

Brussels, 18 February 2026

Launch of “Buzz In Canap” — A new “open talk” podcast format lands on YouTube & Spotify for a relaxed conversation on the HIVE5 Coworking studio sofa.

In a world where everything moves too fast, “Buzz In Canap” sets the scene: a sofa, two guests, one voice — and zero script. The topic is only revealed when guests arrive at the studio, for 50 minutes of genuine “open talk” around themes such as entrepreneurship, startups, business and society. Each episode explores the trends shaping our times.

This new monthly series has been available on YouTube and Spotify since January 2026, with a first episode dedicated to networking and influence, as seen through the lens of Gen Z. The show has already welcomed, on the sofa, Jérémie Vanopdenbosch—founder of Business Entourage, author of *15 Golden Rules to Build an Influential Network* (Eyrolles) and TEDx speaker—alongside Alexandre Defosse, CEO of Junior Consulting Louvain (JCL). Together, they inaugurated this new format at Studio HIVE5, within the entrepreneur hub Hive5 Coworking.

At the intersection of evolving B2B content habits and entrepreneurs’ real-life experiences, “Buzz In Canap” establishes itself as a monthly appointment designed to make room for depth. Recorded at Studio HIVE5, at the heart of Hive5 Coworking in Brussels—“the hive of creators, thinkers and innovators”—the format captures the energy of an entrepreneurial hub and turns it into open, embodied and enduring conversations.

This ambition aligns with the rise of video podcasting: YouTube reports more than 1 billion monthly active viewers of podcast content (as of January 2025) and notes that viewing has extended to living-room screens, with over 400 million hours of podcasts watched monthly on TV devices in 2024.

What is “Buzz In Canap”?

“Buzz In Canap” is an “open talk” podcast format, available in both video and audio, recorded at Studio HIVE5 within Hive5 Coworking in Brussels. Its principle is simple: create an authentic space for dialogue where guests commit to an open conversation—without a script—guided by a topic kept secret until they arrive on set.

The format is for anyone interested in entrepreneurship, startups, business and societal shifts, with an open, direct, human approach focused on ideas, lived experience and points of view.

“A new appointment designed for an open, authentic and high-quality exchange between two leading voices in their field.”

Why this new appointment?

“Buzz In Canap” is built on a simple observation: the entrepreneurial audience now seeks long-form substance—conversations that shed light on the issues they face every day—rather than an endless stream of quick content.

“We were missing a format that enables an unformatted conversation,” says Pascal Wouters, producer and director of the format.

Choosing YouTube & Spotify reflects changing habits: YouTube has become a major destination for podcasting, in a truly long-form, media-like environment. Finally, the setting is not an artifice: Hive5 Coworking was designed as a place to work, meet and build entrepreneurial momentum, positioning itself as a hub and community—natural ground for an open talk. Hive5’s story began in 2016.

Distribution & longevity (YouTube + Spotify)

“Buzz In Canap” is distributed as video on YouTube and as audio on Spotify (for now). Built to last, the format leverages YouTube’s strength: long-term discoverability through search and recommendations, allowing an episode to keep reaching audiences well beyond its publication date.

Cadence: one episode per month, supported by a digital rollout that can be adapted into extracts, social amplification, replay access and indexing.

Episode 1: networking & influence, through Gen Z’s lens

To kick off the series, “Buzz In Canap” dedicated its first episode to networking and influence, seen through Gen Z’s perspective. Jérémie Vanopdenbosch and Alexandre Defosse open the season with a relaxed, real-world conversation true to the format’s DNA: spontaneity, listening and dialogue.

Watch / listen

YouTube: <https://youtu.be/vLbUecg8EQw?si=tbyJLsZU62xFSOH1>

Spotify: <https://open.spotify.com/episode/66RBHTHoCdO1M4CGr8RZE7?si=AvIbHXCFQVqiY0rLluYDcQ>

ABOUT OUR GUESTS

Jérémie Vanopdenbosch

Entrepreneur, TEDx speaker and founder of Business Entourage, Jérémie Vanopdenbosch is recognised as a leading French-speaking voice on networking and entrepreneurial development. Author of *15 Golden Rules to Build an Influential Network* (Eyrolles), he supports entrepreneurs, startups and executives in building strategic, influential networks. With 100+ talks to his name, including a TEDx, and an international entrepreneurial track record, he works with business leaders and regularly speaks for companies and institutions, including the European Commission. He also organises the Business Entourage Summit, a reference event for influence networking in the French-speaking world.

LinkedIn: <https://www.linkedin.com/in/vanopdenboschjeremie/>

Website: <https://jeremie-vanopdenbosch.com/>

Alexandre Defosse

Alexandre Defosse is Chief Executive Officer of Junior Consulting Louvain (JCL), one of Belgium's leading university junior enterprises. Currently completing an MSc in International Business at UCLouvain, he previously served as Project Leader within JCL's Sustainability Business Unit. Representing the next generation of entrepreneurial talent, he is particularly focused on sustainability, innovation and leadership.

LinkedIn: <https://www.linkedin.com/in/defosse-alexandre/>

Website: <https://jclouvain.com/>

ABOUT HIVE5 COWORKING by Securex

A hub for entrepreneurs. Founded in 2016 and approaching its first decade, HIVE5 Coworking has established itself as much more than a shared workspace: it is a Belgian entrepreneurial ecosystem. Hive5's early story began in 2016. Born from a group of visionary intrapreneurs—led by Gaël Van Gijsegem, co-founder and manager—and supported by the Securex Group, HIVE5 embodies a clear mission: an entrepreneur hub — *Inspire, Connect, Grow*.

Today, spanning more than 5,000 m² across Brussels (Cours Saint-Michel & Mérode) and Louvain-la-Neuve, the network welcomes a vibrant community of 600+ members

and 250+ companies. From freelancers and startups to SMEs, members benefit from a flexible environment (coworking, private offices, meeting rooms, media studios)

and distinctive strategic support services (HR, legal, tax), enabled by the long-term partnership with Securex.

Beyond square metres, HIVE5 is defined by its community spirit and human-first culture. Through a rich events programme and themed spaces (Urban Garden, Palm Beach), the brand cultivates synergies and connection—positioning itself as a growth partner for ambitious entrepreneurs.

To discover the full story: storytelling brochure “Once Upon a Time in Belgium’s Coworking World”.

[Lien brochure HIVE5 \(.PDF\)](#)

Website: <https://hive5.be>

PRODUCTION — ABOUT L’AGENCE DE PUB

“Buzz In Canap” is a production by L’AGENCE DE PUB, in partnership with Studio HIVE5 Coworking Belgium.

Founded in 2016, L’AGENCE DE PUB is a 360° creative and strategic communications agency helping brands, institutions and entrepreneurs move from idea to impact. With the growth of its Public Relations [RP|PR] department, the agency excels in shaping influential narratives and driving media amplification—distinguishing Public Relations (global influence strategy, partnerships, events) from Press Relations (targeted editorial coverage). Since 2025–2026, the agency has also managed and promoted Studio HIVE5 (video production, podcasting, photography, sound recording), strengthening its positioning as an integrated agency: strategy, creation, audiovisual production, digital, media and activation.

[Agency brochure \(.PDF English\)](#)

Website: TheAdAgency.be

MEDIA KIT

- “Buzz In Canap” deck (PDF)
- Visuals & photo gallery (logo, set photos, behind-the-scenes)
- HIVE5 brochure “Once Upon a Time ...” (PDF)
- LinkedIn: [Gael Van Gijsegem](#) (HIVE5)
- L’AGENCE DE PUB brochure (PDF)
- Social links: Hive5 + L’AGENCE DE PUB
- LinkedIn: [Pascal Wouters](#)

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