Broadcasting broadens
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Cover:
Viewing time in Europe 2000 / 2010 – Average daily viewing time (in minutes)
Source: Eurodata TV
Whenever Gerhard Zeiler is asked about the future of television in the digital world, the CEO of RTL Group has a very clear answer: “Television remains the leading medium. In the future there will be more television than ever before, there will be more distribution channels for television than ever before, and there will be television programmes for truly everyone – for mass audiences and narrowly defined target groups alike.”

Zeiler’s confident outlook is amply confirmed by facts – above all, an increase in average viewing time shows how much media consumers love television. In Europe, the average viewing time has increased by 19 minutes over the past decade – representing an increase of nearly 10 per cent and amounting to 222 minutes per person, per day. In many European countries, including Germany and France, people spent more time watching TV in 2009 than in previous years, while in the UK, average viewing time was 225 minutes per day – the highest figure since 1992. This growth – seen across all age groups – was driven by commercial TV channels, which now account for 64 per cent of all broadcast TV viewing in the UK.

According to Thinkbox, the marketing body for commercial TV in the UK, the overall development is mainly driven by more homes switching to digital TV, new technologies like high-definition television (HDTV) and digital TV recorders magnetising viewing to the living room, award-winning TV programmes – plus, of course, an economic downturn that has encouraged people to stay in and enjoy the great TV on offer.

A look to North America shows an even bigger increase. Since 2000, average daily viewing time has increased by 33 minutes from 242 to 275 minutes per day. This translates to a 13.6 per cent increase. In 2009, 106.5 million viewers tuned in to watch the New Orleans Saints beat Indianapolis during the Super Bowl – the largest-ever audience for this sporting event. This confirms once more the great power of events to attract large audiences.

All these figures don’t include time-shifted viewing, out-of-home viewing and viewing with guests. These three subsets have been included in German surveys since July 2009 – and an evaluation of the data made by IP Deutschland proves what the viewing figures of the Super Bowl already hinted at. The survey showed that out-of-home TV use by 14 to 49 year-olds primarily takes place on weekends – most often between 17:00 and 23:00, where it accounts for up to 4 per cent of total TV use. Young adults between the ages of 14 and 39 years are most frequently found watching TV with others.
women under 40 like to watch TV shows with their friends, while younger men get together to watch football matches and Formula 1 races on TV. Out-of-home use currently accounts for an average nearly 3 per cent of overall TV use across all target audiences.

Watching TV with others makes for a completely different quality experience than watching without guests, as an IP survey carried out in July 2009 shows: when friends are present, the experience becomes much more of an event. People talk about what’s happening on screen, are less likely to zap around, and are more involved with the programme than when watching alone.

The second augmentation to the “currency” in which TV is measured concerns the time-shifted viewing of recorded programmes, which has also been included in the reach evaluations since 1 July 2009 in Germany – provided the recordings are watched within three days after their broadcast. Unlike out-of-home use, time-shift TV viewing plays a minor role at present, accounting for about 0.2 per cent of overall usage in Germany. In the UK, time-shifted TV viewing accounts for 6 per cent of total TV time, and 15 per cent for people with digital recorders. Local storage systems, the Web, and digital TV recorders are all part of the broad television economy. As Tess Alps, CEO of Thinkbox, wrote in an article for the Guardian in February: “People watch online on-demand TV services for many reasons, but chief among them is to stay close to schedules. Our research shows that 78 per cent of people who use them do so to catch or keep up with linear TV; on-demand TV actually increases viewer loyalty to channels and programmes.”

Although catch-up services in the UK currently account for only 1 per cent of total TV usage, this share is growing exponentially – and creates value: be it through subscription fees or advertising. Just this week, RTL Interactive in Germany reported a new ‘video views’ record: in March, more than 60 million videos were watched on its portals RTL.de, Vox.de and Clipfish.de as well as on the catch-up TV service sites RTLnow.de and Voxnow.de.

“It is possible that more on-demand on the TV set will mean more non-linear viewing, perhaps replacing some DVD use. But total television viewing will be higher and broadcasters will soon have a situation where it makes little financial difference whether viewing is linear or on-demand,” Tess Alps writes in her article for the Guardian.

The renowned UK columnist and TV expert Raymond Snoddy also predicts that TV viewing figures will continue to rise. His analysis for the magazine Marketing Week – titled “Record viewing figures show TV remains in rude health” – ends with the words: “Sure now at last all those who maintain that broadcast television is dead or dying and that channels have just about had it, should engage their brains before opening their mouths.”

Average daily viewing time (in minutes, all individuals 4+) in major European markets

Source: Médiamétrie, TNS Sofres, Ofcom, AGF/GfK, IP Key Facts
A scoop

Iran's president Mahmoud Ahmadinejad gave RTL Television the first interview ever granted to a German-language TV channel.

Germany - 9 April 2010

RTL Television showed excerpts from the interview and the full-length version in its main news show RTL Aktuell and the RTL-Nachtjournal. Excerpts were also shown on the Vox News and on N-TV. Topics Middle East expert Antonia Rados touched on in the interview included Iran's nuclear programme. Ahmadinejad says Iran will satisfy its own demand if no nuclear fuels are supplied to it, but he doesn’t see his nuclear programme as the source of any tensions. Iran is acting within the law. He accused the US government of applying double standards: "They worry that Iran might build a nuclear weapon, and say one has to put pressure on Iran. If they are against nuclear weapons, they should first get rid of their own." President Ahmadinejad emphasised: "We are fundamentally against nuclear bombs. We don’t believe in them either in the context of our values or politically. For us, weapons of mass destruction are inhumane." He added that this is one of the reasons he has suggested the "establishment of an independent committee for nuclear disarmament."

When RTL Television correspondent Antonia Rados, who reported on the protests and arrests in Iran last June, referred to Iran today as a "Republic of Fear", Ahmadinejad replied that there are "no political prisoners" in Iran. Quite the opposite: "The Islamic republic is the freest republic in the world and in Iran no one is in prison just because he is a member of the opposition." He said demonstrators had been arrested and convicted only because of damage to property and similar incidents. The president also had a very clear opinion on the dramatic pictures of Neda Agha Soltan, whose filmed death on the fringes of protests following the 2009 Iranian elections triggered a shock wave around the world: she was, he says "(…) the victim of a conspiracy against the Iranian people."
**Campaign with Lady Gaga to continue**

Lady Gaga and Beyoncé are now on air with a new trailer for RTL II. The spot combines the music video to *Telephone* with trailers for blockbusters.

Germany - 12 April 2010

A movie trailer featuring sequences from the recent music video *Telephone* by Lady Gaga and Beyoncé is now on air to kick off a new campaign. “We are resolutely continuing our communication strategy in 2010 by integrating an internationally famous advertising figure. The pop star’s unique image is a perfect match for the RTL II brand. We are delighted that Lady Gaga will continue to be our official ‘Ambassador of Fun’,” says Carsten Molis, Senior Project Management Marketing and Communication, who is in charge of the brand-building campaign.

Since July 2009, Lady Gaga has served as RTL II’s official ‘Ambassador of Fun’ as part of the channel’s successful repositioning. Extensive on-air and off-the-air measures featuring the international celebrity are a core element in the ongoing marketing campaign.

Lady Gaga is RTL II’s official ‘Ambassador of Fun’

**Watch the spot on Backstage**
Partnership in online gaming

Mangas Gaming and Groupe M6 announced a strategic partnership for online poker and sports betting in France.

France - 9 April 2010

This four-year partnership is built around the sponsorship of poker and sports programmes, the development of innovative content to be hosted by well-known Groupe M6 presenters, and the integration of BetClic and Everest poker and online betting services on Groupe M6 sites. The partnership will be implemented once BetClic and Everest obtain the required consent.

M6 Web CEO Valéry Gerfaud says, “We’ve chosen to take an active role in developing the online gaming sector by joining forces with the leading French sports betting and online gaming group and providing our know-how in programme creation and interactivity. It’s a natural alliance between two groups that share the same entrepreneurial dynamism, the same desire for excellence and the same passion for sports in an ethical and responsible context. With BetClic and Everest, whose expertise is widely acknowledged, we’ll be able to offer our viewers innovative programmes and our internet users games that are entertaining and enjoyable.”

Mangas Gaming CEO Nicolas Béraud says, “We are proud of this collaboration with the M6 communications group, which in a few years has become a decisive key player in the entertainment industry. Every day, Groupe M6’s teams prove their ability to put innovative partnerships in place and successfully diversify into valuable new sectors. We’re delighted by the visibility that M6 will provide to our brands and services on its channels and websites, especially in the poker segment.”
Once again, this great adventure on M6 will see 10 teams of contestants journey to the end of the world and live through what is certainly the most challenging season since the start of the series. Throughout their adventure, the contestants will discover incredible landscapes and face extreme conditions. From the Amazon rainforest to the highest volcano in Equador, from the drought of the Atacama desert to the cold of Ushuaia and Tierra del Fuego, the teams will leave the starting line in Equador and make their way through the southern hemisphere to the end of the world, the mythical Tierra del Fuego.

The principle of the show remains the same as previous editions: each contestant has to get by on one euro a day. This obliges them to seek out the locals in every town they visit and appeal to their generosity in order to travel and obtain lodging. In each episode, the last team to cross the finish line in that stage of the race risks being eliminated. At the end of this adventure, only two teams will take part in the final race to Ushuaia for a chance to win the EUR 100,000 prize. Faithful to his post, Stéphane Rotenberg will accompany the participants throughout their journey. His role is to introduce the viewers to new countries and new cultures, and to reveal, at the end of each episode, the identity of the team that has been eliminated from the race.

The start to Season 5 of Pékin Express: la route du bout du monde drew an average of 3.6 million viewers – 100,000 more than the premiere of season 4 and representing a total audience share of 14.7 per cent.

Since its launch, Pékin Express has increased its share of viewers each year. While the second and third seasons respectively registered average audience shares of 23.0 and 23.3 per cent of housewives under 50, Season 4 captured more than 24.4 per cent of viewers in the same target group.
On 12 April, just a few hours after the launch of this year’s Mip TV in Cannes, FremantleMedia presented its new slate of programming at a press breakfast at its own booth located at the beach of Cannes. “FremantleMedia has a fantastic selection of programmes for Mip TV, with proven ratings winners, prime time favourites and some fresh new shows that we’re very excited about,” says Rob Clark, President, Worldwide Entertainment for FremantleMedia.

Most prominently, FremantleMedia’s slate features the brand new game show *Push The Button*. This new format, acquired from Gallowgate, revitalises the traditional family game show. The concept is simple: Two families battle it out in a series of challenges to win money from an ever-decreasing cash pot. The prize fund counts down as the families struggle to complete each challenge before they “push the button” to preserve the remaining money. Presented by the popular presenter duo Ant and Dec, an audience of 7.3 million tuned in for the show on ITV1 making it the number one show of the day. The next big format on the slate is a talent competition that showcases real workers called *Young Professionals of the Year*. Each week, unsung workplace heroes from around the country compete against peers in their profession. In the UK, *Young Professionals of the Year* was prime time hit for BBC3, gaining audience shares up to 88 per cent higher than the broadcaster’s average in the target group of adults aged 16 to 34.

Also on 12 April, Fuji Television, Japan’s leading commercial broadcaster, and FremantleMedia announced that they will enter into a Creative Exchange Alliance which aims to co-develop and co-produce new television formats for the international market place. The Exchange will see highly experienced creative staff from Fuji TV and FremantleMedia undertake placements in each other’s businesses, enabling the two companies to work closely together to share ideas and insights, in order to plan, develop and produce new television programmes for audiences around the world.

“I am delighted to have this chance to partner with Fuji TV on such an interesting collaboration,” says Tony Cohen, CEO of FremantleMedia. “It will create a unique opportunity for two highly creative and respected individuals to work together and I am very excited about the possibility of new ideas for both our companies coming from the exchange.” The first exchange will take place in May 2010 and will see So Fujinuma, a Producer in the Variety Production Center of Fuji Television’s Programming and Production Department undertake a three month secondment at FremantleMedia’s offices in various territories. Henrik Nielsen, an Executive Producer at FremantleMedia North America, will then work at Fuji TV’s headquarters in Tokyo. During their creative secondments, the professionals will be involved in numerous activities from planning and development to production.
Global Distribution

FremantleMedia Enterprises announced their acquisition of global distribution rights to the US programme *Kell on Earth*. Also, a remastered version of the classic British documentary *The World at War* will be released later this year.

United States - 15 April 2010

*Kell on Earth*, starring fashion PR guru and New York notable Kelly Cutrone was launched to the international market at Mip TV 2010 this week. *Kell on Earth* is an entertainment programme currently in its first season on Bravo and getting solid ratings among its key demographic of adults aged 18 to 49 – the premiere episode was the highest rated programme of the day on Bravo. The show follows Cutrone, previously seen as the tough-as-nails mentor on MTV’s *The City*, as she juggles running a wildly successful PR company, managing Fashion Week shows in New York & London, and life as a single mother. The show is produced by Magical Elves, the company behind reality title *Top Chef* and the first five seasons of *Project Runway* which is also distributed through FME’s global distribution operations.

FremantleMedia Enterprises (FME) also announced that the classic award-winning British TV series *The World at War* will be re-mastered and re-released to global audiences this year on Blu-ray. The 26-part documentary series interviewed major members of the Allied and Axis campaigns, civilian eyewitnesses, enlisted men, officers and politicians, and made use of rare colour film footage to investigate the events surrounding World War II. The new, restored version will be launched in September 2010 and was prompted by consistent success over the last 37 years since its original broadcast and particular achievements in 2009. The current DVD box set was made in 2005 and has experienced year-on-year growth selling more than 100,000 units in total – the highest annual sales were achieved last year at 40,000 box sets.

Distribution news from FME included the sale of a number of Jamie Oliver programmes to Latin America and Denmark. Fox Latin American Channels has picked up seven Jamie Oliver titles, marking the first time in nearly 10 years that the British chef will be seen throughout the Caribbean and Latin America. In Denmark, FME inked a three-year output deal with public broadcaster Danish Broadcasting Corporation (DR) for nearly 20 titles. DR has the largest audience reach in Denmark and has earmarked key prime time slots for the Jamie Oliver slate.

David Ellender, Global CEO, FME, commented, “Mip TV is a hugely important market for us; it gives our international sales and development teams the opportunity to meet with clients around the world. In addition to our latest acquisitions like *Kell on Earth* and sales successes like the Jamie Oliver catalogue, we’re looking forward to ongoing success across our global business operations.”
Long-running soap opera

Grundy Italia has made production history by broadcasting the 3,000th episode of its hit soap *Un Posto Al Sole*. The show is now the longest running Italian-produced programme in the country.

Italy - 13 April 2010

Since its first broadcasting in 1997, *Un Posto Al Sole* (A place in the sun) has been a roaring success in Italy and has been deeply absorbed into Italian culture, attracting audiences of all ages. Produced by Rai 3, RAI Fiction, Grundy Italy and Centro di Produzione, the show encapsulates all the classic soap themes: love, intrigue, passion, jealousy, plotting and friendship and follows the volcanic lives of wealthy Neapolitan aristocrats living in a palace next to Mount Vesuvius.

Monica Galer, acting CEO Grundy Italia says: “I am proud to be able to share the 3,000 episode of *Un Posto Al Sole* with the team and Rai 3. Thanks to all of you in Italy and outside who have contributed to such longevity. Let’s continue to care for *Un Posto Al Sole*, to be able to celebrate many more such milestones.”

One-of-a-kind fan meet

A number of actors who play homosexuals on TV met with their international fans in New York under the heading ‘Gays of our Lives’.

Germany - 13 April 2010

The actors who play homosexual leads in the German daily soaps *Alles was zählt*, *Gute Zeiten – Schlechte Zeiten* and *Verbotene Liebe*, have achieved worldwide fame thanks to subtitled videos on Youtube (“Eskimo Kiss Project”). Some 80 – mostly female – fans from all over the world, including from Japan, New Zealand, Ireland, the Netherlands, the US and Germany, had travelled to New York for three days to meet their stars.

As well as discussion forums, where the actors answered questions about their characters and series, there were parties attended by the stars and a charity auction of props and rare photographs. “We’re incredibly proud of the fact that our characters are such a big hit all over the world, and that fans are willing to make the effort and go to the expense of meeting us in New York,” said a happy Igor Dolgatschew of *Alles was zählt*, speaking for all the actors.

The trip to New York culminated in Dolgatschew’s shooting several scenes in New York. His character Deniz Öztürk has a model shoot on Times Square and goes for a run in Central Park, while – in the story – his lover Roman (Dennis Grabosch) stays behind in Germany and only speaks to him on the phone. The international Fans are seen as extras in the background.

This February, Grundy UFA announced that the story of the gay couple Christian and Olli in *Verbotene Liebe* had been sold to Aid + Abet – with a ‘First-Look’ option for Per Martin’s production deal, HBO Films and HBO Entertainment.
In the most modern studio located in the eastern part of Zagreb in Croatia, with the hosts Antonija Blace and Ivan Saric, viewers were given a three hours long musical and entertainment pleasure with the presentation of the 16 candidates of *Hrvatska traži zvijezdu*.

At the end of that first live episode, six candidates had to drop out already. Viewers voted by calling and texting for seven candidates and three were picked by the jury members made-up of Tony Cetinski, president of the jury and the most popular pop singer in Croatia, Andja Maric, a new jury member and extravagant singer, and Goran Lisica Fox, the owner of a record company. The finish was full of emotions: joy for those that passed further and shock and tears for those that had to leave the show.

**Starting like a shot**

With an audience share of 34.8 per cent among viewers aged 18 to 49, the first live show of *Hrvatska traži zvijezdu* was the most watched programme that evening.

Croatia - 9 April 2010
Old and young, soloists and groups, dancers, animal tamers, magicians, jugglers, singers – everyone was eager to show that they deserve the “Wanns de eppes kanns” title. At the first round of auditions on 6 and 7 February in the RTL Télé Lëtzebuerg studios, 160 candidates set out to convince the judges that they are the country’s best entertainers. In the end, only the ten top talents from the preliminary rounds were selected to prove their talent one last time during a live show at 18:00 on Sunday, 11 April.

Not only did the finalists have to convince the jury of three – consisting of Sylvia Camarda, Pierre Dillenburg and Gast Waltzing – but above all, they needed to win over the TV viewers at home in front of their living-room screens. The audience alone decided who is “Luxembourg’s Top Talent” by texting in their votes – and the decision was a close one.

The winner of Wanns de Eppes kanns 2010 is the singer Sarah Meyer, who garnered 13.96 per cent of votes, ahead of Beatboxer Ivan Spasojevic (12.04 per cent) and the singing duo Luana Panetta and Larissa Gomes, who came in third with 11.89 per cent. 18-year-old Sarah Meyer and her soulful voice had come to the audience’s attention early on during the auditions. During the finale, her rendition of the ballad Quand on a que de l’amour by Jacques Brel captivated the audience and actually brought tears to the judges’ eyes.
An extraordinary adventure

The latest movie of filmmaker Luc Besson, “Les aventures extraordinaires d’Adèle Blanc-Sec”, was released in cinemas this week. As RTL Radio France is a partner of the movie, Louise Bourgoin, Luc Besson and Jean-Paul Rouve (from left to right) as well as the actors Gilles Lellouche and Mathieu Amalric (not in the picture) visited presenter Anthony Martin on the programme “Le Grand Studio RTL” last Saturday.
The first week post-switchover

Beginning of April, television in Spain witnessed a historic transition: the complete switchover from analogue to digital TV – including the switch-off of all analogue signals.

Spain - 9 April 2010

W9 now on mobile

After the successful launch in 2009 of W9 Replay and the new W9.fr Website, W9 expands its presence in the digital world by offering a free iPhone and Android application.

France - 14 April 2010

More than 60 million TV video views

In March 2010, popular programme brands fuelled record viewer ratings on RTL Interactive’s platforms and portals such as RTL.de, Vox.de and Clipfish.de. N-TV.de and Wer-kennt-wen.de reported record traffic as well.

Germany - 14 April 2010

Lasko’s back

Since this week, Action Concept has been on the go in Berlin and environs producing eight new episodes of the action-adventure series Lasko – Die Faust Gottes (Lasko – The Fist of God) for RTL Television.

Germany - 15 April 2010