The emblematic show *Soldiers*, now in its sixth season, was one of the programme highlights on REN TV

Russia

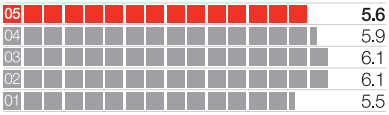
Television

Our stake in REN TV gives us a foothold in Russia's fast-growing TV market.

Holding
REN TV: 30%

Audience share 2001/2005 (%)
Source: TNS Gallup

REN TV
Target: 6-54



EBITA 2005*
€1m

*Consolidated as from 1 October 2005

Advertising market share 2005
5.7%

2004 5.3%

Audience share*
5.6%

2004 5.9%

*Target: 6-54

01 Judgment Hour

RTL Group entered Russia's TV market in 2005, following the agreement in July to acquire the 30% stake in REN TV held by the channel's founders Irena Lesnevskaya and Dmitry Lesnevsky. At the same time, RAO UES sold its 70% share in REN TV to another Russian corporation, Severstal-Group, which then sold 35% to Surgutneftegaz.

In October 2005, Alexander Ordzhonikidze was appointed CEO of the REN TV holding company, and Ralph Siebenaler of RTL Group was appointed as his deputy, responsible for programming and sales.

The REN TV network

Moscow-based REN TV is one of Russia's leading private broadcasters. In 2005 it ranked sixth with an audience share of 4.9% (4+).

REN TV was formed in 1991 as a TV production company. It grew rapidly, and in 1997 it launched as a TV channel, operating through a network of holding licences, subsidiaries and agreements with local broadcasters. These ensure that REN TV's signal covers 85.3% of the Russian TV audience. Its principal competitors are STS and TNT, which also operate on a network basis. The Russian TV market is developing rapidly, and there were several channel start-ups in 2005, such as the Domashny (Home) network launched by STS which competes with REN TV for broadcasting partners.

REN TV offers a broad range of programming, including news, documentaries, entertainment, music and sports shows, as well as popular series and movies. In 2005 it was the first channel in Russia to broadcast the international event *Domino Day*. It was a massive success, watched by more than 10 million Russians and generating 665,000 text messages – one of the biggest responses ever achieved in Russia. Early in 2006 REN TV acquired exclusive rights to broadcast Formula One motor racing from 2006 to 2010.

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