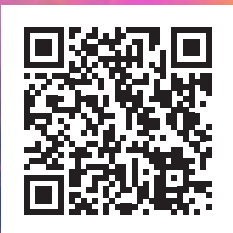




# rtbfr | creative LIST OF FORMATS 2022





# MY TINY RESTAURANT

- **FORMAT**  
Talent Show / Culinary competition
- **BROADCAST**  
Prime Time, Weekly
- **DURATION**  
9 x 70-minute episodes
- **TARGET AUDIENCE**  
Young Adults
- **THEME**  
Society, lifestyles and learning



## FORMAT OF FOOD STARTUP

Their Biggest Dream: Creating a Little Restaurant of their own

## SET UP YOUR FIRST RESTAURANT IN REAL LIFE

The recipe for success of a restaurant, no matter how small it might be, isn't just linked to what's on its plates.

With friends or family members, 10 cooking duos have decided to mix together creativity, originality, speciality and profitability.

We are giving them the opportunity to achieve their biggest dream by testing all their abilities in the smallest of restaurants, a container with room for 3 covers: the Tiny Restaurant!

A jury of three professionals, comprised of an Investor, a Michelin-starred Chef and an Influencer (Thibaud Villanova) will be on hand to assess the quality and viability of their projects and pick a winner.

On the menu: battles, trials under pressure, suspense, twists and turns, and plenty of surprises - both good and bad!

A QR CODE permanently on display throughout the programme can be used to access the recipes for the duos' signature menus.

At the finish line, only one duo will have the My Tiny Restaurant label attached to their menu.

So, who's going to be the best at cooking, communicating and coming together, and go home with 15,000 euros to help supersize their little enterprise?



## FACTUAL FORMAT

One street, one sofa, 1001 stories

## THE PITCH

Who hasn't ever dreamed of getting to know the lives of their neighbours, or those shopkeepers you meet every day as you wander down the street?

Of course we know that Madame Nicole's baguettes are fresh and steamy of a morning, but is her love life steamy too? That cute little elderly couple that we meet every day as they take their Princess for a walk are celebrating their 80th wedding anniversary this year...but could anyone have guessed that their love story began "out of spite" 80 years ago, thanks to a heart broken into a thousand pieces?

In "Lie down there, my street", you'll find out what life is like behind the scenes of all these 'normal people' who have all experienced at least one adventure worthy of the most imaginative or twist-filled TV series.

## THE CONCEPT

The documentary series that goes through the streets on a chaise longue!

Each episode **tells the story of a street** from the **original perspective** of the lives of its inhabitants. Every one 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 an itinerant chaise longue**. The story is built from a succession of **intimate and surprising encounters** with its shopkeepers and its inhabitants **voiced by the narrator**, as the common thread, which weaves and intertwines the **moments from the lives of 6 to 8 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.

The portraits painted are tender and endearing, each more authentic than the one before, and they bring to the fore these unsuspected everyday heroes with their unique backstories.

→ FORMAT  
Factual  
→ BROADCAST  
Prime Time Weekly

→ DURATION  
45 to 70 minutes per episode

→ TARGET AUDIENCE  
All audiences

→ SUBJECT  
Non Scripted





- **FORMAT**  
Competition Nature and Heritage
- **BROADCAST**  
Prime Time, Weekly
- **DURATION**  
7 x 26 minutes
- **TARGET AUDIENCE**  
Family-oriented

**FACTUAL ENTERTAINMENT FORMAT**

**My village is better than yours**

**THE PITCH**

**6 celebrities, 6 villages**

Six celebs compete against each other by taking turns to present their favourite villages. To convince the other candidates that their village deserves the title of My Most Beautiful Village, each celebrity takes on the role of 'host' for one show and prepares a 1 day '5-star' discovery day for the other 5 'guest' participants, centred around the village's 5 irresistible lures:

1. The general aesthetic of the village
2. The not-to-be-missed building or centre of interest
3. The flagship local recipe or local product
4. A local craftsman or well-known figure to meet
5. A fun activity you can do in the area

At the same time, all the inhabitants of the village are called upon to complete a joint challenge (reviving a defunct cheerleading team, moving a boulder the way our ancestors once did, etc.)

**Who will win the coveted title of My Most Beautiful Village?**



ENTERTAINMENT FORMAT

It stings and makes you thirst for more!

THE PITCH

Making the news more colourful!

Le Grand Cactus is an **entertainment** program that plays a fine balancing act between the formats of TV News and those of the **Talk Show**.

Seated around a table, the **host** and the **editor-in-chief**, accompanied by columnists and comedians, revisit **Belgian and World news stories** in the studio.

The major events, the news you missed, the news you would prefer to ignore, nothing escapes them and everything can be an **excuse to laugh**, not least through parodies of political figures, stars or even influencers who play on the **antagonism between disguises and characters**.

- The programme revolves around **three major news stories** and:
- hilarious sequences and columns
  - famous guests played by actors
  - improbable live link-ups on the green screen
  - convoluted mash-ups
  - and other parodies

THE SECTIONS OF THE SHOW

Guest of the day, The innocent, The special envoy in live link-up mode from anywhere, The micro-terroir reporter

THE TEAM

The host

In addition to being a journalist, they are appreciated for their good humour and ability to be a ‘good laugh’, aspects that make them the ideal leader for this comedy show based on the news.  
Their role: They are THE host of the show, they are the one who introduces the topics and video reports. They also give the floor to the columnists depending on how they behave, and also depending on the atmosphere on set! They are the top guarantor for the PACE of the show!

The editor-in-chief

Acclaimed due to the quality of their writing, they are both author and editor of the show. For each show, in addition to their direct jokes, they concoct the ‘cactus’ (a revisited news story), which constitutes the ‘backbone’ of the show. Their role: They combine the role of editor-in-chief, ‘patron’ of the actors and ‘troublemaker’ all at the same time.

The 3 columnists

In addition to their column, the aim of which is to establish their credibility in their chosen field, they represent the public and are the front rank of laughers in the show. But they can also show their surprise or (a little) shock when a joke goes too far.

The comedians

Unknown to the general public but all having platforms at the time the show is launched, the actors of the Grand Cactus are chosen for their very specific profile, and sequences have been tailor-made around them.

- **FORMAT**  
Talk Show
- **BROADCAST**  
Prime Time
- **DURATION**  
52 minutes
- **TARGET AUDIENCE**  
Young Adults
- **SUBJECT**  
Entertainment





- FORMAT  
Road Trip  
Nature & Discovery
- BROADCAST  
Daytime Weekly
- DURATION  
10 to 45 minutes
- TARGET AUDIENCE  
Family-oriented
- SUBJECT  
Society, lifestyles and learning

LE BEAU VÉLO  
de RAVEL

## FACTUAL DISCOVERY FORMAT

The first global ecotourism format

## THE PITCH

Amateur or pro cyclists are invited by a presenter to join them and the celebs who accompany them to go for a convivial ride on two wheels.

During this **bike ride**, the host launches subjects produced by the team and reports like no other that highlight, in particular:

- the implementation of the **local green economy**
- **safeguarding natural areas** and raising awareness about Nature conservation
- **local tourist activities and sporting activities**
- the discovery of **hidden or unusual places**

We will also discuss the different types of gentle mobility and also a **zero waste lifestyle** through a challenge to the team of riders, who must **pick up as much rubbish as possible along the way**.

After having travelled through the countryside and forests, along rivers and castles, and through the most beautiful villages, the procession arrives at the end of the program in the village where they started, amid a festive atmosphere.

## THE CONCEPT

- **A different take on ecotourism, Nature and the Environment** through reports produced by the team and unpublished documents that offer the opportunity to travel responsibly to natural sites while preserving the environment and the well-being of the local populations.
- **Famous public figures** pedalling while talking about gentle mobility and a zero waste lifestyle.
- **A recycling mission** to raise awareness about pollution around roads and in nature.



FACTUAL NATURE FORMAT

The biggest smart garden in the world  
A 2.0 connection to Nature

THE PITCH

Fauna and flora **enthusiasts** use **Nature Spy Cams**, drones and other thermal cameras placed in strategic spots (birdhouses, burrows, hives, etc.) to observe the spectacle of Nature in a **visually original and immersive manner**.

These small **smart cameras connected** to our smartphones immerse us in the heart of Nature, bringing us right up close to it, and providing us with startling and magnificent images. The videos made by these Nature lovers are shared via a dedicated Facebook page.

The adventurous host, an ardent advocate of Nature, invites all these enthusiasts to capture these special moments which **bear witness to the richness of biodiversity** and the familiar animals that brighten up our countryside, our forests and our gardens, in order to create together **the biggest smart garden in the World**.

THE COMMUNITY

A community with 100,000 members for nature enthusiasts on Facebook. The best posts are selected for broadcast on the TV show, on RTBF's websites or on social media.

THE HOST

The explorer adventurer

Their profile: They are a Nature lover who loves to put small portable cameras in place so as to capture all of the beauty of Nature in all its diversity and who does not hesitate to go on an adventure by traveling the Planet to show us its joys.



- FORMAT  
Factual  
Nature & Discovery
- BROADCAST  
Prime Time, Weekly
- DURATION  
26 to 52 minutes
- TARGET AUDIENCE  
Family-based
- SUBJECT  
Society, lifestyles and learning







- FORMAT  
Culinary entertainment
- BROADCAST  
Prime Time, Weekly
- DURATION  
26 minutes
- TARGET AUDIENCE  
Young Adults
- SUBJECT  
Entertainment

## ENTERTAINMENT FORMAT

A kitchen where the pressure's on

## THE PITCH

In a post-apocalyptic universe, **two friends** and amateur cooks are trapped in a kitchen and have to face off against one another, each trying to reproduce a **complex dish** as faithfully to the original as possible within a **given time**.

A visual and audible alarm indicating a breach in the security of the building may go off at any time and cause events that disrupt the apprentice cooks:

- Zombie arms come flying out of the cupboards and trapdoors in the kitchen. They steal or add ingredients, tear up the recipe, etc.
- A power outage causes the lights and all the electrical devices to shut down, forcing the candidates to cook in the dark and come face to face with zombies who stop them from continuing to follow their recipe (jump scares are guaranteed!)

- The clock starts to speed up, thereby taking the stress up another notch
- The candidates have to change their work plan and grab the other person's recipe
- etc.

To counter these attacks and limit the damage to their recipe, each candidate must press a buzzer placed in front of their countertop as quickly as possible.

A jury, comprised of a host and a chef, provides commentary on the showdown.  
The winner is chosen by the jury and wins a prize at the end of the program.

Stress in the kitchen, the first ever escape food format !



FORMAT FACTUAL CONSUMER AFFAIRS

THE PITCH

**Smart consuming without being scammed !**

A daily programme that explores the marketing codes and uncovers scams and fakes so that consumers can make their choice without being cheated.

**The editorial team will test consumer goods and check the veracity of commercial promises.**

The show includes investigations, fact-checking, reviews, tests and reports on new products and services, new technologies, sustainable products and fashion.

**The programme's promise:  
no more scams!**

- FORMAT  
Talk Show
- BROADCAST  
Access Prime time
- DURATION  
52 minutes
- TARGET AUDIENCE  
All
- SUBJECT  
Society, Lifestyle & Knowledge







Belgian Media  
(TV, Radio, Digital)

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