20 years of Télévie

Since its launch the charity appeal has raised more than EUR 90 million

The Netherlands
Real men make their dreams come true by dancing

Luxembourg
First edition of the RTL Group Welcome Day 2008

Germany
Two UFA productions nominated for German camera award 2008
COVER:
Philippe Delusinne, CEO of RTL-TVI handing out the final check during Télévie closing show, 26 April in Brussels.
On 26 April the 20th edition of Télévie in Belgium ended with a new record sum pledged to the fight against cancer and leukaemia. By the end of the gala evening broadcast on TV and radio by RTL-TVI and Bel RTL respectively, the official count had reached a total of EUR 8,117,840, compared with EUR 7,712,254 last year. Luxembourg, which staged its seventh Télévie campaign, raised EUR 1,410,929.

RTL-TVI CEO Philippe Delusinne said: “This 20th edition of Télévie involved over 1,000 separate activities – dinners, rallies, shows, and so on – organised by local committees in the French-speaking Community of Belgium and in Luxembourg. One of Télévie’s strengths is that it gets everyone involved, to the benefit of the appeal. Télévie is a perfect example of a chain of solidarity”.

During Télévie, researchers, artists, cancer sufferers and their loved ones all spoke out to underline the importance of giving to the appeal. One of the key elements in the appeal is its featuring of sick children, who explained live or via filmed reports how their illness affected their daily lives. Marc Diederich, the director of the Cancer Laboratory of Molecular and Cellular Biology in Luxembourg, explained that “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.”

Philippe Delusinne added: “Télévie is a human appeal that raises awareness among an entire community and also prompts it to take concrete action. People do more than give money; they really get involved and invest a great deal of effort into their contribution to Télévie. As Arsène Burny, chairman of the National Scientific Research Fund’s Télévie Committee,
pointed out, Télévie is a joint effort by researchers, members of the public and RTL's teams, all aimed at driving research forward. As he put it, "our slogan for this 20th edition of Télévie was 'Together we will save lives!'"

Several artists generously offered their support for the gala evening broadcast live on RTL-TVI. Raphaël, Stanislas, Tina Arena, Salvatore Adamo, Axelle Red, Maurane, Frédéric François, Julianne Deville, Aaron, Vox Angelis, Aladin, M. Pokora, Pauline and François Pirette all appealed to viewers and listeners to pledge donations.

The highlights of Saturday's show included the auctioning of gold disks on Bel RTL, which raised an impressive EUR 162,010. The record was beaten by a gold disk of a song by Florent Pagny for which one listener bid an amazing EUR 13,300.

"The public feels swept up in a tide of generosity", explained Philippe Delusinne. "Local committees form and organise activities. In Belgium, throughout the year a team based at RTL House is responsible for coordinating the follow-up to such 'local events' which are invariably personal initiatives. This coordination work is shared with the FNRS."

To honour all those who had worked tirelessly outside the spotlight to organise fund-raising events for Télévie, the team opted to show the people of all the associations involved by broadcasting brief reports throughout the evening show that rounded off this year's Télévie. Representatives of the various associations then joined the presenter in the studio to announce the total funds raised. The evening ended with smiles on everyone's lips and a grand total of more than EUR 8 million collected.

In Luxembourg, the 300 events organised as part of Télévie aroused people's emotions, raised their spirits and hopes and kindled their generosity. While the Télévie in Belgium is organised by a whole team, Cécile Hemmen from RTL Lëtzebuerg is in charge of coordinating all the related activities in Luxembourg. Alain Berwick, Managing Director of RTL Lëtzebuerg, explained: "We are convinced that our success in terms of 'business' can not be measured only in financial terms, but RTL is acting as a responsible citizen of Luxembourg and this is a part of our philosophy. We particularly believe that all children are entitled to see life in a positive way and that's why many of the activities focus on health." RTL Group’s Télévie Challenge, for example, gave them the courage to pedal for kilometres on their exercise bikes. As already reported, this year RTL Group pledged to donate EUR 4.50 for every kilometre completed. The total raised in this way was EUR 43,398, i.e. 9,644 km pedalled by the participants. RTL Group rounded up that figure to a total of EUR 50,000.
Commenting on the Group’s commitment to this great cause, Elmar Heggen, Chief Financial Officer and Head of Corporate Centre, 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”.

Since Télévie was launched 20 years ago, researchers have managed to set up scientific projects worth over EUR 92.5 million. In Luxembourg, for instance, money raised by Télévie is spent on funding full-time research by seven scientists working in three laboratories to make headway in the refinement of cancer treatments. Yet it matters little whether the teams of researchers are from Belgium, Luxembourg or France. What counts is that additional projects end up being funded and making sure that the various researchers’ work doesn’t overlap unnecessarily. Marc Diederich said that this year he had organised five projects targeting “forms of leukaemia and cancer” which favour the use of natural substances. But this year’s research will also entail something special. “For the first time we’ll be taking an interest in cancer-related problems that are not directly linked to children. Prostate cancer is a topic to which we are going to devote ourselves over the next few Télévie mandates”, he said.

To celebrate 20 years of Télévie, a digital channel has been reminding viewers of the history of the greatest Belgian fund-raising appeal, launched back in 1989. The channel began airing its programmes at 16.00 on Monday, 7 April.

The programme schedule consisted of exclusive footage devoted to this year’s anniversary, first-hand reports by people involved in Télévie (volunteers, researchers and presenters) and broadcasts of the major events organised since 1989. Two daily programmes were produced and broadcast exclusively on the digital channel. Each day, Sandrine Corman was joined by a guest presenter from Bel RTL or RTL-TVI. Together, they then looked back at how Télévie had stirred people to take action, shared their memories and showcased the activities organised for the 20th edition of the appeal. Some Télévie specials like *Fort Boyard*, *Qui sera Millionnaire?* or *Septante et Un* were also aired. The broadcast of more than 30 daily programmes was an opportunity to call on the leaders but also the volunteers and researchers associated with the Télévie. Furthermore the channel has helped to bring additional donations of EUR 50,000.
Real men make their dreams come true by dancing

Women who are fed up with their men constantly refusing to dance with them will call on the assistance of Humberto Tan in his new programme, Mijn Man Kan Niet Dansen (My Man Can’t Dance), which will start airing on Thursday, 1 May on RTL 4.

The Netherlands - 28 April 2008

Each week, the show’s presenter, Humberto Tan, will catch three men by surprise on a building site or football field, at their office or in their home. The reluctant dancers will then swap their safety shoes, football boots, brogues or slippers for dancing shoes and, within a week, helped by three professional dance coaches, hopefully make the transformation into budding John Travoltas, Ricky Martins or Justin Timberlakes. The whole adventure will end with a dance-off between the three men in the final, cheered on by all their friends, colleagues and families.

During that final showdown, the men’s dancing will be judged not only by a professional choreographer, but also by 10 women who are all crazy about dancing. Between them, they will decide which of the men is the best dancer after a week of really tough rehearsing and thus which of the contestants will win their ultimate dream prize.

To help the men overcome their reluctance to hit the dance floor, they will be given the chance to win a dazzling prize. For the winner will see his greatest wish fulfilled, be it a complete makeover of his car, a trip to Disney World Florida for all the family, a ride in a real Formula 1 car or a trip to Spain to watch a home game played by the legendary football team FC Barcelona.

Mijn Man Kan Niet Dansen will air on RTL 4, starting at 20.30 on 1 May.
To facilitate the integration of newly recruited managers, RTL Group regularly invites 20 to 30 participants from throughout the Group to an induction programme taking place at its Corporate Centre in Luxembourg.

The main objectives of this programme are not only to inform new staff about the Group, its strategy, its businesses and challenges, but also to allow participants to meet with RTL Group’s senior management, and get an inside view of how RTL Group works. The Welcome Day is also a unique opportunity for these young managers to meet with their peers from other RTL Group companies and make new contacts across the Group in a friendly, casual atmosphere.

The first day of this year’s first ever edition of the Welcome Day was dedicated to corporate presentations and workshops. Romain Mannelli, EVP Corporate HR of RTL Group and host of the Welcome Day held a presentation about “Working Together at RTL Group”, encouraging collaboration and synergies to take place at all levels of our organisation. Oliver Fahlbusch, VP Communications & Marketing of RTL Group, completed this presentation by demonstrating the communications tools put in place to facilitate these synergies, in particular RTL Group’s intranet Backstage. In the afternoon, Elmar Heggen, RTL Group’s Head of the Corporate Centre and Chief Financial Officer gave some financial and operational insights into the Group, its strategy and vision. Workshops were then organised to give participants the opportunity to hold discussions in small groups about the Group’s values, their importance within our company and how better to promote them.

On the second day, specialists from around the Group came to spotlight our various businesses: Claude Schmit, CEO of Super RTL, told the participants how his channel has managed to build up powerful diversification activities and encouraged them to think outside the box and be real entrepreneurs. Bibiane Godfroid, Programming Director at M6, revealed the keys to the success of M6 and W9 in France to illustrate our ‘family of channels’ strategy, which Elmar Heggen had explained on the first day. Martin Krapf, Managing Director of IP Deutschland, and Alan Boyd, former President Worldwide Entertainment of FremantleMedia, respectively outlined best practices regarding advertising and content by hosting highly interactive wrap-up sessions.

“For me, and also for the other speakers – whom I would like to thank again very warmly for their commitment to this programme, the Welcome Day is always a great opportunity to become acquainted with new faces in our Group and share with them our experience, knowledge and passion for RTL Group. It is also a chance for us at the Corporate Centre to talk to our new colleagues about their projects and challenges”, concluded Romain Mannelli at the end of this year’s first edition.
Paul Gill, Commercial Development Manager of Five, said: “It was a real pleasure to meet all my colleagues from RTL Group this week. I am sure there will be opportunities for us to help one another in the future, Thanks again for making the trip so interesting, and thanks to RTL Group’s Corporate Centre team for making it such an informative and well-organised two days”.

Annette Coumont, Senior Sales Manager at the German news channel N-TV, commented about their own experience of the Welcome Day: “Special thanks to the speakers for such interesting, exciting presentations”.

The RTL Group Welcome Day is organised three times a year at RTL Group Corporate Centre.
The campaign will have children and their parents spending one hour watching and counting birds between 9 and 12 May. Not only is this fun for the kids, they also get to know the animals and their habitat in the process. The results will also help Germany’s Nature Conservation Society (NABU) gain an overview of the current situation of the various bird species. In several cities, children and parents will have an opportunity to go on guided bird tours with ornithologists with the nature conservation society’s youth organisation. The ‘Help Rupert Count Birds!’ campaign is supported by the Federal Agency for Nature Conservation. The Youths for Conservation society will be hosting random drawings for attractive prizes for participants.

Super RTL is lending the support of Rupert Bear, a character whose adventures as a forest dweller are the subject of a popular children’s series, to the campaign. The channel has also set up a special section on www.toggolino.de listing the dates for guided tours, descriptions of the most common garden birds – from robin red-breasts and magpies to starlings – along with a number of colouring pictures.

Super RTL’s Rupert Bear joins the Youths for Conservation society in proclaiming ‘An Hour for the Birds 2008’, under the heading ‘Help Rupert Count the Birds!’

Germany - 30 April 2008
Can You Duet debuts in the US as the highest-rating series ever shown on CMT

Episode One of FremantleMedia’s Can You Duet was watched by 1.4 million viewers, attaining a 1.6 per cent share – a whopping three times CMT’s prime time average.

North America - 28 April 2008

For the key commercial target of adults aged 18 to 49, episode one broke CMT’s record prime time audience by more than 300 per cent, doing exceptionally well among young women (18-34), managing a 2.3 per cent market share, nearly five times the channel’s average. This follows the format’s success in Denmark and Belgium.

Can You Duet was created to find the next great country music duo. Unlike other talent competition shows, each contestant on Can You Duet competes as half of a duo, working with different partners week after week as the competition progresses through its total of 11 episodes. During the show, hosted by Rossi Morreale, viewers will witness first hand all the on and off-stage drama involved in creating a dynamic musical duo. As well as critiquing each performance and deciding who will go through to the next round, the judges – country superstar Naomi Judd, acclaimed vocal coach Brett Manning and award-winning songwriter Aimee Mayo – will serve as mentors, guiding, grooming and developing the duets along the way.

Two UFA productions nominated for German camera award 2008

UFA Fernsehproduktion’s Reise nach China, an episode in the Bella Block crime series, and an episode in the Teamworx crime series Unschuldig have been nominated for the German camera award 2008.

Germany - 28 April 2008

Reise nach China has been nominated in the “TV Movie” category, for both camerawork (Judith Kaufmann) and editing (Uta Schmidt). The latest episode in the popular UFA Fernsehproduktion series, which is broadcast on ZDF, already was very well received at the International Film Festival in Hof, the most important festival for up-and-coming German filmmakers. Devid Striesow was also nominated for the Bavarian TV Award for his role in Reise nach China, in the “Series” category.

Furthermore Michael Schreitel has been nominated for the camerawork and Nils Landmark for the editing of the episode Hauptgewinn Tod in the Teamworx series Unschuldig.

The German Camera Award, one of the most prestigious awards in the field of camerawork and film editing, is now in its 18th year. 38 camerapeople and cutters are competing for the coveted prize in seven categories. 420 entries were received this year. The awards ceremony will be held on 8 June in Cologne and will be emceed by Sandra Maischberger.
**Fill up, for free**
On 30 April listeners of the French-speaking Belgian radio station Bel RTL can fill their cars with petrol absolutely free. Bel RTL admits it has high hopes of reproducing, if not outdoing, its previous performance by giving away more than 5,200 litres of fuel.
Belgium - 25 April 2008

**New Teamworx series is off to a good start**
14.8 percent of 14- to 49-year-old viewers watched the first episode of the new crime series *Unschuldig – Für die Wahrheit ist es nie zu spät* (Innocent – It's Never Too Late for the Truth) on 23 April on ProSieben.
Germany - 25 April 2008

**FremantleMedia and Heavy.com announce partnership**
FremantleMedia and Heavy.com, the web's leading independent video site, announced a partnership to create a one-of-a-kind online entertainment experience called *Love Race*.
United Kingdom - 29 April 2008

**Packing the spectators in**
Monday evening turned out to be a happy occasion for RTL's family of channels, which enticed a rather large audience, achieving a 39.5 per cent market share between 19.00 and 23.00.
Belgium - 30 April 2008

**Increasing audience figures in access primetime**
In April, M6 was the only major French channel to have increased its total audience share. Compared to the previous months, the channel has boosted its audience figures in access primetime by 50 per cent. Moreover, April was its best month so far in 2008.
France - 30 April 2008
People

Two new appointments in Super RTL’s Music & Entertainment division

Germany - 29 April 2008

Super RTL’s Music & Entertainment division has made two new appointments: with immediate effect, Dirk Schmidt will be the channel’s Senior Manager Music & Entertainment and Markus Berger will be its new Manager Music & Entertainment.

The new management duo will not only take charge of Super RTL's conventional music-related activities, but also be responsible for continuing to build up its business in home entertainment (audio and/or video) and interactive projects (video games) as well as for fostering marketing cooperation in these domains. Both men will report to Christoph Ahmadi, Head of Merchandising & Licensing.

Dirk Schmidt (33), a business school graduate, has been at Super RTL for six years, most recently serving as Category Manager.

The communications manager Markus Berger (41) joined Super RTL's marketing team at the start of 2008 as a Project Manager in the music domain. Prior to that, he worked for several years as a self-employed PR advisor and music consultant in Cologne.