



30 / 08 / 2005

From :
LBC

To :
SANCO
ENSP

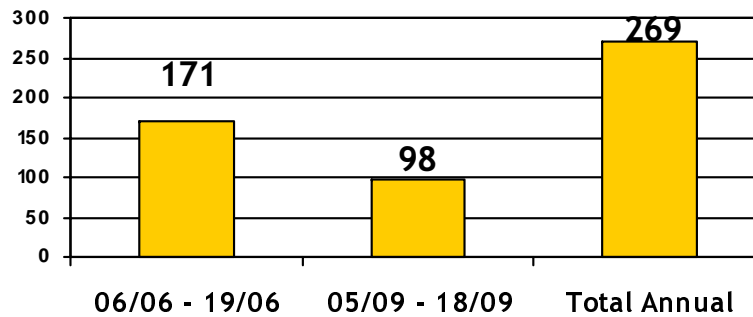
Help Campaign 2005

Detailed flight 2 - Belgium

Belgium North - Help TV Campaign

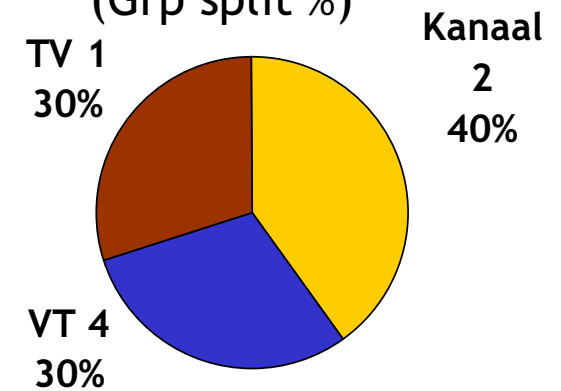


Forecast GRP against 15 -34

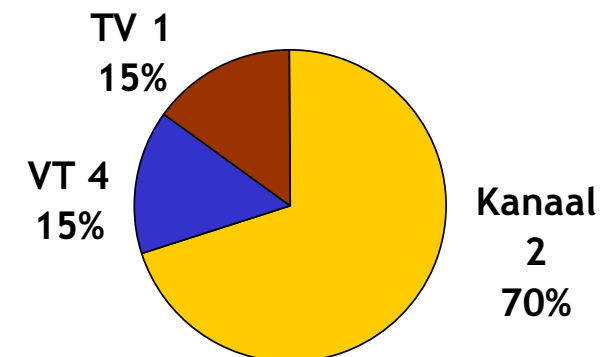


Source: CIM 15-34 Size of Universe: 1 472 000

Channel Mix 1st Flight
(Grp split %)



Channel Mix 2nd Flight
(Grp split %)



Spot by Spot (North)

30' Spot



Date	Time	Channel	Sort of spot	Before	After
5-sept.	1805	KANAALTWEE	Prevent Smoking	CHARMED	HOME & AWAY
5-sept.	1820	VT4	Danger of Passive Smoking	Grounded For Life	Grounded For Life
5-sept.	1930	KANAALTWEE	Prevent Smoking	THE SIMPLE LIFE	DE RAF & RONNY SHOW
5-sept.	2000	VRT - TV1 - OVERHEID	Prevent Smoking	HET WEER	THUIS
5-sept.	2005	KANAALTWEE	Stop Smoking	DE RAF & RONNY SHOW	COLD CASE
5-sept.	2025	KANAALTWEE	Danger of Passive Smoking	COLD CASE	
5-sept.	2100	VT4	Stop Smoking	Miss Belgian Beauty	FILM
5-sept.	2320	KANAALTWEE	Stop Smoking		24
6-sept.	1905	VT4	Prevent Smoking	The Simpsons 2	Married With Children
6-sept.	1935	KANAALTWEE	Stop Smoking	THE SIMPLE LIFE	WORLD'S FUNNIEST
6-sept.	2105	KANAALTWEE	Prevent Smoking	THE O.C.	FINAL ANALYSIS
6-sept.	2330	VT4	Stop Smoking	FILM	FILM
7-sept.	1920	VRT - TV1 - OVERHEID	Prevent Smoking	HET JOURNAAL	LOTTO
7-sept.	2215	KANAALTWEE	Prevent Smoking	GOAL LIVE BELGIE - SAN MARINO	GOAL LIVE - NA
8-sept.	1835	VT4	Prevent Smoking	Grounded For Life	The Simpsons 2
8-sept.	1950	KANAALTWEE	Danger of Passive Smoking	WORLD'S FUNNIEST	WORLD'S FUNNIEST
8-sept.	2105	KANAALTWEE	Stop Smoking	THE O.C.	DE HEREN MAKEN DE MAN
8-sept.	2145	KANAALTWEE	Danger of Passive Smoking	DE HEREN MAKEN DE MAN	DE HEREN MAKEN DE MAN
8-sept.	2255	VRT - TV1 - OVERHEID	Prevent Smoking	DE LAATSTE SHOW	HET WEER
9-sept.	1750	KANAALTWEE	Prevent Smoking	CHARMED	DAVIS CUP
9-sept.	2045	VT4	Prevent Smoking	FILM	FILM
9-sept.	2130	VRT - TV1 - OVERHEID	Prevent Smoking	BIEBABELOELA	SPEELFILM
9-sept.	2230	KANAALTWEE	Stop Smoking	XXX	XXX
9-sept.	2300	VT4	Danger of Passive Smoking	FILM 2	FILM 2
9-sept.	2425	KANAALTWEE	Danger of Passive Smoking	CARRIE	CARRIE
10-sept.	1825	KANAALTWEE	Danger of Passive Smoking	GUINNESS WORLD RECORDS	GUINNESS WORLD RECORDS
10-sept.	2130	VRT - TV1 - OVERHEID	Prevent Smoking	BIEBABELOELA	SPEELFILM
10-sept.	2145	KANAALTWEE	Prevent Smoking	DR. DOLITTLE 2	FILM (TBD)
10-sept.	2250	VT4	Danger of Passive Smoking	FILM 2	FILM 2
11-sept.	2010	VRT - TV1 - OVERHEID	Prevent Smoking		THUIS
11-sept.	2240	VT4	Danger of Passive Smoking	FILM	FILM 2
11-sept.	2305	KANAALTWEE	Danger of Passive Smoking	OPEN EN BLOOT	GOAL!
12-sept.	1850	VT4	Prevent Smoking	The Simpsons 2	The Simpsons 2
12-sept.	2005	KANAALTWEE	Prevent Smoking	DE RAF & RONNY SHOW	COLD CASE
12-sept.	2100	VRT - TV1 - OVERHEID	Prevent Smoking	LIEFDE EN GELUK	TIEN VOOR TAAL
13-sept.	1835	VT4	Danger of Passive Smoking	Grounded For Life	The Simpsons 2
13-sept.	1935	KANAALTWEE	Stop Smoking	THE SIMPLE LIFE	WORLD'S FUNNIEST
13-sept.	2010	VT4	Stop Smoking	Friends	Huizenjacht
13-sept.	2310	KANAALTWEE	Danger of Passive Smoking	THE SILENCE OF THE LAMBS	TRIGGER HAPPY - RR
14-sept.	2005	VRT - TV1 - OVERHEID	Prevent Smoking	THUIS	KINDEREN BAAS
14-sept.	2030	VT4	Danger of Passive Smoking	Supernanny	Supernanny
14-sept.	2330	KANAALTWEE	Prevent Smoking	WITHOUT A TRACE	WITHOUT A TRACE

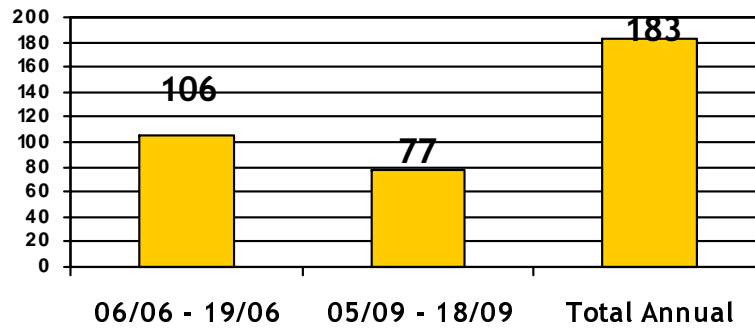
*Spot by Spot Schedule is
subject to change – exact
time slots are not
guaranteed*



Belgium South - Help TV Campaign

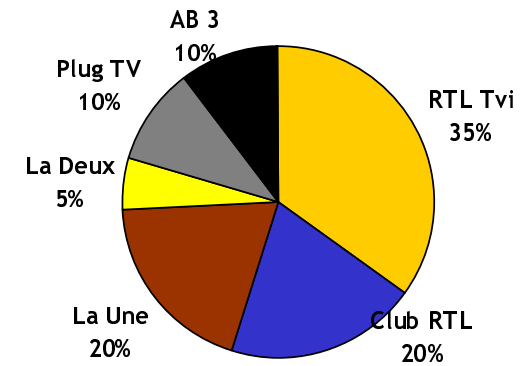


Forecast GRP against 15 -34

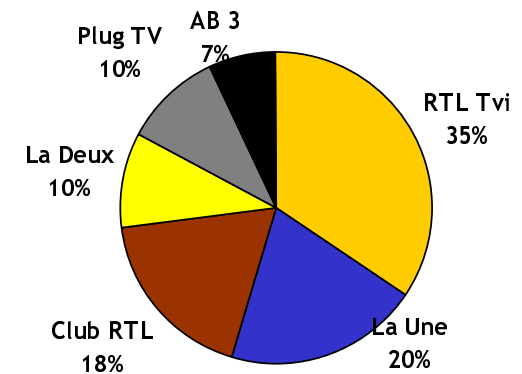


Source: CIM 15-34 Size of Universe: 1 095 000

Channel Mix 1st Flight (Grp split %)



Channel Mix 2nd Flight (Grp split %)



Spot by Spot (South)

30'Spot



Date	Time	Channel	Sort of spot	Before	After
5-sept.	1621	MCM	Prevent Smoking	Clipline	Clipline
5-sept.	1730	MCM	Prevent Smoking	Serie - Yu Yu Hakusho	Serie - Gto
5-sept.	1823	MCM	Prevent Smoking	Serie - Hartley, Coeur A Vif	Serie - Hartley, Coeur A Vif
5-sept.	1857	MCM	Prevent Smoking	Le Top 50	Le Top 50
5-sept.	1857	RTL-TVI NON COMMERCIAL	Prevent Smoking	Septante Et Un	Unknown
5-sept.	1933	AB3 TV	Prevent Smoking	Serie - Walker Texas Ranger	Serie - Top Models
5-sept.	1950	CLUB-RTL NON COMMERCIAL	Prevent Smoking	Les Simpson	Les Simpson
5-sept.	2011	AB3 TV	Prevent Smoking	Ca Va Se Savoir	Ca Va Se Savoir
5-sept.	2125	PLUG TV NON COMMERCIAL	Danger of Passive Smoking	Les Enfants De La Tele	Les Enfants De La Tele
5-sept.	2215	LA 1 COMMERCIAL	Stop Smoking	Film - Mon Voisin Le Tueur	Portrait - Bruce Willis
6-sept.	1651	MCM	Prevent Smoking	Clipline	Clipline
6-sept.	1756	MCM	Prevent Smoking	Serie - Gto	Serie - Hartley, Coeur A Vif
6-sept.	1846	MCM	Prevent Smoking	Serie - Hartley, Coeur A Vif	Le Top 50
6-sept.	1905	MCM	Prevent Smoking	Le Top 50	Le Top 50
6-sept.	2013	PLUG TV NON COMMERCIAL	Prevent Smoking	Et Alors ?	South Park
6-sept.	2235	LA 2 COMMERCIAL	Danger of Passive Smoking	Meteo	Jt Nuit
6-sept.	2255	AB3 TV	Danger of Passive Smoking	Ca Se Discute	C'Est Ouf !
6-sept.	2343	RTL-TVI NON COMMERCIAL	Danger of Passive Smoking	The Guardian	Le Journal (R)
7-sept.	1252	MCM	Prevent Smoking	Serie - Gto	Serie - Gto
7-sept.	1342	MCM	Prevent Smoking	Serie - Hartley, Coeur A Vif	Le Hit Des Jeux
7-sept.	1450	MCM	Prevent Smoking	Clipline	Clipline
7-sept.	1554	MCM	Prevent Smoking	Le Top 50	Le Top 50
7-sept.	1715	MCM	Prevent Smoking	Serie - Yu Yu Hakusho	Serie - Yu Yu Hakusho
7-sept.	1750	RTL-TVI NON COMMERCIAL	Danger of Passive Smoking	Rex Chien Flic	Rex Chien Flic
7-sept.	1756	MCM	Prevent Smoking	Serie - Gto	Serie - Hartley, Coeur A Vif
7-sept.	1857	MCM	Prevent Smoking	Le Top 50	Le Top 50
7-sept.	1927	MCM	Prevent Smoking	Le Top 50	Ultra Tubes
7-sept.	2027	CLUB-RTL NON COMMERCIAL	Danger of Passive Smoking	Le Club Des Diables	Football : Diables Rouges
7-sept.	2042	PLUG TV NON COMMERCIAL	Prevent Smoking	Pluggattitude	Ed Wood
7-sept.	2330	LA 1 COMMERCIAL	Danger of Passive Smoking	Film - Les Rois Du Desert	Temps Present
8-sept.	1651	MCM	Prevent Smoking	Clipline	Clipline
8-sept.	1756	MCM	Prevent Smoking	Serie - Gto	Serie - Hartley, Coeur A Vif
8-sept.	1821	MCM	Prevent Smoking	Serie - Hartley, Coeur A Vif	Serie - Hartley, Coeur A Vif
8-sept.	1905	MCM	Prevent Smoking	Le Top 50	Le Top 50
8-sept.	2040	LA 1 COMMERCIAL	Danger of Passive Smoking	Vitrine De La Deux	Telefilm - Julie Lescaut
8-sept.	2105	PLUG TV NON COMMERCIAL	Stop Smoking	Cauetivi	Cauetivi
8-sept.	2333	RTL-TVI NON COMMERCIAL	Stop Smoking	Relic	Météo
9-sept.	1621	MCM	Prevent Smoking	Clipline	Clipline
9-sept.	1729	MCM	Prevent Smoking	Serie - Yu Yu Hakusho	Serie - Gto
9-sept.	1851	MCM	Prevent Smoking	Le Top 50	Le Top 50
9-sept.	1927	MCM	Prevent Smoking	Le Top 50	Ultra Tubes
9-sept.	1934	PLUG TV NON COMMERCIAL	Prevent Smoking	Dawson	Dawson
9-sept.	2138	AB3 TV	Stop Smoking	Film - The Shooter	Film - The Shooter
9-sept.	2305	LA 2 COMMERCIAL	Prevent Smoking	Jt Nuit	Cotes & Cours
10-sept.	1211	MCM	Prevent Smoking	Serie - Yu Yu Hakusho	Serie - Yu Yu Hakusho
10-sept.	1327	MCM	Prevent Smoking	Serie - Hartley, Coeur A Vif	Serie - Hartley, Coeur A Vif
10-sept.	1450	MCM	Prevent Smoking	Le Hit Mcm	Clipline
10-sept.	1550	MCM	Prevent Smoking	Clipline	Clipline

Spot by Spot Schedule is subject to change – exact time slots are not guaranteed



Spot by Spot (South)

30'Spot



Date	Time	Channel	Sort of spot	Before	After
10-sept.	1651	MCM	Prevent Smoking	Clipline	Clipline
10-sept.	1742	MCM	Prevent Smoking	Serie - Gto	Serie - Gto
10-sept.	1807	MCM	Prevent Smoking	Serie - Hartley, Coeur A Vif	Serie - Hartley, Coeur A Vif
10-sept.	1910	MCM	Prevent Smoking	Le Top 50	Le Top 50
10-sept.	2010	LA 2 COMMERCIAL	Stop Smoking	Journal Televise Avec Traducti	La Tele Infernale
10-sept.	2035	AB3 TV	Stop Smoking	C'Est Ouf !	Vis Ma Vie
10-sept.	2045	LA 1 COMMERCIAL	Stop Smoking	Vitrine De La Deux	Telefilm - Pere Et Maire
10-sept.	2245	LA 2 COMMERCIAL	Danger of Passive Smoking	Meteo	Jt Nuit
10-sept.	2300	AB3 TV	Stop Smoking	Telefilm - Froid Comme L'Enfer	Telefilm - Froid Comme L'Enfer
11-sept.	851	MCM	Prevent Smoking	Ultra Tubes	Ultra Tubes
11-sept.	921	MCM	Prevent Smoking	Ultra Tubes	Ultra Tubes
11-sept.	1027	MCM	Prevent Smoking	Ultra Tubes	Le Hit Mcm
11-sept.	1122	MCM	Prevent Smoking	Le Hit Mcm	Le Hit Mcm
11-sept.	1400	LA 2 COMMERCIAL	Stop Smoking	Archives	Sport A La Deux
11-sept.	1535	LA 2 COMMERCIAL	Stop Smoking	Sport A La Deux	Sport A La Deux
11-sept.	1621	MCM	Prevent Smoking	Clipline	Clipline
11-sept.	1721	MCM	Prevent Smoking	Serie - Yu Yu Hakusho	Serie - Yu Yu Hakusho
11-sept.	1730	LA 2 COMMERCIAL	Prevent Smoking	L'Actu Champion'S	Studio 1 Live
11-sept.	1845	LA 2 COMMERCIAL	Prevent Smoking	Football - Championnat De Belg	Studio 1 Live
11-sept.	1856	MCM	Prevent Smoking	Le Hit Nrj	Le Hit Nrj
11-sept.	1940	MCM	Prevent Smoking	Le Hit Nrj	Le Hit Nrj
11-sept.	1945	PLUG TV NON COMMERCIAL	Prevent Smoking	O.C.	O.C.
11-sept.	2006	CLUB-RTL NON COMMERCIAL	Stop Smoking	Les Simpson	Camera Cafe
11-sept.	2150	LA 1 COMMERCIAL	Prevent Smoking	2Erme Demi-Finale Eurokids	Les Grandes Scenes De L'Humour
11-sept.	2157	RTL-TVI NON COMMERCIAL	Prevent Smoking	Météo	Grand Angle
11-sept.	2235	LA 2 COMMERCIAL	Danger of Passive Smoking	Mille-Feuilles	Meteo
12-sept.	1810	LA 1 COMMERCIAL	Prevent Smoking	Serie - Agents Doubles	Serie - Plus Belle La Vie
12-sept.	1830	LA 2 COMMERCIAL	Stop Smoking	Serie - Delta State	Serie - Beverly Hills, 90210
12-sept.	2125	PLUG TV NON COMMERCIAL	Danger of Passive Smoking	Les Enfants De La Tele	Les Enfants De La Tele
12-sept.	2140	LA 2 COMMERCIAL	Danger of Passive Smoking	Matiere Grise	Documentaire - Histoire
12-sept.	2145	AB3 TV	Danger of Passive Smoking	On Va Tout Vous Dire	Les Enquetes Impossibles De Pi
12-sept.	2305	RTL-TVI NON COMMERCIAL	Danger of Passive Smoking	A La Maison Blanche	A La Maison Blanche
12-sept.	2310	LA 1 COMMERCIAL	Danger of Passive Smoking	Studio 1	Questions D'Argent
13-sept.	1857	LA 2 COMMERCIAL	Danger of Passive Smoking	Serie - Beverly Hills, 90210	Serie - Beverly Hills, 90210
13-sept.	1905	CLUB-RTL NON COMMERCIAL	Stop Smoking	Sous Le Soleil	Sous Le Soleil
13-sept.	2010	LA 2 COMMERCIAL	Prevent Smoking	Cotes & Cours	Serie - Dingue De Toi
13-sept.	2030	PLUG TV NON COMMERCIAL	Stop Smoking	South Park	South Park
13-sept.	2042	PLUG TV NON COMMERCIAL	Danger of Passive Smoking	Plugattitude	Les Demons Du Mais
14-sept.	1830	LA 2 COMMERCIAL	Stop Smoking	Serie - Delta State	Serie - Beverly Hills, 90210
14-sept.	1933	AB3 TV	Prevent Smoking	Serie - Walker Texas Ranger	Serie - Top Models
14-sept.	2042	PLUG TV NON COMMERCIAL	Prevent Smoking	Plugattitude	Edward Aux Mains D'Argent
14-sept.	2130	PLUG TV NON COMMERCIAL	Stop Smoking	Edward Aux Mains D'Argent	Edward Aux Mains D'Argent
14-sept.	2225	LA 1 COMMERCIAL	Prevent Smoking	Film	Temps Present
14-sept.	2248	RTL-TVI NON COMMERCIAL	Danger of Passive Smoking	Météo	Dragnet
14-sept.	2300	LA 2 COMMERCIAL	Danger of Passive Smoking	Jt Nuit	Cotes & Cours
18-sept.	2235	RTL-TVI NON COMMERCIAL	Stop Smoking	Grand Angle	Grand Angle

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