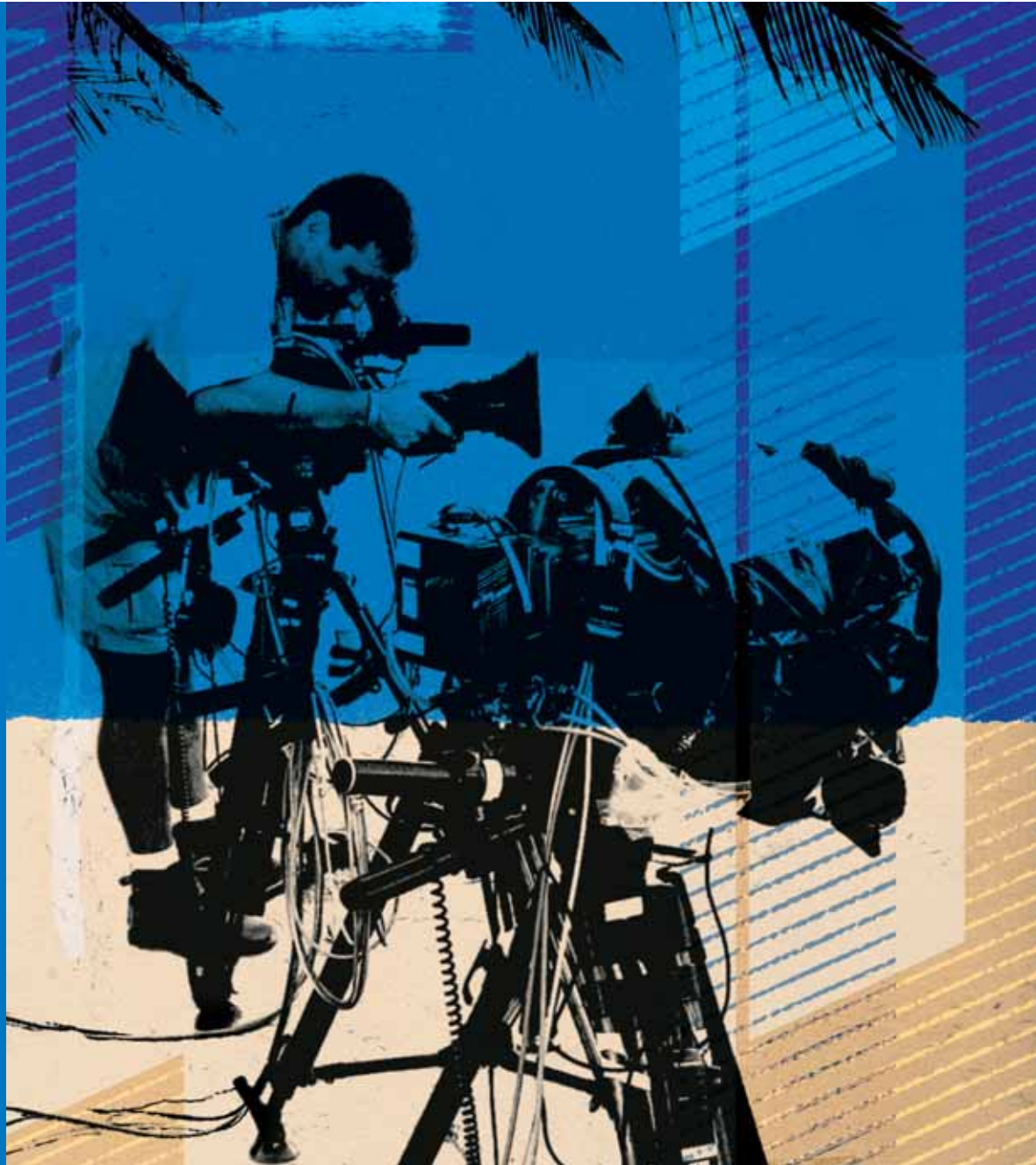


television

# hubway



**RTL Klub retained its position as the prime-time leader and delivered another strong financial result.**

€million	2004	2003
<b>EBITA</b>	<b>7</b>	<b>6</b>
%	2004	2003
<b>Advertising market share</b>	<b>50.0</b>	<b>52.0</b>
<b>Audience share*</b>	<b>36.5</b>	<b>39.8</b>

\*Target: 18-49, 19.00-22.59

**RTL**  
K L U B

Hungary's TV market experienced further fragmentation in 2004 – there are now more than 40 Hungarian-language TV channels in the country. RTL Klub also faced intensified competition from the public broadcaster MTV, which had the benefit of European Championship football and the Olympic Games. As a result, RTL Klub's share of the important audience of 18 to 49 year olds dropped back to 36.5% but it retained its position of market leadership.

The country's TV advertising market has grown rapidly in recent years. This trend continued in 2004 with net revenue up by 19% (source: RTL Klub estimate).

RTL Klub's diversification business developed further, with telephony and merchandising both boosting revenues. RTL Klub has an important role in the Hungarian film market and co-produced several local feature films during the year.

**Winning programmes**

RTL Klub's programming portfolio is based on locally-produced shows, television events, sports, news and factual programmes, and major US movies. The star performer was the daily reality show *Való Világ*, which launched at the start of 2004 and proved to be the most successful daily reality show ever on Hungarian TV.

The channel delighted audiences with several highly successful TV events, from the sports celebrity show *Sztárbox* (*Starbox*), to popular quizzes such as *Test The Nation*. There was even a competition to select Hungary's most identical twins.

Boxing, Formula One motor racing and football are the mainstays of RTL Klub's sport programming. Football coverage was greatly strengthened in 2004 following a deal with Sportfive. This enabled the channel to show matches in the Hungarian Football League and the national team's qualifying matches for the 2006 World Cup.

The afternoon shows *Balázs* and *Mónika* maintained their leading positions with a share of over 40%. Other market leaders in their time slots were *News*, the magazine programme *Fókusz*, *Who Wants To Be A Millionaire?* and *Barátok Közt* (*Between Friends*), the daily soap produced by Grundy-UFA. The Hungarian adaptation of *Temptation Island* opened successfully in September.



Monika, RTL Klub's afternoon talk show

**National audience breakdown 2004 (%)**

Source: AGB Hungary  
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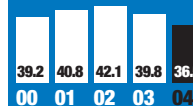


<b>RTL Klub</b>	<b>33.6</b>
TV2	27.7
MTV1	17.2
Others	21.5

**Audience share 2000/2004 (%)**

Source: AGB Hungary

RTL Klub  
 Target: 18-49



**National advertising breakdown 2004 (%)**

Source: RTL Klub Estimates



<b>RTL Klub</b>	<b>50.0</b>
TV2	44.0
Others	6.0

**Advertising share 2000/2004 (%)**

Source: RTL Klub Estimates

RTL Klub

