

# THE GOOD LIST

**In 2008, RTL Group companies again made significant efforts to fight against poverty, cancer, Aids, discrimination and pollution – whether by organising major fundraising events for good causes, broadcasting helpful and thought-provoking programmes or offering free advertising space.**

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## RAISING AWARENESS

With such a strong presence in so many parts of the world, RTL Group has the responsibility to make the most of its platform, and takes that responsibility very seriously. As well as broadcasting and producing high-quality programmes, we also believe it's vital to ensure our output carries positive and supportive messages.

The key to raising awareness is to make the message indistinguishable from the entertainment, and the popular 'coaching' formats of RTL Television such as *Die Ausreißer* (The Runaways) and *Die Super Nanny* are a great example of this. In 2008, the prestigious German news magazine *Der Spiegel* ran an article on these programmes, revealing that their presenters can act as very positive role models. Peter Zwegat, the debt adviser in *Raus aus den Schulden*, is a case in

point – he offers solid, professional advice, caring for people and their individual problems.

Awareness of obesity has grown in recent years, as the World Health Organisation has officially categorised it as an epidemic. But informing people of the problem is only the first step – in France, M6's celebrity chef Cyril Lignac believes that the next step should be teaching people how to cook for themselves. In *Le chef contre-attaque*, Lignac visits people from all walks of life, to teach them how to cook great food while also keeping an eye on their health.

Another important aspect in promoting good health is the education of young people, and the second series of *Vinz et Lou mettent les pieds dans le plat* was a light-hearted approach to doing just that. A joint project



- 1 Inka Bause with little Simon. The TV presenter supports the construction of a centre for children's palliative care with the *RTL Spendenmarathon* funds.
- 2 Since 2005, RTL Group has been a member of the FTSE4Good index, evidence of its consistent commitment to sustainability.
- 3 Thomas Gottschalk won the €1 million question at RTL Television's charity edition of *Wer wird Millionär?*.
- 4 There is always a good lesson to be learnt: Five's *Milkshake* opens up kids' minds to the world.

- 5 Super RTL is convinced that "Reading is fun"!
- 6 Pop star Shakira inaugurates a school in Columbia, with a significant amount funded by *RTL Spendenmarathon*.
- 7 *Ponle Freno* hits the brakes on Spanish roads to save lives.
- 8 Money raised during Vox's *Machen Sie Schule* campaign directly goes to support the building of schools in Ethiopia.
- 9 Peter Zwegat, "modern hero of social work", chases overspendings.

- 10 German Chancellor Angela Merkel with actors from RTL Television's daily soap *Gute Zeiten, schlechte Zeiten*.
- 11 Vinz et Lou motivate kids to eat well.
- 12 Celebrity cook Cyril Lignac (M6) goes on a crusade against unhealthy eating.
- 13 Five's *Banged Up* offers a whole new perspective on the youth crime debate.
- 14 Rupert Bear (Super RTL) loves the nature.
- 15 The event channel *Télévie 20 ans* increased the buzz around the fight against leukaemia and cancer.

## € 273 MILLION AND COUNTING

### DONATIONS

In €

Charity initiative	Company	Launch	2008	Since its launch
<b>TÉLÉVIE</b>	RTL Belgium and RTL Lëtzebuerg	1989	<b>8,100,000</b>	92,500,000
<b>RTL SPENDENMARATHON</b>	RTL Television, Germany	1996	<b>7,100,000</b>	70,000,000
<b>IDOL GIVES BACK</b>	FremantleMedia North America	2007	<b>49,400,000</b>	108,200,000
<b>MACHEN SIE SCHULE</b>	Vox, Germany	2004	<b>260,000</b>	2,100,000
<b>TOTAL</b>			<b>64,860,000</b>	<b>272,800,000</b>

of M6 with the French Ministry of Agriculture and Fisheries, the animated series also marked the 19th year of *Semaine du Goût* (national tasting week), where schools and restaurants all over France set out to promote the importance and pleasures of taste. The whole project was a good example of how to communicate the message of health awareness to young people in an entertaining way.

Some issues, such as obesity, are problems shared by countries throughout the world, but others are particular to certain countries. In the past few years, juvenile behaviour and rehabilitation has been a contentious issue in the UK, and in 2008, Five responded by commissioning the ground-breaking series *Banged Up*. In it, former Home Secretary David Blunkett heads the 'parole board' in a simulated prison that mixes reformed criminals with juveniles verging on a life of crime. Blunkett explains the concept behind the Five programme:

**“With ever-increasing numbers of prisoners, longer sentences and lingering disquiet about the ‘revolving door’ of re-offending, anything that can add to a range of measures for educating people and helping them to grasp reality is definitely worth investigating.”**

Of course, positive messages don't have to be at the forefront of a programme for them to have an impact. In Germany, the producers of RTL Television soap *Unter Uns* endeavoured to completely exclude cigarettes from the show, and so were awarded the 'Smoke-Free Seal' by the Non-Smokers' Action Alliance and the Federal Centre for Health Education. Because media role models have been so central to the glamorisation of smoking over the years, it makes perfect sense that popular television dramas can play an important part in the battle against smoking.

*Gute Zeiten, schlechte Zeiten (GZSZ)*, Germany's most successful daily soap, broadcast on RTL Television for 16 years, also aimed to raise awareness, but this time in a much more direct way. The programme tackled the difficult subject of drug addiction with the support of both the German Federal Health Minister Ulla Schmidt, and the Federal Government's Drug Commissioner Sabine Bätzing. "It's good when TV series deal seriously with such matters," explains Schmidt. "Let's make no bones about it: drugs destroy people's lives."

In fact, the story had such an impact that Ulla Schmidt invited the team behind *GZSZ* to Berlin, where Chancellor Angela Merkel took the opportunity to commend the programme and its commitment to the battle against drugs.

In Spain, the focus has been on road safety. The Federation of Associations for People with Physical Disabilities, and the City of Madrid, named Grupo

Antena 3 'Communications Medium of the Year' – on the strength of its far-reaching road safety campaign *Ponle Freno*. The campaign has attracted massive support from both organisations and popular celebrities, and was promoted across a range of Antena 3's programmes, including *El internado*, *Los hombres de Paco*, *El síndrome de Ulises* and *La familia Mata*.

The campaign went beyond raising awareness, and actually conducted important research into various road-safety-related issues. One survey, on motorways and safety, canvassed more than 5,000 Spaniards, and found that more than half would support reducing the legal alcohol limit for drivers. *Ponle Freno* also looked into particular places that could prove dangerous for road users in the future, and in November submitted a report detailing over 1,000 potentially hazardous traffic sites.

These are just some of many examples. From Fan 3 (the Spanish channel dedicated to hospitalised children) to 'Toggolino – Lies mir vor!' (Super RTL's campaign for reading out loud), 2008 was a great year for RTL Group's unwavering dedication to good causes of all shapes and sizes.

#### FUNDRAISING

Raising awareness is vitally important, and something RTL Group will continue to embrace. However, the bottom line is that good causes always need financial support. In 2008, RTL Group continued its tradition of leading a variety of fundraising ventures – focusing in

**€64.9m**  
**raised for charity**  
**initiatives in 2008**

particular on our belief that children are our future and have a right to look forward to life – and in 2008 we raised almost €65 million.

One of the highlights was also an old favourite – *Télévie*. Since its inception in 1989, *Télévie* has raised over €92.5 million for the fight against cancer, and 2008 saw a bigger campaign than ever before, based around the slogan 'Together we'll save lives!'. With no fewer than 300 volunteer-organised events in Luxembourg alone, and even a dedicated TV channel in Belgium, it was a huge success, raising the amazing sum of €8.1 million for scientific research.

The channel *Télévie* 20 ans was on air for the crucial two weeks in April, and celebrated the campaign's proud history of fundraising over the last two decades. *Télévie* was initially established by RTL-TVI in Belgium, before RTL Lëtzebuerg joined in 2001, and has managed to support a great deal of valuable work and medical research. This year's funds are currently supporting 86 new research projects – to add to the 1,200 established since *Télévie*'s start 20 years ago.

# THE GOOD LIST



Behind the success of *Idol Gives Back* – a whole nation and numerous stars. Actress Teri Hatcher (1) sings with all her heart, Brad Pitt (2) brings his full support, singer Annie Lennox (4) performs on the piano. For once, *American Idol* judges Randy Jackson, Paula Abdul and Simon Cowell (3) are not in the mood to criticise

In Luxembourg, the *Télévie* appeal has doubled funding for cancer research since 2002.

RTL Television in Germany again aired *RTL Spendenmarathon*, the annual 24-hour fundraiser which each year focuses on a different cause. This year, for the 13th telethon, the €7.1 million raised went towards children's relief projects in Africa and the struggle against child poverty in Germany.

For viewers, one of the highlights of the event was the special celebrity edition of *Wer wird Millionär?*. As well as the fun of seeing celebrities sweat it out under the pressure, there was the added drama of someone cracking the million-Euro-question. Thomas Gottschalk initially seemed stumped by a question about Franz Kafka's companion, before turning to the book-loving TV star Marcel Reich-Ranicki on the end of the phone, and winning €1 million for the cause.

But it wasn't all fun and games for the celebrities. A number of high-profile patrons, including Annie Lennox and Princess Madeleine of Sweden, poured their efforts into particular relief projects. Annie Lennox, for example, committed herself to the founding of an Aids-prevention centre in the suburbs of Cape Town, and spoke about her experiences on the evening itself. Over the past 12 years, the foundation 'Stiftung RTL –

Wir helfen Kindern' has raised more than €70 million, and helped thousands of children.

RTL Group's fundraising projects take all shapes and sizes. Some, such as *RTL Spendenmarathon*, offer an exciting mix of activities, personalities, entertainment and good causes. In the USA, *Idol Gives Back*, however, is more a case of one incredibly successful programme mobilising its popularity. The combined takings from 2007 and 2008 go beyond \$140 million, all of which is going to disadvantaged children in both the US and Africa.

In 2007, the man behind *American Idol* – Simon Fuller – decided that the programme's immense popularity should somehow be directed towards good causes, although even he couldn't have predicted quite how successful the fundraising would be over the next two years. With appearances and performances by a long list of national and international musicians, actors, politicians and other celebrities, *Idol Gives Back* really displays the energising and emotional power of popular television at its best.

Continuing RTL Group's dedication to improving the lives of struggling young people, Vox's *Machen Sie Schule* fundraising drive raised €260,000 in 2008. It was the third such event organised by the German

channel, and following on from successful school-building projects in Swaziland and Mali, the initiative will now turn its focus to Ethiopia, one of the world's poorest countries.

Vox presenter Judith Adlhoch visited Ethiopia, and managed to get first-hand experience of the difficulties facing young people there. But she also got the chance to appreciate the good work *Machen Sie Schule* made possible:

**“On my trip through Ethiopia, I saw the children’s amazing will to learn. Thanks to Vox’s viewers, many children are now being given the chance to do so – and it will open up a whole new world for them. Going to school is the first step into a better future, as education means a chance for change and development.”**

RTL Radio, France’s number one radio station has, for the best part of 20 years, been lending its support, in the shape of dedicated programming and free advertising space, to the *Pièces Jaunes* campaign. By challenging children throughout the country to collect as many coins as possible, the initiative manages to generate huge amounts of money (€4 million in 2008) and get plenty of young people directly involved. The funds raised are currently supporting more than 400 projects for sick children and adolescents up and down the country.

Another vital campaign that RTL Radio France gets involved in is *Restos du Cœur*, which provides meals to people who can no longer manage to eat every day. As with *Pièces Jaunes*, the main support comes in the shape of coverage. One broadcast focused on the involvement of the volunteers, and the stories behind those remarkable individuals who dedicate themselves to the cause. Overall, the campaign managed to provide an astonishing 91 million meals in 2008.



#### **TOUGH TIMES PROVIDE A TRUE TEST FOR SOCIAL DIALOGUE**

**The European Works Council (EWC) is a committee of personnel representatives from RTL Group profit centres in the European Union. It meets Group senior management regularly to discuss issues which may have consequences for employees and their families. Thus, employees have a line of communication with Group management.**

In these difficult economic times, the EWC has an even more important role. Kai Brettmann, recently re-elected EWC Chairman for another four years, confirms: “Yes, the management has to plan for how they will operate in a tougher economic climate, and we have an important role in emphasising how management and employees must act responsibly towards each other. In some industries, manufacturing for example, the reflex action is to reduce staff. I try to point out that our personnel costs are relatively small, compared to programming costs, and so there are other avenues to explore for cutting costs. We have to find the right balance.”

Kai continues, “For me, the most important thing is that we are invited into the discussion early, and that dialogue is meaningful and collaborative. There is a new European directive that gives us more rights of information and consultation. But really, true and constructive social dialogue is not something that can be prearranged – it is something which develops over time.” Recent restructuring at RTL Nederland, which included job losses, was a concrete example. “The personnel representatives were informed as soon as possible and brought into open discussions,” says Kai, “and as a result they were able to affect the strategy of the restructuring favourably.”

# THE GREEN LIST



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**For RTL Group, 2008 was an important year in establishing environmental concern as a major aspect of the business. In November, CEO Gerhard Zeiler welcomed employees in Luxembourg to the first 'environMINDday' with the message 'Be part of the solution' – a rallying call for everyone involved in RTL Group to realise the power they have to make a difference.**

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The event focused on the importance of small-scale improvements while always emphasising the massive scale of the environmental challenges ahead. Activities on the day included film screenings, quizzes and workshops on topics such as 'Buying Green', an eco-driving competition, and eco-friendly choices in the company restaurant. Employees attended in large numbers, and most are eagerly awaiting a second such event. However, despite the urgency of the issues, Gerhard Zeiler has been keen to emphasise that it won't be a case of everybody working towards exactly the same solution. "We make no claim to perfection," he explains. "As is the case in other fields, there is no one-and-only truth in environmental protection. Especially with topics like energy, food or motor traffic there are often diverging

opinions. Besides, the facts are changing continually." It's this spirit of flexibility that underpins a new website, dubbed 'environMIND', dedicated to sharing information, useful suggestions and ongoing discussion, rather than a list of rules and regulations.



**RTL Group CEO Gerhard Zeiler tests an electric car during the 'environMINDday' in Luxembourg**

## AT RTL GROUP, WE CARE

Sustainable management is part of our will to paying back to society: RTL Group is committed to effectively combine business success with responsible action towards environmental protection. We strive for the prudent use of natural resources in all our operations and the continuous minimisation of adverse environmental impacts, over and above a simple compliance with regulations. As a decentralised organisation, RTL Group expects also in this field each profit centre to take responsibility.

Talkback Thames also organised its own Environmental Awareness Day. Similarly, it was an event which combined big ambitions with day-to-day actions, including the thoroughly enjoyable sampling of organic beer and wine. Although it's important for people to understand their own impact on the environment, respecting the planet isn't only about changing individual routines – it's also about helping other people do their bit, too. In November, RTL 4 in the Netherlands devoted a week to Unicef's new campaign 'Clear Water for Every Child', with both educational programmes on the subject and direct fundraising. Erland Galjaard, Programme Director of RTL 4, explains the project: "We're not just supporting Unicef with a single programme, but instead generate attention for the organisation through several well-established programmes. We think a big TV station has a responsibility to society, to bring relevant problems to the audience's attention – and help with the solutions."



**In India, Maya sorts the copper wire in scrap motors. She is interviewed by RTL Radio reporter Anne-Claire Danel**

In France, the RTL Radio programme *L'Expédition RTL* cast its net as wide as possible, organising 15 in-depth surveys, lasting a whole week, in various locations around the globe, such as Mali and India. The first investigation focused on the Arctic, where rising temperatures are having a catastrophic effect on the whole ecological make-up of the region. In Mali, reporter Chloé Triomphe investigated the effects of deforestation and desertification, and visited villages whose very existence is threatened by over-consumption of wood. Anne-Claire Danel reported on the challenges of waste management in India.

Throughout November, *RTL II News* in Germany ran a daily report on particular aspects of climate change, from rising sea levels to the dangers of plastic to excessive water consumption. Working in conjunction with

this broad survey, the website *RTL2.de* listed tips on how people can reduce their own energy consumption, calculate their own carbon footprint and find out more about the issues from various environmental groups.

In the effort to raise awareness about environmental problems, there's always a balance to be found between promoting those everyday measures we can all take and drawing attention to the large-scale devastation wrought by irresponsible industry. In October, shooting began on *Geheimnis der Wale*, a Teamworx movie shedding light on the largely overlooked issue of noise pollution in the oceans. Companies scouting for oil and natural gas often do so using sound waves, which can have a catastrophic effect on dolphins and whales.



**Ismael from Burkina Faso was at the centre of the Unicef campaign 'Clear Water for Every Child', supported by RTL 4**

Finally, it's important to remember that environmental challenges are here to stay, which makes it doubly important to communicate the issues to younger viewers. In Germany, Super RTL's Rupert Bear has been the face of a campaign encouraging children and parents to spend time together counting birds in a local habitat. It's a fun idea, but one that also gets children paying attention to the wonder of their natural surroundings.