



rtbf

CASE STUDY

How **Qualifio** helps the **RTBF** to manage the registration process for **The Voice Belgium**



 From **JUNE** to **AUGUST 2016**



Unlimited
video storage
space



No development
necessary



Moderation



▶ RTBF :

Radio-Télévision Belge de la Fédération Wallonie-Bruxelles (RTBF) [Belgian RadioTelevision Broadcasting of the French Community of Belgium] is an independent state-owned company focused on cultural matters. Active in various types of media, RTBF includes three television channels, five radio stations, a large Internet presence composed of an 'RTBF AUVIO' broadcasting platform, variousthemed websites and a sustained presence on social media.

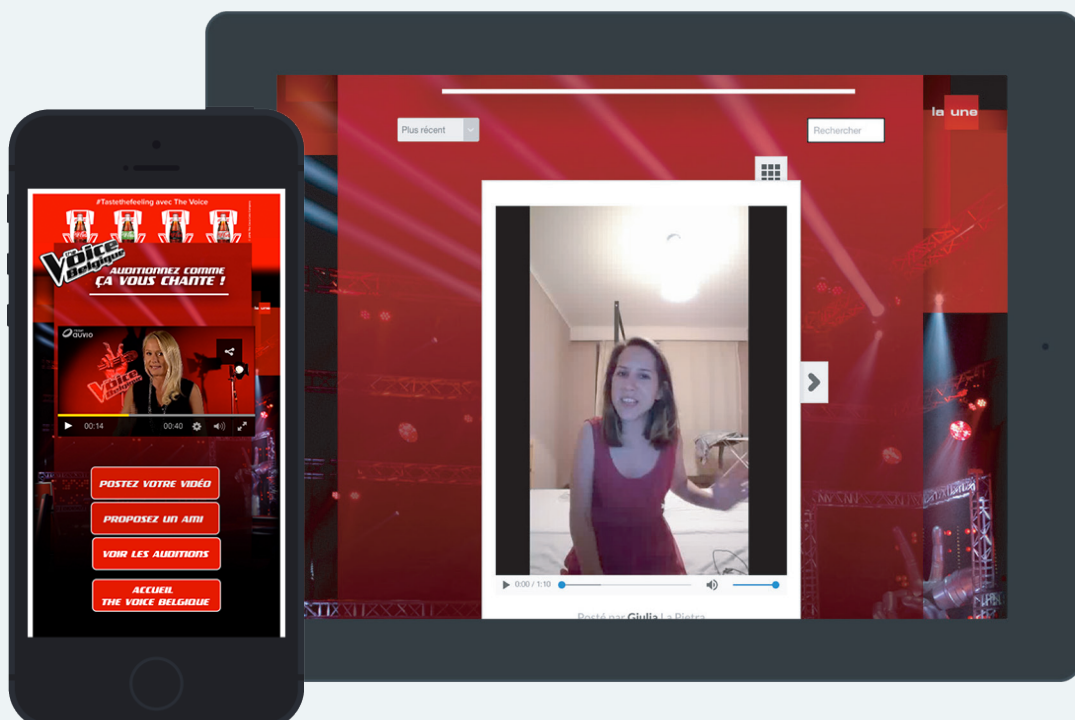
▶ Case & ROI :

The Voice is one of the most popular television programmes in Europe.

The RTBF (the state radio and television broadcaster) broadcasts the show in French-speaking Belgium.

In a few hours using Qualifio, the RTBF teams constructed all of the pages, interfaces, forms and galleries required to manage the applicant registration and voting processes. All of this is fully integrated in the RTBF website.

Applicants can sign up and then upload their video to a gallery moderated by the RTBF. The selection of the applicants to appear on the show is then carried out by a panel, but the public can also vote for their own favourites. The hosting and bandwidth are provided by Qualifio, with the moderation carried out by RTBF.





Marie-Paule Lemmens

“ Marie-Paule Lemmens, who’s in charge of The Voice Belgium project at RTBF: *“Working with the Qualifio platform for this project has been easy, fast and economical. It was very easy for us to build the interfaces and forms, and the public are uploading their videos to the dedicated pages in droves. The Qualifio helpdesk is extremely responsive when it comes to helping us with format and conversion issues.”*



“ *The most powerful online platform to create and publish viral interactions on websites, mobile apps and social networks.* ”