Idol Gives Back
America’s most extraordinary charity event

Luxembourg
“Télévie doubled the amount of money for cancer research”

United Kingdom
A reality show for a new audience

Germany
105,5 Spreeradio goes down in radio history

The Netherlands
Dance for the Queen
COVER:
Idol Gives Back show, 9 April in Los Angeles.
“Colossal amounts of money”

Idol Gives Back is one of the largest charity events in the United States, something that no other entertainment show had done before. Backstage explains the success and the idea behind Idol Gives Back.

North America - 24 April 2008

American Idol is the most-watched show in America. Now in its seventh season, the hit series regularly attracts more viewers per episode than its four main competitors – CBS, ABC, NBC and The CW – combined. Based on that success one of the biggest charity events the United States had ever seen has been launched: Idol Gives Back.

The first run of Idol Gives Back was aired during season six in 2007. Donations from viewers were accepted via phone and website during the results show on 25 April. In 2007, USD 76 million had been raised as a result of the first run of Idol Gives Back. The money went to children in need in the U.S. and Africa.

This April, Idol Gives Back returned to the screen with an amazing group of celebrity participants to help raise awareness and funds to benefit various U.S. and African charities. Like in the year before, viewers were able to make donations via toll-free lines and over the Internet. Now, nearly two weeks after the show on 10 April 2008, Idol Gives Back has raised over USD 65 million and counting.

The money will be distributed by the Idol Gives Back Foundation which is a not-for-profit organization established by FremantleMedia North America, 19 Entertainment and Fox to raise not only money but also awareness for children and families living in poverty and at risk in the U.S. and abroad. Idol Gives Back Foundation is harnessing American Idol’s ability to capture America’s hearts and the power of entertainment to benefit some of the poorest and most vulnerable people in the world.

While the donations for this year’s charity event are still counting, Backstage had a quick e-mail-correspondence with Cecile Frot-Coutaz, CEO, FremantleMedia North America.

Cecile Frot-Coutaz
CBS Chief Executive Les Moonves is tired of competing with *American Idol*. He wants the hit series “dead”. NBC-Universal CEO Jeff Zucker has said it’s “the most impactful show in television history”. How do You rate the impact of *American Idol* on the TV market?

It has and continues to be the number one television show in the U.S. by a large margin: *American Idol* beats its closest competitor by 7.5 million viewers.

**How was Idol Gives Back developed?**

*Idol Gives Back* was the brainchild of Simon Fuller, who was inspired by what *Comic Relief* had accomplished in the United Kingdom. He brought the idea over to the US and enlisted (the screenwriter) Richard Curtis’ help for the first season. It was hard to get off the ground at first, but now all of those involved recognize its amazing impact.

**What’s the role of FremantleMedia for Idol Gives Back?**

Both FremantleMedia North America and 19 Entertainment produced this episode with the goal of raising as much money as possible. We waived our producing fees and will also be donating funds to *Idol Gives Back*.

**Is there anything related to Idol Gives Back that you are especially proud of?**

Obviously, I am very proud we were able to raise colossal amounts of money both years thus far. But also, it’s important to note that we were instrumental in doing something that nobody else in the U.S. had done before... to use the power of America’s most-watched television show and brand to raise awareness and funds to help improve poverty and children’s health issues in the U.S. and Africa.

---

**Cecile Frot-Coutaz**

Cecile Frot-Coutaz is CEO of Fremantle-Media North America, producer of *American Idol*. In this capacity, she oversees the development, production and business operations of over 400 hours of network, cable and syndicated programming while exploring strategic growth opportunities for the company. In the *Idol Gives Back* Foundation she works as Director, Vice-President and Chief Financial Officer. She also serves on the board of CPEF, the charitable entity through which funds raised from *Idol Gives Back 2007* were distributed.
“We doubled the amount of money for cancer research”

400 employees worked up for a sweat for the Luxembourg Télévie charity appeal and pedalled 9,644 kilometres. After all, RTL Group donated EUR 50,000 to the Télévie.

Luxembourg - 21 April 2008

For the seventh consecutive year, RTL Lëtzebuerg organised Télévie, the biggest charity appeal in the Grand-Duchy of Luxembourg, to raise funds for scientific research and thereby make headway in the ongoing fight against leukaemia and cancer in children and adults. This year its parent company RTL Group was doing its bit for the fourth time by organising a Télévie Challenge at its Luxembourg Corporate Centre. This year’s Télévie Challenge took place on Friday, 18 April, between noon and 20.00 at RTL Group’s fitness centre in Luxembourg-Kirchberg.

The Télévie Challenge is a sporting event designed to get as many people as possible pedalling exercise bikes in teams, including RTL Group employees, politicians and sporting stars. This year, for each kilometre pedalled, RTL Group pledged to contribute EUR 4.50, compared with EUR 4 last year. In 2007, the participants clocked up 10,109 kilometres, raising no less than EUR 40,436 for Télévie. RTL Group rounded up the final donation to EUR 45,000. This year the participants clocked up for 9,644 kilometres, raising an amount of EUR 43,398. RTL Group rounded up this sum to a final donation of EUR 50,000.

CK Fitness Centre, I-BC, Sodexo, Pedus, IMEDIA, ELCO and, for the first time, Sales-Lentz, had indicated their desire to be involved in the charity fundraising operation by putting together teams of their own. These companies have been business partners of RTL Group for several years and were also sponsoring the event.

Elmar Heggen, Chief Financial Officer and Head of the Corporate Centre of RTL Group, said: “Researchers are working without respite...
to transform the financial success of this fundraising activity into an unrelenting battle against cancer, and leukaemia in children in particular. With each year that passes, the links in this chain of life are growing tighter, and this year once again more than 400 people took up our Télévie Challenge and pedal together against the disease”.

Marc Diederich from the Cancer Laboratory of Molecular and Cellular Biology at Kirchberg Hospital, who also participated in the Télévie Challenge, added: “Since 2002, the Télévie appeal has doubled the funding of cancer research in Luxembourg. In 2008, 35 research projects bearing the Télévie Luxembourg label will be published in the international medical literature. The work underlying them by Luxembourg researchers and placed at the disposal of the international community was only done because of Télévie. Without it, these latest scientific findings about cancer and leukaemia in both adults and children would not be available to researchers or sufferers of these diseases, either in Luxembourg or abroad. So I would like to thank RTL Group for its commitment to the Télévie appeal and, through it, to cancer research”.

Executive Vice President Corporate HR Romain Mannelli said: “It’s only natural for RTL Group to contribute to the fourth edition of its Télévie Challenge to raise money for the Télévie appeal. Like our subsidiaries RTL-TVI in Belgium and RTL Lëtzebuerg, which have been successfully staging similar actions for several years, we are proud to be able to take part in this tremendous gesture of solidarity”.

The Télévie campaign was launched in 1989 by RTL-TVI in Belgium. RTL Lëtzebuerg joined the initiative in 2002. Since its creation, Télévie has raised almost EUR 85 million in total, nearly EUR 7 million of which stem from activities in Luxembourg. This is a real tour de force, bearing in mind the size of the country’s population. The full amount raised is passed on to the National Scientific Research Fund.
A reality show for a new audience

FremantleMedia Enterprises has scooped up the international distribution rights to She’s Got The Look, TV Land’s forthcoming reality series seeking the next new face of the fashion industry, but with a twist.

United Kingdom - 23 April 2008

The winner will be a woman aged 35 or older who exudes sophistication, beauty and confidence. The show will premiere on TV Land in the United States on 4 June 2008 at 22.00. She’s Got The Look is a six-episode series made in partnership with Wilhelmina Models, The winner will receive a lucrative modeling contract with Wilhelmina and a fashion spread in Self Magazine which is specialised in fitness, health and nutrition for women. Iconic supermodel Kim Alexis, who has graced the cover of more than 500 magazines, will host She’s Got The Look. The series’ judges will be supermodel Beverly Johnson, who made history as the first African-American model to grace the cover of American Vogue, celebrity stylist Robert Verdi and Wilhelmina President Sean Patterson.

David Ellender, CEO of FremantleMedia Enterprises, said: “FME is continually striving to uncover new formats and original programming that speaks to a worldwide audience. We are very pleased to be working alongside TV Land in positioning a positive reality show for a new global audience.”

“We are so excited about this series and are thrilled that FME shares our passion for the show”, said TV Land President Larry W. Jones. “She’s Got The Look will send out a positive, global message, that beauty is timeless, and it’s certain to resonate with women worldwide. This deal with FME supports TV Land’s commitment to create original programming for people in their 40s and 50s.”
FremantleMedia Enterprises heads for Singapore

FremantleMedia Enterprises and the Media Development Authority of Singapore have announced the signing of a multiyear production agreement.

United Kingdom - 24 April 2008

The new multiyear production agreement commits both partners to investing in multimedia TV projects, which are expected to generate income totalling USD 12 million over the next two years. As part of both parties’ commitment in this region, the deal builds on the success of the partnership that led to the production of Kylie Kwong: My China, which was successfully launched at last year’s MIPCOM. Media Development Authority (MDA) and FremantleMedia Enterprises (FME) will jointly select projects by Singapore-based producers to invest in, and FME will be the holder of their distribution rights across all platforms worldwide.

MDA is keen to create commercially-branded multi-platform content that will induce global buyers to come to identify ‘made-in-Singapore’ content as being synonymous with high standards, top quality and success in the international marketplace. FME is keen to source more programmes from the local market and be able to offer the market a wider range of factual programming. Both parties hope that the producers’ ideas will harness the strengths of traditional media platforms whilst also taking advantage of the versatility of new media platforms, such as mobile phones and the Internet. FME CEO David Ellender said: “I’m delighted to confirm the signing of this deal. It represents a critical part of our regional hub strategy entailing us not only extending our ability to sell seamlessly across multiple platforms around the world, but also building up our relationships with local production companies and organisations that we are confident will come up with innovative and successful shows.”

MDA CEO Christopher Chia added: “With FME’s extensive reach as regards distribution, Singapore’s award-winning talent and our ability to tell compelling Asian stories right here from within the heart of Asia, there are excellent synergies for developing strong commercial hits for ‘made-in-Singapore’ multi-platform content that will be enjoyed by global audiences.”
Dance for the Queen

Every year, when Radio 538 organises the biggest Queen’s Day party in the Netherlands, Amsterdam’s famous Museumplein square is covered by a teeming mass of dancing orange-clad revellers. RTL 5 will broadcast the highlights of the concert.

_Afterimage_ 22 April 2008

A new feature this year is that any partygoers who want to watch the performances of all artists and Radio 538 DJs again or who missed the live event can still watch a music recording that same evening on the programme _RTL 5 In Concert: Radio 538 Koninginnedagconcert_. The joint presenters of the compilation programme, showing highlights of the Queen’s Day Party and various backstage interviews, will be EliZe, the Dutch pop queen famous for hits like _Automatic_ and _Into Your System_, and Radio 538 DJ Frank Dane. This cooperation shows how the newly acquired radio station Radio 538 and RTL 5 can combine their activities to reach their young target groups better.

Once again, this year’s line-up of artists is highly impressive, with Kane, Jan Smit, David Guetta, Krezip, VanVelzen, Jeroen van der Boom, Leaf and Alain Clark all set to appear on the Radio 538 stage. Of course, the list will be regularly updated to include any new names. For a full overview of the artists due to appear, check out www.radio538.nl.

RTL 5 In Concert: Radio 538 Koninginnedagconcert will air between 23.00 and midnight on RTL 5 on Wednesday, 30 April.
105'5 Spreeradio goes down in Radio History

The 105'5 Spreeradio team and 32 lucky listeners have returned from a journey that involved flying 40,000 kilometres and daily live broadcasts from Singapore, Sydney, Honolulu and New York.

Germany - 22 April 2008

It was an unprecedented, one-of-a-kind event, not just for the travellers. Never before had a radio station gone on a trip around the world with its listeners and sent live reports from every part of the world.

“It was a tremendous experience, one that none of us are likely to forget,” said one of the listeners upon arriving back at Berlin-Tegel Airport. Meanwhile, the stay-at-home listeners had a chance to enjoy the whole trip around the world vicariously – through Jochen Trus’s live shows, of course, as well as through postcards sent home from all the various stops on the way, and plenty of souvenirs the travellers brought back with them. And so the 105'5 Spreeradio team was at far-flung destinations all over the planet yet always remained close to its listeners in Berlin.

Partner stations in the various cities made it possible for the station to connect to its hometown: in Singapore, the team broadcast from the BBC studios, and in New York CBS helped to create the connection to Berlin. Renowned guests like Dr. Rolf-Peter Kudritzki, Director of the Astronomy Institute at the University of Hawaii, the world’s leading astronomy institute, or Peter Knipp, a chef from Berlin-Charlottenburg who’s made it big in Singapore, enhanced the 35 live broadcast hours with their thoughts and experiences.
Heading for new programmes
Coinciding with the renaming of Five Life to Fiver at the end of April, the channel has announced two more new programmes: *Generation Sex* and *Sofia’s Diary*.

United Kingdom - 18 April 2008

Celebrities Steam Ahead
Building on the success of *Das perfekte Promi Dinner*, Vox now presents another celebrity show, *Promis unter Volldampf*.

Germany - 18 April 2008

Die Frau vom Checkpoint Charlie nominated
The UFA TV production *Die Frau vom Checkpoint Charlie* (The Woman from Checkpoint Charlie) starring Veronica Ferres in the title role, has been nominated for an award in the Mini-Series category at the Banff World Television Festival.

Germany - 21 April 2008

Red Bull Air Race All Set for the New Season
Ten cities, twelve pilots, a new race mode and plenty of airborne action: the next Red Bull Air Race season starts on 27 April. RTL Television will show the races on Sundays as part of its extended Formula 1 broadcasting.

Germany - 22 April 2008

It’s never too late for the truth
The new Teamworx series *Unschuldig* starring Alexandra Neldel and Clemens Schick made its debut at 20.15 on 23 April, on Pro Sieben.

Germany - 23 April 2008

Impressive market shares
The days after Standard de Liège won this season’s Belgian football championship, the special editions of the TV news on RTL-TVI achieved market shares of 48.5 percent at 13.00 and 46.5 percent at 19.00.

Belgium - 24 April 2008
Two new appointments

Tristan Jurgensen has been appointed general director of RTLnet. Charles d’Aboville has been appointed Director of Research and of Music Research at RTL Radio, both starting from 1 May 2008.

Tristan Jurgensen has been appointed general director of RTLnet. As from 1 May 2008 he will be in charge of publishing the websites rtl.fr, funradio.fr and rtl2.fr. As a member of the Executive Committee he will report to Charles-Emmanuel Bon, Director of Development at RTL Radio France.

The young 35-year-old executive is a graduate of the European management school ESCP and joined the RTL Radio Family in November 1998 after serving as a research officer at Prisma Presse. He developed Mediapanel, the Radio Family’s research subsidiary, to help its radio stations devise strategies on their editorial line and choice of music. In 2000 he was appointed Director of Research at RTL, Fun Radio and RTL2. In 2006 he was promoted to the rank of Executive Director of Mediapanel.

Charles d’Aboville has been appointed Director of Research and of Music Research. Starting on 1 May, he will be in charge of the operational management of Mediapanel.

The 30-year-old Charles d’Aboville will work alongside Jean-Michel Kerdraon, Vice Chairman of the Board of RTL Radio France. Charles d’Aboville joined Mediapanel in 2002 after graduating from IPAG business school. He was first put in charge of research, then appointed Head of Music Research at Mediapanel. His previous experience includes the implementation of music and strategic survey at the group’s three French radio stations.
People

Mint has a new presenter

Belgium - 23 April 2008

Café Inn, a programme aired by the Belgian French-speaking pop/rock radio station Mint, has a new presenter, Thomas Simonis, whose voice will be gracing the airwaves between 06.30 and 10.00 every morning. He will also prepare the programme. You can listen to him on http://www.mint.be since 22 April.

After being approached by Eric Adelbrecht, head of the group’s music stations (Contact, Mint and Contact+), Thomas Simonis agreed to be the new voice of the programme. “I took up Mint’s offer because I worked for RTBF for 10 years and fancied a change”, he added.

Thomas Simonis is 31 years old and has just left the public radio RTBF, where he was a coordinator for VivaCité. Before joining VivaCité, he was a presenter on the radio stations La Première and Bruxelles-Capitale. “I just love the atmosphere at Mint. It’s exactly how I expected and I’m happy to be back working with some of my former colleagues again”, the presenter said.