

RTL Group creates Europe's leading digital studio and home for digital content creators

Luxembourg/Berlin, 11 July 2019 – RTL Group today announced that it will combine its digital video business in the Nordics (United Screens) with Divimove, RTL Group's Berlin-based digital video company. The Group also plans to integrate the Dutch RTL MCN into the combined entity. The combination will make Divimove Europe's leading digital studio and home for digital content creators – representing more than 1,000 talents in 9 European countries which currently generates 3.2 billion online video views per month.

Tobias Schiwiek will continue to serve as CEO of Divimove and will also lead the integration process of Divimove, United Screens and RTL MCN. In his enlarged responsibility, Tobias Schiwiek will report to RTL Group's Executive Committee, effective immediately. Natalie Tideström Heidmark will continue to serve as CEO of United Screens, reporting to Tobias Schiwiek.

RTL Group's Executive Committee has also approved a growth plan to significantly expand Divimove's capabilities in the areas of talent management, production of short-form video content, advertising sales and technology/data. Driven by the planned investments, the combined company's revenue is expected to double to more than €100 million by 2022.

Thomas Rabe, CEO of RTL Group, says: "RTL Group's digital video businesses have built significant reach among young audiences which are highly sought after by advertisers. We have now defined a new structure and strategy to convert the rapid growth in short-form video consumption into a profitable business: we are bundling our strengths into one company with a hands-on management team, we are investing in talent, creativity and technology – and we are bringing the cooperation within our Group to the next level. Thus, Divimove will also work closely with BMG and the Bertelsmann Content Alliance in Germany."

Over the past three months, Divimove, RTL Group's major broadcasting families and Fremantle have jointly developed numerous cooperation projects in the following areas:

- **Advertising sales:** In Germany, Ad Alliance will offer Divimove as a one-stop-solution for branded content campaigns. Most recently, Ad Alliance and Divimove jointly developed such a campaign for Durex, exclusively aired on the streaming service TV Now.
- **Talent management:** Divimove will offer its creators partnerships with RTL broadcasters and Fremantle productions to expand their presence beyond the social media ecosystem. At the same time, the combined entity will also give established TV stars the opportunity to boost their social media presence and build their own personal brand.
- **Content production:** Divimove will produce digital pilots, spin-offs and brand extensions of TV formats, positioning the combined entity as RTL Group's most innovative digital studio and testing ground for new concepts.

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About RTL Group

RTL Group is a leader across broadcast, content and digital, with interests in 60 television channels, eight video-on-demand platforms and 30 radio stations. RTL Group also produces content throughout the world and owns several rapidly growing digital video businesses. The television portfolio of Europe's largest broadcaster includes RTL Television in Germany, M6 in France, the RTL channels in the Netherlands, Belgium, Luxembourg, Croatia, Hungary and Antena 3 in Spain. RTL Group's families of TV channels are either the number one or number two in eight European countries. The Group's flagship radio station is RTL in France, and it also owns or has interests in other stations in France, Germany, Belgium, Spain and Luxembourg. RTL Group's content production arm, Fremantle, is one of the largest international creators, producers and distributors of scripted and unscripted content in the world. Fremantle has an international network of production teams, companies and labels in over 30 countries, producing over 12,700 hours of original programming and distributing over 20,000 hours of content worldwide. Combining the on-demand services of its broadcasters, the digital video businesses BroadbandTV, Divimove, United Screens and Fremantle's more than 300 YouTube channels, RTL Group has become the leading European media company in online video. RTL Group also owns the advanced video ad serving platform SpotX. For more information, please visit RTLGroup.com and follow RTL Group on Twitter @rtlgroup.

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