

### Dancing on Ice

Entertainment formats are an important part of RTL 4's schedule. Over 1.7 million viewers watched Dutch and Belgium celebrities compete on the ice.

Average audience share  
target group: shoppers 20-49

21.4%



### Goede Tijden, Slechte Tijden

Holland's longest running soap opera, broadcast by RTL 4, keeps attracting millions of viewers each night. No bad times in sight for this juggernaut ...



### Bones

The US series became one of RTL 5's most successful series in 2006, averaging a million viewers for each episode.



### The X Factor

RTL 4's biggest talent show since *Idols* reached an average market share of 29.5 per cent in its key target group.

Average audience share  
target group: shoppers 20-49

29.5%



### Jensen!

On air since 2002 - RTL 5's highly popular late night show, hosted by Robert Jensen.



### CSI: Miami

"Fingerprints are like old habits. They die hard". One of the most popular US crime series in the Netherlands, trademarked by the one-liners of its main character, Lt. Horatio Caine.



### Beauty & De Nerd

Attractive women who rely primarily on their looks and intelligent men with limited social skills learned from each others' weaknesses and strengths in the Dutch version of *Beauty & De Nerd*.



### Dat Zal Ze Leren!

Reality show in which 24 hip Dutch students went back in time and stayed at a 1950s style boarding school.

Peak audience share  
target group: 20-34

21.5%

# Netherlands

Television and radio

rt(4) rt(5) rt(7)

## Highlights 2006

### Family of stations maintaining market leadership

RTL Nederland maintained its leading market position despite a new competitor in the Dutch TV market and the broadcast of the football World Cup and winter Olympics on the public channel Nederland 2.

### RTL 4 – the most reliable TV station

According to the 'European Trusted Brands' Study in 2006, RTL 4 was considered the most reliable television station in the Netherlands. The general-interest channel remains the basis for the success of RTL Nederland.

### RTL 7 repositioned as 'second chance' broadcaster

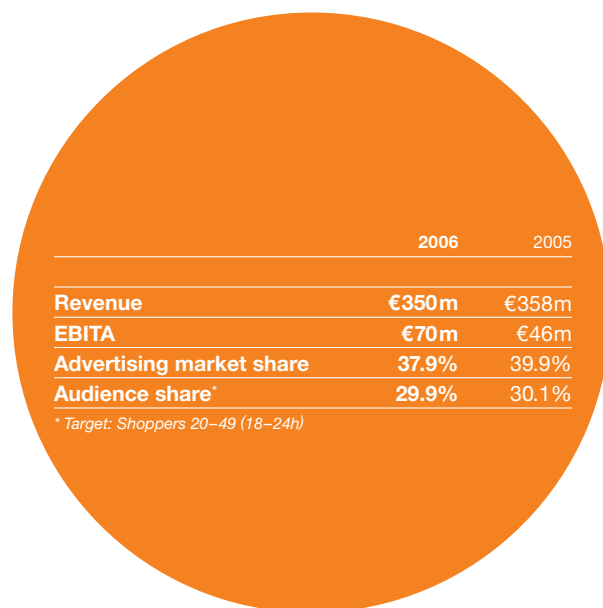
For RTL 7, the main focus of 2006 was football, especially European matches featuring Ajax (Amsterdam). It also offers repeats of the highlights of RTL 4 and RTL 5 within 24 hours.

### Internet

In September 2006, the website RTL.nl was relaunched and is already one of the top ten major sites in the Netherlands. It includes both free and paid for video on demand, as well as the revamped online TV guide.

### RTL Entertainment

RTL Nederland is diversifying its revenue streams. RTL Entertainment is responsible for producing and distributing Dutch feature films which will be available in the cinema, through video on demand, on DVD and broadcast on the RTL TV stations. The first of these films, *Wild Romance*, premiered in early November.



### National advertising breakdown

Source: BBC

2006 (%)



<b>RTL Nederland</b>	<b>37.9</b>
SBS Group	28.0*
Ster	22.0*
Talpa	5.5*
Others	6.6*

\* estimates

### National audience breakdown

Source: SKO, Target: Shoppers 20-49 (18-24h)

2006 (%)



<b>RTL 4</b>	<b>15.8</b>
<b>RTL 5</b>	<b>9.3</b>
<b>RTL 7</b>	<b>4.8</b>
SBS 6	11.9
Nederland 2	10.2
Nederland 1	9.7
Net 5	7.3
Nederland 3	6.5
Talpa	5.7
Veronica	5.2
Others	13.6

# The growing success of Netherlands RTL 5 – it's all in the family

In August 2005 RTL Nederland launched RTL 4, RTL 5 and RTL 7 as a family of stations. The aim was to propel RTL 5 to become the second largest commercial TV station in the country. It is now exactly that in its target group of 20–34 year-olds, so everything has gone to plan, and through 2006 RTL 5 was the fastest growing station in the country. So, what were the reasons behind the move, and why has it been so successful?

“We save a lot of time and effort by sharing information across the Group.”

*Erland Galjaard,  
Programme Director of RTL 5*

One of the big challenges for a TV business, now and in the future, is fragmentation – the proliferation of channels. Great for consumers – more channels equals more choice. But for TV companies? More channels equals more competition. The solution applied so well by RTL Nederland is to fragment yourself rather than be fragmented – and build a family of complementary channels. The thinking is, of course, for the family to protect your market share, or better still, increase it.

The lapse of the licence for RTL's Yorin in summer 2005 provided the ideal opportunity for RTL Nederland's CEO Fons van Westerlo to launch their family of channels strategy. For Erland Galjaard, RTL 5's programme director, the timing was good for other reasons as well: “In August 2005, John de Mol had launched a channel under the name Talpa, with the stated intention of becoming the biggest commercial channel. So this was a time when the viewer was being exposed to many new options, and a perfect time to build and extend what was already a very strong, reliable and positive brand – RTL, the first commercial station in the Netherlands.”

Yorin was discontinued, RTL 7 was launched and RTL 5 was repositioned as the second RTL channel, handily placed next to RTL 4 on the remote, and all part of a family well-promoted in a successful '457' relaunch campaign. Erland Galjaard leans forward eagerly: “Here, branding was as vital to RTL 5 as programming. What does Gerhard Zeiler say? ‘Content is king, but brand is the king's boss!’” Galjaard smiles as he recalls the saying. “We took on a younger, edgier character to appeal to a young audience – young not just in age, but in heart and mind. It's a big audience, one which advertisers have problems reaching. But they do watch TV and absorb a lot of information, and we are delivering them to the advertisers.”

RTL 5 is the biggest station for the 13–19, and 16–24 year old groups – and with a share of 11 per cent, it's the second biggest station in its target group, the 20–34 year olds. “These are the viewers of the future, and they are growing up with the RTL 5 brand,” says Erland Galjaard, “and we are using our ‘outspoken’ tone of voice to promote our content, too, showing them that the brand RTL 5 has the content they want. And they link the content to the brand, to the way we position ourselves.”

RTL 5 consistently brings viewers new series and develops new Dutch shows, steering clear of formats made big by competitors. It combines quality fiction such as *CSI: Miami*, *Prison Break* and *Bones*, with Dutch reality based on foreign successes such as *Beauty and the Geek*, *Brat Camp*, *Holland's Next Top Model* and home grown shows featuring Dutch celebrity



**RTL 5 combines US quality fiction such as *Prison Break*...**

cook Herman den Blijker and talk show host Jensen. People also know the channel for running good movies. There are set movie nights, just as the scheduling offers 'power' nights – Mondays is reality, Tuesdays is always a cooking reality show after a US crime series. "People feel comfortable when they know what's coming," says Galjaard. "We also use the stars from our cook shows and talk shows on our idents, to help build the brand."

It's all been a great success. Not forgetting the strength of the family approach as well. "RTL 5 can work in areas that RTL 4 isn't offering. We can find gaps, the sweet spots in the market. Then there are shows which would never be on a very broad news and entertainment channel like RTL 4, but can still be a great success and still impart RTL quality. We can try new things, give people another choice."

Here lies the value of the wider RTL Group. The different parts of the Group meet and share information, discuss trends, scheduling, formats – what works, what doesn't, and why. "We save a lot of time and effort through this process. It's valuable, and it's good to note similarities with something like Vox in Germany, where big shows can become a success and revert from the second channel to the main one."

For the Netherlands' fastest growing station there is still plenty to aim for. Erland Galjaard will "look for genres we haven't touched on yet, but which will appeal to our audience. And we'll try new things even if the old ones are still working. We can still build on some evenings that aren't as strong. Then there is the revenue outside of TV, extending the brand to new platforms. People can view our new series about building a restaurant on the internet or on mobiles, it's all promoting the brand." He leans back in his chair to summarise: "Again, it's all about being part of a family. Then having a strong brand within that family, and constantly linking content to the brand."

**...with Dutch reality based on foreign successes such as *Holland's Next Top Model*.**

