

**LES**

**FANZY  
DOOR!**

**LE CLASH DES CLASSES !**

**THE**

**FANZY  
CHECK**

**AWARDS**

rtbf



# THE IDEA

The challenge: how do we reach young audiences on misinformation and fake news?

A competition made to learn by playing :

General knowledge  
Challenges AI  
Fact - checking

# THE UNIVERSE



A fictional world to tell a real story

Professor Faky → guardian of trusted information



Laura & Pierre → young journalists



# THE FORMAT

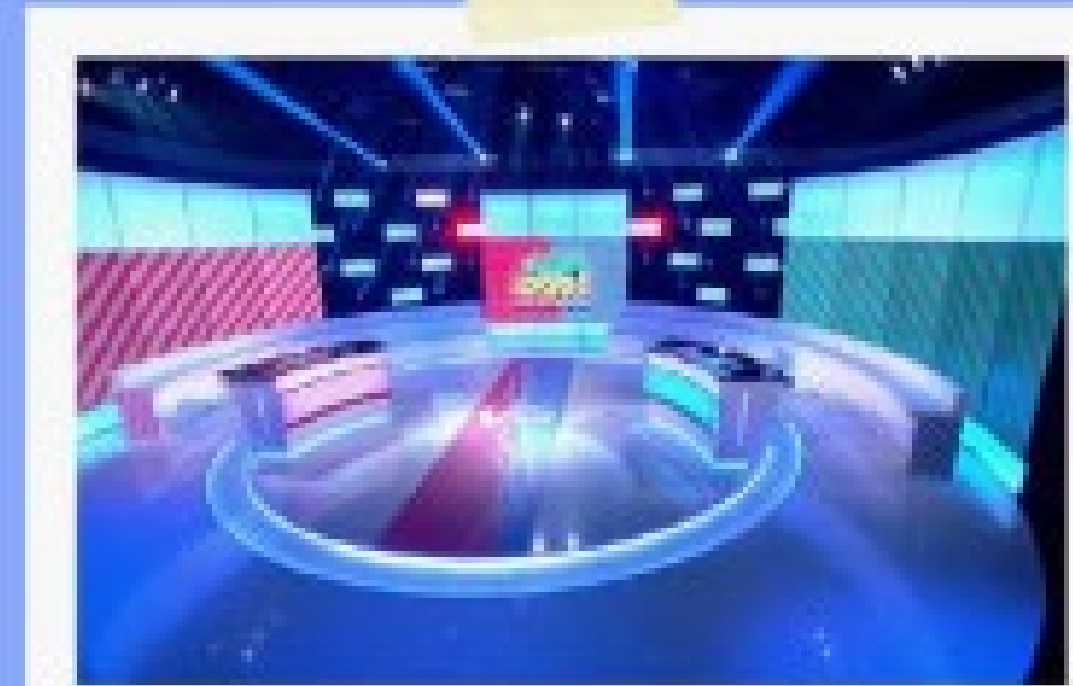
A knock -out competition

## Stage 1



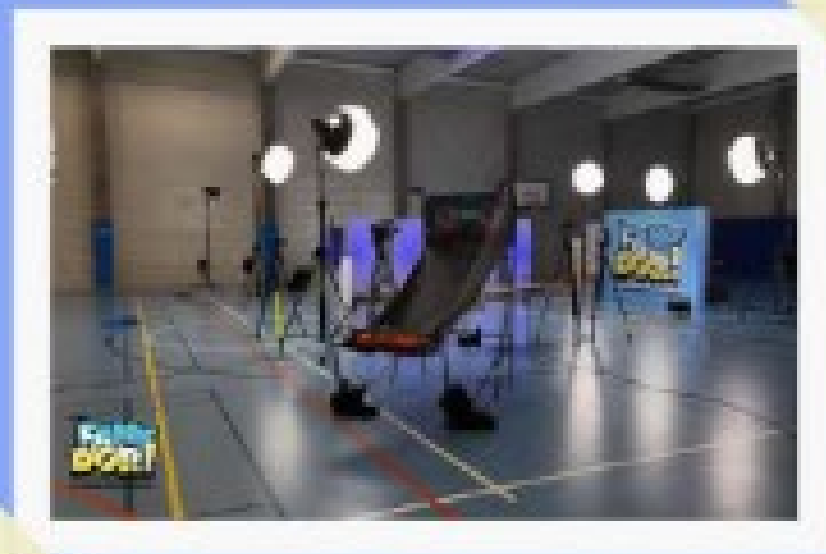
TO THE  
BLACKBOARD

## Stage 3



THE GRAND  
FINALE

## Stage 2



TO THE  
GYM

Rising pressure, real progression

# LEARNING THROUGH CONTENT

Pedagogical videos by Professor Faky



- Understand misinformation
- Detect AI-generated pictures
- Verify information



**AI-generated fake voices:  
Professor Faky's "RIP" method  
to avoid being fooled**

In the Faky d'or, the clash of classes, the new RTBF inter-school game dedicated to general knowledge and...

Concrete tools

# THE REWARD

One winning class



The “Fact Check” trophy

A trip to visit a major European newsroom

# IMPACT IN SCHOOLS

Strong engagement from schools

- Many candidate schools
- High motivation in classrooms
- Active sharing on social media



Institut Dames Des Marie

A R Joseph Bracops



Athénée Fragnée



Athénée Quievrain



Collège St Martin

Institut St Laurent



# PRODUCTION MODEL

A light and flexible production model

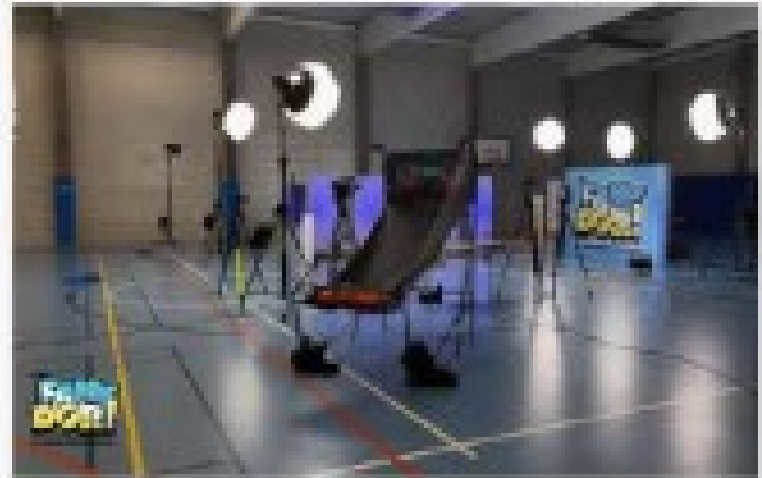


Digital-first production

- Filming directly in schools
- Small, agile crews
- Fast and efficient shooting

Edited for TV quality

- Post-production adapted for broadcast
- Strong narrative & pacing
- Hybrid digital + TV storytelling



Studio production (final only)

- Only the final filmed in a TV studio
- Higher production value
- Event-driven moment



A format designed to be flexible, scalable and cost

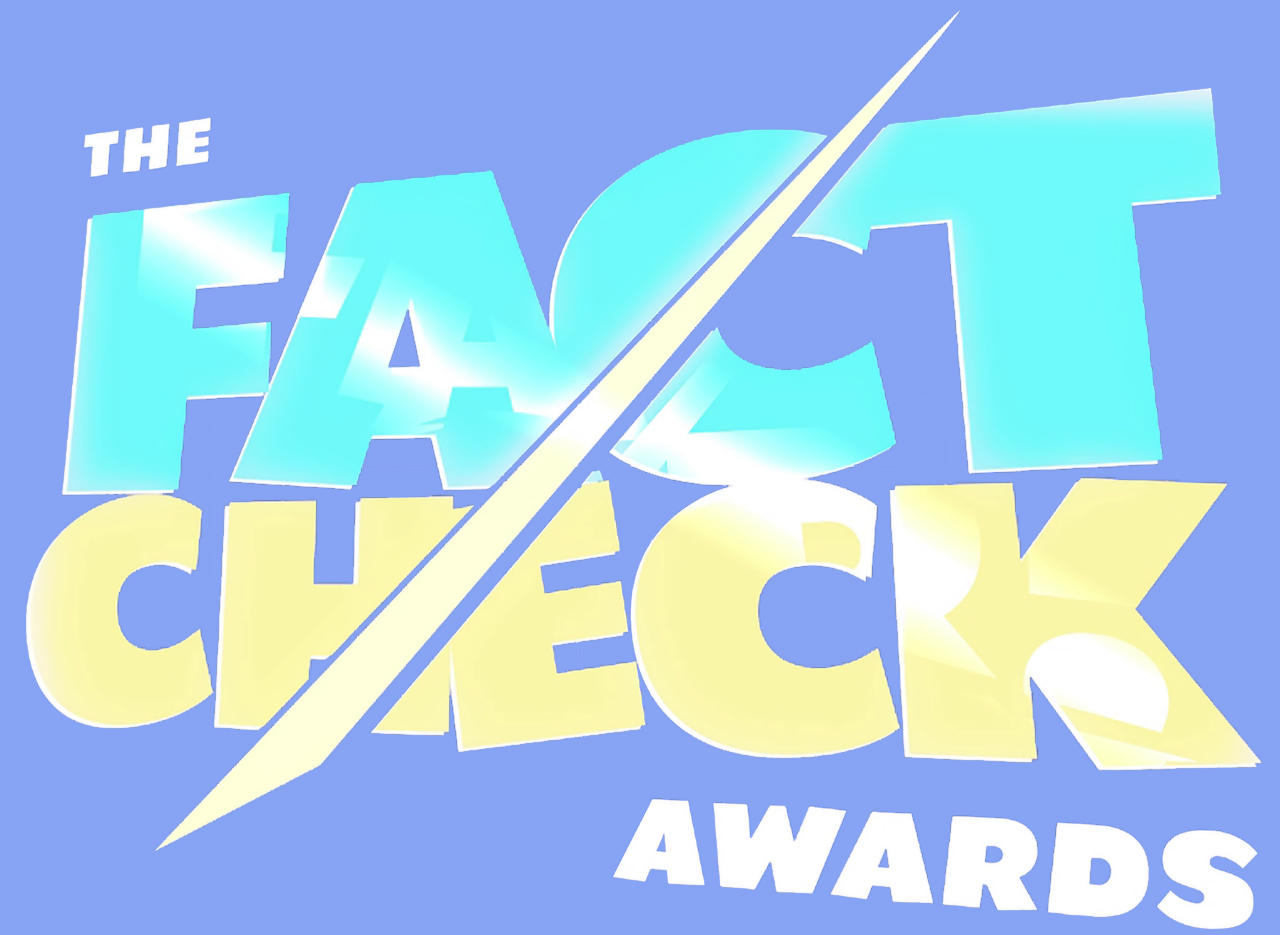
-efficient.

# A PUBLIC SERVICE INNOVATION FOR A NEW GENERATION

- A format that embodies strong public service values
- An innovation created and produced by the News Department of RTBF
- Teenagers are at the heart of the format, while remaining open to a wider audience (parents, teachers, etc.)
- Broad and integrated distribution across all RTBF platforms: radio, television, website and social media

A cross-platform format designed to engage young audiences while reinforcing the mission of public service media.





TRAILER





THANK YOU !