities face the challenges of sustainable living in a fully equipped yurt, far from their usual comforts. Over five days, participants must adopt eco-responsible behaviors to conserve their limited resources and win up to €10,000 for a charitable organization. Through three types of trials—daily challenges, difficult dilemmas, and nature breaks—the celebrities must rethink their lifestyles.

Their choices have immediate consequences on their comfort and resources. By combining entertainment, environmental awareness, and a touch of emotion, this unique program aims to reconnect with nature and inspire concrete changes both in the yurt and beyond, among viewers. "The Yurt" transforms the learning of sustainable practices into a captivating adventure. It's an innovative way to raise awareness while offering engaging and positive television content.

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Top 70 /32

Bubble Experiment /34

EMOTIONS



TOP 70 is a nostalgic and interactive entertainment show that celebrates 70 years of television archives. Set in a decor inspired by the golden age of television, two dynamic hosts take you on a journey through the memorable moments of television. The show features a ranking of the 70 most memorable archives, selected by the public. Prestigious guests, such as hosts, comedians, and singers, take turns on stage, bringing their memories and anecdotes to enrich this nostalgic journey.

The interactive format allows viewers to actively participate by voting for their favorite archives, creating a direct connection with their television history. Which archive will be crowned number one? That's what we'll find out during this special evening! With surprise happenings, live performances, and even the appearance of iconic fictional characters, "Le TOP 70" transforms nostalgia into a lively and captivating show.

TOP 70

Run Time
120'

Year of Production
2024

Producer
RTBF

Genre
Formats, Entertainment





BUBBLE experiment

Run Time
26'

Year of Production
2022

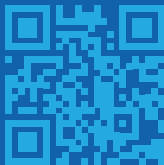
Producer
RTBF & Okiswitch

Genre
Formats, Entertainment

This immersive 26-minutes experience awakens buried emotions and reveals new facets of our stars. **Bubble experiment** offers viewers a unique experience, blending emotion, discovery, and closeness with their idols. This innovative format appeals to a wide audience, from the youngest to the oldest, redefining the codes of cultural entertainment on television. Step into the bubble and discover your favorite celebrities like you've never seen them before.

"Bubble experiment" is a cultural entertainment show that reinvents the concept of the traditional talk show. Imagine a bubble of intimacy where celebrities are invited to embark on a sensory journey deep into their memories. In this intimate space, our guests settle into a high-tech chair designed to stimulate all their senses. Guided solely by the bubble, they explore their memories through four sensory pods, each containing a unique stimulus: an image, a scent, a sound, or a taste.

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