“Take part and make a difference!”

The Dalai Lama supports RTL’s 2007 donations marathon

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The Dalai Lama supports RTL's 2007 fundraising marathon

High-profile sponsors for children's charity projects, showbiz stars donating valuable gifts to be auctioned off, and 24 hours of all-out commitment to children in need — that's what RTL's fundraising marathon (RTL-Spendenmarathon) is all about, and this year's show even has the backing of the Dalai Lama.

German - 10 October 2007

The 12th edition of RTL's live fundraising marathon, Germany's longest charity appeal programme, will start at 18.00 on 22 November 2007 and go on to collect money continuously for over 24 hours. In this way over the past 11 years more than EUR 58 million have been raised for children in need, providing lasting help for tens of thousands of kids.

"From the production point of view it's probably the most strenuous programme on German TV. But it's so enjoyable making it, because we know we can really help lots of kids, and that makes us happy", said RTL charity supremo Wolfram Kons.

This year's programme will again sponsor six projects designed to help children, including two in Germany. The celebrities who have pledged to sponsor needy children this year include Eva Padberg, Boris Becker, Jörg Knör, Peter Kloeppel, Anke Engelke and Hannes Jaenicke. But front man Wolfram Kons, who will be presenting the fundraising marathon designed to guarantee needy kids a decent existence is particularly proud to have gained the backing of another helper this year: "It's a great honour for us to collect funds to help the Dalai Lama expand the village for Tibetan refugee children in Suia", he said.

The refugee village in India is home to some 2,000 children, living in very cramped conditions. Each year, as many as 3,000 Tibetans leave their homeland and embark on a dangerous journey across the mostly snow-covered Himalayas to reach Nepal or India. Thirty per cent of these refugees are children (some of them as young as 5 years old!) or youngsters who can only gain a proper education at the Dalai Lama's schools and children's villages in India.

"RTL's fundraising marathon has decided to really help children", the Dalai Lama said. "I appeal to you! Take part and make a lasting difference, also for the sake of your children and your children's children".

Project sponsor Hannes Jaenicke went to the children's village to check out the conditions there for himself. During RTL's fundraising marathon the actor will be reporting on his visit live in the studio.

But this year's RTL charity show won't only be supported by high-profile sponsors and the Dalai Lama. Hollywood star Bruce Willis, pop icon Madonna, fashion guru Karl Lagerfeld, the boy band US 5, and many others have donated personal items to be auctioned off to benefit needy kids. These are valuable gifts that aren't up for sale anywhere and can only be obtained by bidding on RTL's marathon fundraising show.
RTL Group is deeply involved in social issues and implements practical measures to tackle poverty and to support sick children. The below initiatives are some concrete examples of the group’s social commitments.

FremantleMedia. “Idol Gives Back” was an American Idol special broadcast in support of poor children and young people in the USA and Africa. Around $75 million was collected during the special shows aired on 24 and 25 April 2007.

RTL Belgium and RTL Luxembourg. The companies collected over €7.2 million through their Télévie fundraising event in 2006, and have raised almost €77 million since the start of the initiative in 1989. Télévie was created to help finance and improve research into cancer and children’s leukemia.

Vox. The company raised over €300,000 during the Vox telethon 2006 to benefit a school project for AIDS orphans in Swaziland, enabling youngsters to receive food and education in a familiar environment close to relatives.

Super RTL. As it is a leading children’s broadcaster, Super RTL is very active in supporting children in need. This year the Toggo TV Special team also matched a children’s choir donation of €10,000 to Unicef, and the Super RTL presenters teamed up as the singing group Toggo 5, and donated one euro for every Christmas CD sold, to the RTL Spendenmarathon.

RTL Televizija. RTL Televizija’s Help the Children Foundation, RTL Poma e Djeci, staged a celebrity football tournament to raise money for the St. Vinko Paulski Occupational Therapy and Rehabilitation Centre. Another of the foundation’s initiatives brought joy to 120 Croatian orphans, who were invited as exclusive guests to attend the premiere of the fifth Harry Potter film at a cinema in Zagreb. RTL Poma e Djeci was set up in December 2006 and is jointly run by RTL Televizija and the Croatian daily Vecernji List.

RTL Nederland. The company has special ties to War Child, which protects and supports children in areas of armed conflict. It broadcasts the annual Friends for War Child concert and on the same evening presents several other programmes showcasing the organisation’s good work.

Antena 3. Antena 3 Foundation launched a new channel for hospitalised children which combines conventional content such as films, series and cartoons, with educational programming and friendly and entertaining programmes designed to promote good health. The channel, FAN3, airs from Monday to Friday, free of charge and has no advertising.

IP Deutschland. Every year the employees support a good cause and in 2006 collected €10,000 to help the Cystic Fibrosis Center in Cologne care for children, young people and adults with cystic fibrosis.

RTL Radio France. RTL supports the non-profit organisation Hôpitaux de France through its initiative Pièces Jaunes (Yellow Coins) which aims to improve the quality of life for children in hospitals. Since 1989, the initiative has funded over 5,000 projects, and this year RTL was participating for the 18th time. The scheme kicked off with presenters, journalists, artistes and sports stars raising over €50,000 during a special radio show.

104.6 RTL Radio. For ten years, the Berlin radio station has collaborated with the city’s transportation services to collect donations towards gifts for children who have to spend Christmas in hospital, and also for socially disadvantaged children.
At 17.15 on 18 August 2007, a new member of RTL Group’s family of Dutch TV channels, RTL 8, went on air for the first time, broadcasting the programme Het roer om. RTL Group’s Luxembourg-based subsidiary Broadcasting Center Europe (BCE) supervised technical aspects of the channel’s launch.

Mr van Rijswijck, was the launch of RTL 8 successful from the technical viewpoint? Totally. We’re very happy that everything went so smoothly and that there were no major hiccups. And that was no mean feat, because we were only able to start working on the project four weeks before the channel was launched.

How exactly did your company contribute towards the channel’s launch? We were informed about the technicalities of broadcasting from the channel’s viewpoint. To that end, we built a final control room in Luxembourg with all the necessary technical facilities and also provided the server and specialists from our team with the requisite technical know-how. For the time being, the final control room is hastily set up, but fully functional provisional arrangement. A definitive solution will soon be set up directly in the existing control rooms at RTL 4, 5 and 7.

Let’s talk about some of the challenges posed by the project. How did you go about handling them? Undoubtedly, the short time frame for the project represented by far the toughest challenge. Getting a new channel ready to go on air in just four weeks means working very hard with the constant stress of having to meet a tight deadline. Furthermore, the timing of the project was unfavourable: bang in the middle of the summer holidays. As a boss it’s no easy task to explain to your staff why their summer holidays unfortunately have to be postponed. Nonetheless, right from the outset it was clear that I could rely on my team, because back in 2005 when RTL 7, the previous newcomer to the group’s Dutch family of channels, was launched, many of my staff went without their summer break. Finally, the positive verdict awaited until recently about the deal with Talpa Media from the Dutch competition authority created uncertainty about the actual launching date.

How many of your staff members were involved? Around 25. On the day of the launch, a dozen people were on hand here in Luxembourg.

How can viewers receive RTL 8? There are three possibilities: In the Netherlands, RTL 8 can be received via the satellite platform Canal Digitaal and by cable. In Luxembourg,
RTL 8 can also be received as part of the DVB-T package.

Had BCE already worked for the Dutch family of channels before?
Yes. We have been responsible for several previous launches: RTL 4 in 1989, RTL 5 in 1993 and RTL 7 in 2005. In actual fact, we have overseen the technical aspect of broadcasting for virtually all the channels run by RTL Group, including RTL Television, M6 and RTL TVI. The only exceptions have been Five, Antena 3, Ren TV and Vox.

BCE also works for other parties that don’t belong to RTL Group. What have been your biggest projects for other people lately?
Just recently we worked on the technical side of broadcasting and a digital news platform for the Bulgarian TV channel Nova TV. That project was successfully concluded on 18 August. Recently, we launched two special-interest channels for the French broadcaster AB Groupe.

What about current projects?
We have worked on a channel set up to mark 20 years of RTL TVI in Belgium. This theme channel, dubbed “RTL TVi 20 ans” started on 20 September and will run until mid January 2008. Another project we have worked on with RTL TVI and Vodafone involves mobile TV. On top of that there are a few projects in Eastern Europe, that I can’t tell you anything more about at this stage. Last but not least, we have created a platform for RTL TVI and Télé Lëtzebuerg for the quite recently launched community YoumakeTV and in cooperation with our colleagues we will continue advancing the platform.

Broadcasting Center Europe (BCE)
BCE is a wholly-owned subsidiary of RTL Group, based in Luxembourg. It is a key provider of technical services in the TV, radio, telecoms and IT domains in Europe, with more than 400 customers today, including TV channels and radio stations, but also production, advertising and telecoms companies. The company has a staff of over 200.

On 18 August the new Dutch channel RTL 8 went on air. Its programmes include talk shows, soaps, docu-soaps, shows and films. Being heavily geared towards romance, it's geared primarily at female viewers. RTL 8's top shows include Ally McBeal, The Oprah Winfrey Show and the US hit series As the World Turns.
RTL L'Equipe takes to the airwaves

RTL L'Equipe, the new radio station dedicated to sport and news was launched on 8 October 2007.

France - 8 October 2007

Backstage broke the happy news back in mid-September, and now the big day has finally arrived. RTL L'Equipe is the happy product of collaboration between the general-interest French radio station RTL and the sports daily L'Equipe.

RTL L'Equipe will one day become a digital radio station (when France’s Higher Audiovisual Council (CSA) allocates it a frequency), but in the meantime Internet users can already listen to it on the Web at www.rtl.fr, www.lequipe.fr and www.rtl-lequipe.fr.

To mark the radio station’s first day on air, the programme Carrément Sport, which will henceforth be broadcast between 10.00 and noon every morning, kicked off the festivities with a feast of rugby, football and Formula 1, which should be enough to keep sports fans hooked! At the end of the morning, Internet radio listeners were given a chance to voice their views on the day’s big sports news.
Teamworx and RTL nominated for International Emmy Awards

Two German productions have been nominated for International Emmy Awards — and RTL Group companies played a significant part in both.

Germany - 9 October 2007

The drama Die Mauer — Berlin ’61 (The Wall — Berlin 1961) was selected by the jury in the TV film category and will be up against three films from Brazil, China and Great Britain, the organiser of the award ceremony announced on Monday at the Mipcom TV trade show in Cannes. The ARD drama made by UFA subsidiary Teamworx for the West German Broadcasting Corporation, WDR, plays in the German capital during the days when the Berlin Wall was being put up. Its stars include the well-known German TV actors Iris Berben and Heino Ferch.

In the Comedy category, the jury nominated RTL’s Alle lieben Jimmy (Everyone Loves Jimmy), produced by Bavaria Film, alongside four series from Brazil, Great Britain, Japan and South Africa. The RTL series pokes fun at the not always straightforward relations between young Germans and Turks.

The International Academy of Television Arts & Sciences has been handing out International Emmy Awards every year since 1969. This year’s winners will be announced in New York on 19 November.
**An American in Paris**

On tour to promote his latest book, Bill Clinton popped in to RTL Radio for an interview.

France - 10 October 2007

The interview with the former US president was recorded a few days before being aired at 18.30 on Monday, 8 October on **RTL Soir**. Bill Clinton answered questions on international politics by Vincent Parizot, RTL’s Deputy Editor-in-Chief. The former president obligingly commented on government measures and some of France’s top ministers.

RTL Soir is the most popular late evening news programme in France, attracting more than 1,300,000 listeners (according to the Médiamétrie ratings survey).

Bill Clinton’s new book *Giving: How Each of Us Can Change the World* is published in the United States by Random House, a subsidiary of Bertelsmann, RTL Group’s parent company.

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**German Cartel Office closes proceedings against IP Deutschland, for a fine**

The German Federal Cartel Office closes the proceedings against the advertising sales house IP Deutschland, against payment of a €96 million fine.

Germany - 5 October 2007

After having conducted an industry-wide investigation of the German TV advertising market, the German Cartel Office concluded that the “Share Deals”, which were common business practice in the past between advertising sales houses and media agencies, represent a vertical anticompetitive practice.

In light of those concerns, IP Deutschland, a subsidiary of RTL Group’s RTL Television unit, has announced that it will not sign these deals any more. Instead, it has developed a new sales offer, which will be introduced to the market shortly.

To ensure planning reliability for the media agencies, advertisers and the RTL channels, IP Deutschland accepted the German Cartel Office’s proposal of a fast track settlement of the proceedings.

For the calculation of the fine, the German Cartel Office has, for the first time, applied new rules of the 7th amendment to the German Act against Restraints of Competition and the German Cartel Office’s setting of fines which result in a significant increase of fines.

RTL Group remains confident that it will increase both revenues and operating results for the fiscal year 2007, as announced in August. RTL Group will make the necessary provisions for the fine in 2007.
Pif Paf: a new beat on Paris Première

Presented by Philippe Vandel, *Pif Paf* is a new magazine programme dedicated to media issues.

France - 5 October 2007

In France, Paris Première has been renowned for its sophisticated shows, debates and culture but now it is also making a name for itself in the French media landscape. From now on, Paris Première will be casting an incisive glance over the world of images and the web with Philippe Vandel. And Philippe is no novice when it comes to the media – after all, it was he who invented the French term “zapping” (“channel-hopping” in English) in 1986.

*Pif Paf* (“Paf” being the abbreviation for the French expression “paysage médiatique français”, or “French media scene” in English) wants to be seen as a ground-breaking programme: it is aimed at a viewing public equipped with interactive remote controls to take part or register vote at any given moment. Better still, it will be the reference point for future television broadcasts. The programme will endeavour to get to the bottom of images and news reports as well as echoing rumours and rumblings from within the French media scene and will give reaction to current events with humour – both good and ill.

Alongside Philippe Vandel and his daily guest will be six enthusiastic columnists who will report to viewers both on television and the Internet via the programme’s blog at http://www.pifpaf.com/.

“Watch the programme and you’ll certainly learn a thing or two about the French audiovisual scene,” says Philippe Vandel.

*Pif Paf* will be broadcast free-to-air every Saturday between 18.00 and 19.00 on Paris Première.
A 20-second teaser will be airing from 8 October 2007 and from 15 October onwards, it will include trailers from the programme and headshots of some of the show’s stars. In addition to the on-air campaign, from 5 October RTL will also be running print adverts in all the major listings and popular magazines. And from 12 October, a nationwide outdoor poster campaign will also be introduced showing images similar to those used in the televised trailers.

As if that wasn’t enough, to mark the start of the third season on Monday, 22 October, RTL will be running 20-second radio adverts. From 19 October, too, for 14 days selected branches of bakeries throughout Germany will be offering bags bearing the slogan “Der Bauer sucht ’ne Frau mit Güte… was anderes kommt nicht in die Tüte!” (The farmer wants a quality wife – nothing else will do) while at branches of Tchibo, tea towels will be available bearing the programme’s new tagline “Der Bauer, der ist ganz schön schlau und sucht bei RTL ’ne Frau” (The farmer’s smart – he’s looking for a wife on RTL).

Completing the campaign will be, from 26 October, amusing “Ich häng an dir” (Devoted to you) postcards available from selected locations.

The whole campaign, created and devised by RTL Creation, is also being interlinked with a special offer available at RTL.de. Among other promotions, the website will be offering a free screensaver to download as well as a cool “moo” ringtone for mobile phones, which can be ordered by text message or for next to nothing via the TV newsletter.
RTL II secured five new US series

Three of the five US series stem from production company Showtime: *Californication*, *Dexter* and *Sleeper Cell*. The remaining two series are both remakes: NBC Universal's rehash of the 1970s action series *The Bionic Woman* and Sci-Fi Channel's fresh take on *Flash Gordon.*

Germany - 8 October 2007

Authentic: Arvato adverts on N-TV

Employees present their companies at selected times before the hourly news.

Germany - 8 October 2007

New on N-TV.de: Swift roundups of world and business news and the weather forecast

News in 99 Sekunden, Business in 66 Sekunden and Wetter in 33 Sekunden are the latest programmes on offer from news channel N-TV to viewers seeking a swift overview of the world news, business news and weather situations.

Germany - 9 October 2007

FremantleMedia Neighbours goes to the Emerald Isle

The Australian soap Neighbours is clearly still in demand, for FremantleMedia Enterprises (FME) has clinched a long-term deal with Ireland's leading terrestrial TV channel RTE.

United Kingdom - 10 October 2007
People

Natasha Kaplinsky is to be the new face of Five News

United Kingdom - 9 October 2007

Natasha Kaplinsky will present the main 5.30pm and 7pm news bulletins at Five.

Natasha Kaplinsky first broadcast on Five News will be in 2008. Her recruitment is part of a plan to refresh and relaunch Five’s pioneering news programming.

Natasha is the regular presenter of BBC One’s Six O’Clock News and also guest presents on the BBC Ten O’Clock News.

Before joining the BBC to present BBC Breakfast with Dermot Murnaghan, Natasha was a co-presenter on Sky News’ Live At Five following several months working on their breakfast programme Sunrise in 2000. Prior to that she was a presenter on London Today and London Tonight. She also presented LWT’s Sunday morning current affairs programme Seven Days.

People

Leif Ebentreich switches to Super RTL

Germany - 10 October 2007

Leif Ebentreich (33) is starting at Super RTL with immediate effect as the channel’s Senior Marketing Manager Merchandising.

In this capacity he will be responsible for marketing merchandising products relating to characters from Super RTL programmes, like Bob der Baumeister (Bob the Builder) and Kim Possible. He will report to Christoph Ahmadi, Head of Merchandising & Licensing.

Leif Ebentreich has previously worked for Buena Vista Home Entertainment and MGM. His latest job was at SevenOne Interactive, where he was in charge of marketing the TV and online portfolios of the channels Pro Sieben, Sat 1, Kabel 1 and N24 as well as their associated online Internet platforms.