



Z-Investing

Z-Investing is a collaboration between Kanaal Z, the Flemish Federation of Investors and BusinessMedia. The series highlights key topics and trends in the investment world. Here are 10 possible episodes that could give viewers a good insight into the investment landscape:

Episode 1: Introduction

This episode provides an overview of the key concepts and principles of investing in the current year. It covers topics such as the importance of diversification, risk management and the role of technology in the investment industry.

Episode 2: Sustainable investing and ESG criteria

This episode takes a closer look at sustainable investing and the growing role of Environmental, Social, and Governance (ESG) criteria in investment decisions. It examines the impact of sustainability factors on investment returns and how investors can make ethical and sustainable investments.

Episode 3: Impact of technology on investing

This episode explores the rise of technological innovations in the investment industry, such as artificial intelligence, blockchain and robo-advice. It shows how investors can leverage these new technologies to make better investment decisions and trade more efficiently.

Episode 4: Investing in emerging markets

This episode focuses on the opportunities and challenges of investing in emerging markets. It discusses economic trends, political developments and other factors investors should consider when entering these dynamic markets.

Episode 5: The role of cryptocurrencies and blockchain

This episode covers the evolution of cryptocurrencies and blockchain technology and its impact on traditional investments. It explores how investors can benefit from the rise of digital currencies and the potential risks involved.

Episode 6: Investing in technology stocks

This episode takes a closer look at investment opportunities and trends within the technology sector. It highlights specific technology companies and innovations that show promise and provides insights into selecting winning technology stocks.

Episode 7: The impact of geopolitical events on investments

This episode examines the impact of geopolitical events, such as trade wars, political tensions and international cooperation, on global financial markets. It shows how investors can anticipate and respond to these developments.

Episode 8: Investing in alternative assets

This episode focuses on alternative investment options such as private equity, hedge funds, real estate and commodities. It explores the benefits and risks of these asset classes and how investors can include them in their portfolios.

Episode 9: The rise of impact investing

This episode takes a closer look at impact investing, where investments are made for positive social and environmental impacts. It shows how investors can use their money to achieve social and environmental goals alongside financial returns.

Episode 10: Investing for the long term

This final part covers the strategies and principles of long-term investing. It emphasises the importance of patience, discipline and managing emotions to achieve long-term success.

Each episode may include expert commentary, case studies with business leaders and practical tips to inform and inspire viewers when making investment decisions.

Partner Deal

Print:

- 2x 1/1 page in 'Best Investor' magazine (5,000 copies)
- Logo integration on ½ page trends in 5 editions (350,000 readers)

Digital

- 10 x content ad in digital newsletter VFB (12,000 subscribers)
- 1x personalised mailing VFB (12,000 subscribers)

Television

- Logo integration in announcement spot (daily viewers KZ: 441,503)
- 5 sec billboard for the programme
- Content editing and integration in 10 episodes with Kanaal Z editors and VFB staff members

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