Listen, learn and understand

Mélissa Theuriau explains how Zone Interdite became a Must-See on M6

Germany
Dalai Lama thanks RTL Television viewers

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With Justin Timberlake, FremantleMedia NA to produce MTV-show

Remarkable Deal for NBC primetime

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Belgium
Justine Henin’s unexpected retirement
Whilst the programme’s reports set out to make complex topical issues readily understandable, *Zone interdite* has also succeeded in establishing close ties with its viewers and becoming a ‘must’ for Sunday evening viewers, alternating with *Capital*, the channel’s other major news magazine.

Mélissa Theuriau both presents the show and is its joint editor-in-chief, so nobody is better placed than her to sum up the concept behind *Zone interdite*. She says: “Today it’s a magazine that takes its time to listen, learn and understand, so that it can more effectively explain our changing society by portraying events we’ve all experienced”. Many of the programme’s 90-minute documentaries are the fruit of nearly a year of investigations and filming. That’s how long it takes to treat the chosen topics properly and produce a high-quality result that presents credible, in-depth accounts of issues as diverse as education, justice, employment, road safety, the precarious nature of modern life, drugs, or rare diseases.

To celebrate 15 years of *Zone interdite*, Mélissa Theuriau broadcast from the Centre Pompidou. So at 20.50 on Sunday, 18 May, M6 viewers were treated to a special programme featuring the heroes and heroines of various reports aired during previous editions of the show. The studio guests included Chloé, a former anorexic who has now triumphed over her demons by breaking the vicious circle of her medical disorder, followed by former drug addicts Lara and Eliane, and then Mylène, a victim of a drunk-driving incident that cost her partner his life. The 18 May edition of *Journal du Dimanche* described their stories as “moving accounts, some of which were still deeply disturbing several years after the event”. This special retrospective edition of *Zone interdite* drew an average audience of 3.9 million viewers, representing an audience share of 19.8 per cent. At 22.40 the magazine’s audience even peaked at 6.4 million.

One major coup was Mélissa Theuriau’s interview with former French President Jacques Chirac, the first he has given since stepping down as president. The TV presenter and the statesman duly discussed a fight they both hold dear, namely the battle to improve road safety. Jacques Chirac had made this issue one of the national priorities of his second five-year presidency, alongside fighting cancer and promoting the integration of the disabled into society, and *Zone interdite* decided to raise viewers’ awareness of this topic and boost their support for this national cause by devoting 10 or so stories related to it. However, since the approach of adopting a zero tolerance policy and extremely harsh, purely repressive measures had soon shown its limitations, the time had
now come to change people’s mindset, the former President said. So this was the challenge that *Zone interdite* took up. Jacques Chirac highlighted the difficult nature of the struggle by pointing out that whereas the French may “have a lot of charm, one of their weaknesses is that they aren’t very disciplined”. Fortunately, the combination of a clamp-down and a sensitisation campaign paid off, for between 2002 and 2006 the number of lives lost as a result of road accidents dropped by 10,000 and the number of injuries went down by 100,000. At the end of his interview, the former President presented the future activities of his foundation as part of a broader campaign for peace and development, focusing essentially on combating deforestation and improving the distribution of medicinal drugs.

To mark the 15th anniversary of *Zone interdite*, *Backstage* interviewed the programme’s figurehead, Mélissa Theuriau.

**Which of the topics covered by *Zone interdite* has moved or affected you the most since you started presenting the programme?**

Naturally, several topics spring to mind, but undoubtedly last year’s programme on the living conditions of welfare recipients was the one that got to me most. Some of our reports take nearly a year of investigative work and filming to produce, so we invariably become deeply involved. Certainly, that’s what happened with the excellent coverage of the new preparatory class at the Henry IV Lycée or regarding the programme on staff at the Olympia factory who were forcibly delocalised. Both those films were emotionally very highly charged. They may have been aired last season, but they’re still very much on my mind.

**How did you pull off the coup of landing an exclusive interview with former French President Jacques Chirac?**

I simply submitted my request to his press department and, hey presto, he agreed! I wanted to invite him into the studio for three reasons, quite apart from his personal charisma. Firstly, I wanted to discuss the fight to make our roads safer, which is a major concern of *Zone interdite* and was also one of Jacques Chirac’s priorities during his second term as president. Secondly, the former President is gearing up to unveil his new foundation, and I wanted to hear some details about the fresh issues to which he is very strongly committed. Finally, I wanted to hear what he had to say about *Zone interdite* itself, because I know he watches the programme. In fact he appeared live on one of our broadcasts back in 1995 when he was a presidential candidate. So he made an appointment for the morning of 10 April. The next day I found out that he’d gone into hospital that very evening, and I was all the more touched by his agreement to appear on our anniversary programme because I knew that the operation he faced was nothing minor. His appearance on the programme was a fabulous bonus for me.

**What ideas do you already have for future editions of *Zone interdite*?**

Well, one issue that very much comes to mind is one we plan to cover in the near future, namely the thorny problem facing many people in France of finding somewhere to live. After all, there’s a veritable housing crisis in Paris. I’d also like to see *Zone interdite* take up the issue of invisible diseases, which are both very numerous and extremely difficult to live with for all those afflicted. Often, for example, accident victims have to learn afresh how to cope in life after losing one of their senses or suffering full or partial amnesia. I’d like to raise public awareness of this problem, which doesn’t get the coverage it deserves.
**The most successful editions of the show**

> La France de la débrouille on French resourcefulness, aired on 6 April 2008 and watched by 4.9 million viewers
> Le scandale des personnes âgées maltraitées on the scandalous treatment of the elderly, aired on 2 December 2007 and watched by 4.8 million viewers
> Smicards et classes moyennes on minimum-wage earners and the middle classes, aired on 21 October 2007 and watched by 5 million viewers
> Construire sa maison, le rêve d’une vie on building a dream home, aired on 7 October 2007 and watched by 5.2 million viewers
> Permis à points: trafics et magouilles on the ‘new outlaws’ on France’s highways, aired on 25 March 2007 and watched by 5.2 million viewers
> Faux malades, faux chômeurs, fausses victimes...mais vrais escrocs on the fraudulent behaviour of malingerers and people who claim to be unemployed or victims of some other kind, aired on 29 January 2006 and watched by 5 million viewers
> Familles nombreuses: comment font-elles? on large families, aired on 2 January 2005 and watched by 5.6 million viewers
> L’obsession de maigrir: attention danger on the dangers of the obsession with slimming, aired on 8 December 2002 and watched by 5.4 million viewers
> Tous chauffards on road hogs, aired on 29 April 2001 and watched by 5.4 million viewers
> Sexe sur la ville: l’envers du décor on the full story of urban sex aired on 6 June 1999 and watched by 6.5 million viewers
> Gendarmes de choc on shock policing tactics, aired on 11 January 1998 and watched by 5.6 million viewers.

**Facts about Zone interdite:**

* Since its launch in 1993, the show has aired no fewer than 400 reports. Its threefold aim is to make viewers think, surprise them and cast light on the shadier sides of society, presenting issues simply and impartially.

* The programme was created and fronted (from 1993 to 1997) by Patrick de Carolis, the current CEO of the France Télévisions group.

* Patrick de Carolis derived inspiration for the title from Stalker, the celebrated fantastical film by Andrei Tarkovsky, in which the ‘Forbidden Zone’ is evocative of a kind of no-man’s land, a dangerous, mysterious place.

* The show’s broadcast of a report on sex entitled Sexe sur la ville: l’envers du décor, presented in 1999 by Bernard de la Villardière (who now fronts Enquête exclusive on M6) attracted the largest French audience, drawing 6.5 million viewers. Today, Zone interdite is watched by an average of 4 million viewers.

* The show has received numerous awards, including:
  > 7 gold awards in the category Best Information Programme or Reportage
  > 7 gold awards in the category Best Music for Television
  > Great Reporting Award (Prix Grands Reporters) for Patrick Bourrat for the investigation Sur les traces de Ben Laden (On the Trail of Osama bin Laden)
  > Grand Prix Jean-Louis Caldéron for the programme Terreur en Afghanistan (Terror in Afghanistan)
  > Golden Eyes Night award (Prix de la “Nuit des Yeux d’Or” in the category Major Report by a Current Affairs Magazine for the film entitled Bébé, je t’aimerai toujours (Baby, I’ll Always Love You).
Dalai Lama thanks RTL Television viewers
On the last day of his visit to Germany, the Dalai Lama personally thanked RTL Television viewers for their donations.

Germany - 20 May 2008

The “Stiftung RTL – Wir helfen Kindern e.V.” (RTL Foundation – We Help Children) donated a total EUR 919,863 for the expansion of a village for Tibetan refugee children in Suja, north India. Tibet's spiritual leader received RTL's Charity director Wolfram Kons, Spendenmarathon project mentor Hannes Jaenicke, RTL secretary general Thomas Kreyes, and Anja Degenhard of the RTL Foundation for a private audience at the Adlon Hotel in Berlin, presenting a white silk scarf as a token of his gratitude.

“Education and training are the key to peaceful coexistence. I am delighted about what we have already been able to improve in the refugee villages with this aid. I especially thank all those who don’t have that much money themselves for their support,” so the Dalai Lama.

The participants in the private audience were deeply impressed. Wolfram Kons said: “It was a moving moment, receiving this scarf, this special honour from the Dalai Lama as a sign of his appreciation. We will continue to do everything in our power to help achieve humane conditions for the Tibetan refugee children in their dramatic situation.”
FremantleMedia North America to bring The Phone to MTV

FremantleMedia North America is set to produce The Phone for MTV with Justin Timberlake on board as executive producer.

North America - 16 May 2008

Scheduled to premiere in autumn 2008, The Phone takes viewers on a wild, cinematic ‘run-for-your-money’ ride as contestants embark on a no-holds-barred race against time. Reminiscent of films like Bourne Identity and The Game, two contestants will join forces and hit the ground running for their chance to win a huge cash prize.

“The Phone is an exciting, innovative reality game that will make viewers feel like they’re caught up in a spy thriller that proves gripping right to the very end”, said Cecile Frot-Coutaz, CEO of FremantleMedia North America. “We’re thrilled to be working with Justin Timberlake on such a ground-breaking project, which is certain to keep viewers on the edge of their seats”.

Each heart-pounding, non-stop, action-packed episode of The Phone begins with two strategically hidden mobile phones ringing at opposite ends of a major metropolitan city. Once answered, a mysterious guide gives contestants five seconds to decide whether or not they wish to play the game for a chance of winning a huge cash prize. Once they agree, the competition begins, throwing the two contestants into a collaborative cliff-hanging race against time and odds to accomplish their allotted mission. The guide will communicate with the contestants by mobile phone as a helicopter up in the sky tracks their every move, exploit and error – with each failed task chipping away at their coveted cash prize.
Exclusive on Justine Henin’s grants RTL-TVI a win

The announcement of the early retirement of the world’s number one women’s tennis star, Justine Henin, has stunned the tennis world and sent RTL-TVI’s market share soaring.

Belgium - 16 May 2008

The bombshell was dropped just 10 days away from the famous Roland Garros Tournament won by Justine on four occasions. Between 15.44 and 16.59 RTL-TVI broadcast a special programme in which Henin announced on air her desire to bring her playing career to a definitive end. The programme was watched by 145,400 viewers, a market share of 26.1 per cent. The special edition of RTL-TVI’s Journal evening news bulletin was also devoted to Henin and drew an audience of 561,000, giving the programme a market share of 43.2 per cent.

Justine Henin was born in Liège 25 years ago. She has won 41 tournaments, including 7 Grand Slam titles (Roland Garros in 2003, 2005, 2006 and 2007, the US Open in 2004 and 2007, and the Australian Open in 2004). Other accolades include two Masters titles (in 2006 and 2007), a gold medal at the Athens Olympics in 2004 and a Fed Cup victory in 2001. A Wimbledon title eluded her, however. Described as a player of rare talent by Roger Federer and considered the greatest female sports star in her native Belgium, Justine Henin now intends to focus her efforts on a tennis academy for young Belgians.
Presenting: Germany’s new Idol

As 5.86 million viewers watched on their living-room screens, Thomas Godoj prevailed against Fady Maalouf in Saturday’s thrilling finale, the first step on his new career path as a ‘superstar’.

Germany - 19 May 2008

After the finalists had presented three titles each, most viewers called in to vote for Thomas Godoj, establishing him as the new German pop idol. Love is you, the song written specially for him, will be released as a single this Friday.

On 20 May, Vox aired background reports from Deutschland sucht den Superstar under the heading Tränen beim Finale (Tears at the Finale). The feature included portraits of the star-makers, and joined Mark Medlock, the winner of the fourth season of Deutschland sucht den Superstar, on tour as he promoted his new single, and in front of his TV as his successor was crowned.

The final sing-off was watched by up to 7 million viewers. In the 14- to 49-year-old demographic, an average of 3.28 viewers watched the finale, which translates to 30.9 per cent of the market. Once again, Deutschland sucht den Superstar was the most popular Saturday-evening show on German television.

An average 29.4 per cent of 14- to 49-year-old viewers watched season five of the talent show. The show’s overall average number of viewers was 5.34 million viewers, putting it well above the channel average. RTL Television is very happy with its performance. “Our market shares are, with few exceptions, very stable, approaching 30 per cent among young audiences, and that’s in season five. DSDS is the most popular show series on German TV among 14- to 49-year-olds,” said Tom Sänger, head of entertainment at RTL Television. “We have every reason to be extremely satisfied, and will take now our time to review what we could do even better.”
**Reality show final and semi-final yield top ratings for RTL 5**

Between them, the final of 71° Noord and the semi-final of De Gouden Kooi combined to give RTL 5 top ratings on the evening of Thursday, 15 May.

The Netherlands - 19 May 2008

The channel’s audience share of 14.8 per cent in the 20-49 target group put it way ahead of all its rivals. In RTL 5’s main target group, the 20-34 demographic, the channel even attained an audience share of 18.5 per cent, with the De Gouden Kooi (The Golden Cage) claiming a highly impressive audience share of 31.6 per cent in the 20-34 target group.

Over 1 million viewers tuned in to see the five remaining millionaires in De Gouden Kooi face a difficult dilemma in the semi-final, for once the five semi-finalists had secretly awarded each other points, presenter Bridget Maasland offered them a final ‘way out’, namely a suitcase containing 25,000 euro. In the end, Claire opted to take the money, giving the others the certainty of making it to the grand final on Thursday, 22 May. The prospects of Huub, Jaap, Amanda and Brian will now depend on viewers, who can vote for their favourite. In the live final, hosted as ever by Bridget Maasland, after nearly two years the audience and contestants will at last find out who has won De Gouden Kooi.

Meanwhile, nearly 600,000 viewers tuned in to watch what turned out to be a gripping final of 71° Noord (71° North). The icy race to Norway’s North Cape was won by Xander de Buisonjé, who just managed to beat off the challenges of two other strong contestants, Dennis van der Geest and the Belgian Stijn Peeters.

**Remarkable Deal for NBC primetime**

FremantleMedia Enterprises announced an agreement with BermanBraun and Thom Beers’ Original Productions which will see it acquire a variety of international television, home entertainment and format rights to four new shows on NBC Television Network’s 2008/2009 schedule.

United Kingdom - 20 May 2008

America’s Toughest Jobs, Swords and Shark Taggers will be part of a four series deal that will form a primetime programming block of more than 30 hours. One additional series will be named in the weeks to come. For all three shows, FremantleMedia Enterprises (FME) has gained international television rights (including in Canada) and home entertainment rights in Australia and the UK. FremantleMedia Productions has also picked up the international format rights to America’s Toughest Jobs (including in Canada).

Speaking of the deal, FME CEO David Ellender said: “This is a remarkable acquisition for FME. It will further vitalise our growing factual and entertainment catalogue and enhance our ability to meet international demands for original, high-quality programming”.

Jeff Tahier, FME VP Acquisitions and Development Americas, who brokered the deal, added: “We’re very excited about this new venture with such respected producers. The fact that the shows have been awarded a substantial share of network primetime speaks for itself”.

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**Totally private on the Web 2.0**

On the Web 2.0, kids prefer to keep company with their peers and nurture friendships in the real world, rather than make friends with unknown users. This was one of the main findings of a representative survey by Super RTL.

Germany - 21 May 2008

Most young users very carefully weigh up which information about themselves they disclose on the Web, so they can’t be accused of not thinking hard about how to use the media.

Accordingly, kids prefer to exchange news and views in private chat rooms, where they can’t be approached by strangers. The 8- to 11-year-old kids questioned in the survey said they mainly use online communities to take up existing contacts from the real world on the Internet. Only when they grow older does their interest in making new acquaintances on the Web increase.

Kids’ interest in blogs Internet diaries is just as feeble as their fascination for virtual worlds like Second Life. Instead, they prefer to watch videos meant for kids and youngsters. Most of the time, girls tend to watch videos featuring various stars and other harmless clips, whereas boys are very fond of laughing at other people’s expense by watching videos of things that went wrong. Both genders are less interested in posting pictures of themselves on the Internet because of a prevailing fear of being held up to ridicule as a result.

The survey was devised for Super RTL by the market research institute iconkids & youth. The respondents were 452 kids and youngsters between the ages of 8 and 14 who said they use the Internet several times a month.

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**BCE confirms its number one position as telecom hosting platform in Luxemburg**

On 22 April 2008, Level 3 Communications signed an agreement to host their platform in BCE’s colocation infrastructure in Luxemburg.

Luxembourg - 21 May 2008

BCE has the main telecom hosting centre of Luxemburg with more than 25 telecom operators and Internet Service Providers. 2 of the 8 largest international telecom operators are now located in BCE’s carrier hotel (Level 3 and Verizon).

Most of the domestic and international telecommunication companies operating in Luxemburg are hosted at BCE.

**Note:** BCE is the only company within Bertelsmann to have a telecom licence, being able to offer a wide range of services such as radio links, fibre, satellite connections...
Thinking green, acting green
TalkbackThames holds the Environmental Awareness Day.
United Kingdom - 21 May 2008

On 21 May, TalkbackThames kicked off its first Environmental Awareness Day, while CEO Lorraine Heggessey has personally invited her staff to participate in the events that will also provide a perfect opportunity to celebrate the company’s recent ISO 14001 environmental accreditation by the British Accreditation Bureau.

The afternoon programme, designed by Billy Grimes, the man responsible for all environmental issues at TalkbackThames, is fully packed with specific initiatives designed to show that everyone can help to keep our blue planet green. The first five people to arrive will receive a copy of the book *Change the World for a Fiver* produced by the company We Are What We Do with which TalkbackThames intends to collaborate closely in the future. A number of stalls will be set up on the company’s premises, offering products including organic wine, beer, cider and fresh fruit smoothies, a selection of Fair Trade coffee, chocolate and biscuits and also eco-friendly children’s toys to view and buy.

Participants will also be given a chance to test drive an electric G-Wiz car around the block and find out how energy efficient it really is. Furthermore, they’ve been invited to bring along any plastic bags stashed away at home to be recycled. “We can then all make a fresh start, saying ‘no’ to plastic bags and using our new cotton TalkbackThames bags for shopping!”, wrote an enthusiastic Lorraine Heggessey in her letter.

The event will also offer the company’s employees a valuable opportunity to find out more about the green initiatives happening at all TalkbackThames sites and how they can help. Lorraine will comment on the ISO 14001 accreditation just gained by the company, demonstrating its commitment to better management of its environmental footprint.

RTL Radio France’s Nocturnes celebrates its 35th anniversary
To mark the anniversary of the music programme, its most faithful listeners will be invited to the studio to see a live broadcast with its iconic presenter Georges Lang.
France - 22 May 2008

Giving *Les Nocturnes*’ (Night Owls) most faithful listeners - some of whom have even been listening to the programme since its launch in 1973 - the chance come to the studio is highly symbolic. Though Georges Lang has always worked on his programme alone, surrounded by thousands of records, he will be letting six listeners share this intimate atmosphere on 22 May.

Georges Lang has been presenting Les Nocturnes, a key programme for France’s leading radio station, for 35 years now. As passionate about radio and American music as ever, he and his distinctive voice continue to liven up the night for night owls of all generations.
Around the world in 70 days featuring stock-market expert Markus Koch
Starting 22 May, popular German stock market expert Markus Koch will reveal a lesser-known side of himself when the news channel N-TV begins airing In 70 Tagen um die Welt (Around the World in 70 Days), a travel feature in nine parts.
Germany - 16 May 2008

M6 Boutique sets up shop in Lille
M6 Boutique isn’t content merely to do business on television, and has just opened its fifth sales outlet in France.
France - 19 May 2008

On 27 May, children’s worlds are the centre of attention
Super RTL and IP Deutschland are hosting the ninth ‘Kinderwelten’ (Children’s Worlds) convention on 27 May 2008 at the Commerzbank Arena in Frankfurt/Main.
Germany - 20 May 2008

The rising popularity of Internet teletext
Where printed information is concerned, Dutch readers first catch up on important news about celebrities in the Netherlands by consulting teletext. Nearly 12 million people aged 13 and above (87 per cent) make regular use of this information service.
The Netherlands - 20 May 2008

RTLinfo broadens its range of web-based programmes with Rue de la loi
On Tuesday, RTLinfo.be launched a new political programme for its online audience. Each week, a prominent political personality will come on Rue de la loi to discuss the latest events in the political world.
Belgium - 22 May 2008

Hungarian beauty queens on RTL Klub
RTL Klub, the leading commercial channel on the Hungarian market, is broadcasting the final of Hungary’s major beauty contest tonight for the first time.
Hungary - 22 May 2008
People

Fabrice Boé is appointed a member of M6 Group’s supervisory board

France - 16 May 2008

Fabrice Boé has been appointed a member of M6 Group’s Supervisory Board, which is chaired by Albert Frère.

Fabrice Boé studied law before graduating from the renowned HEC School of Management in Paris in 1984. In 1986 he joined the L’Oréal Group, where he stayed until 2002, when he was appointed Managing Director of Lancôme International. He then switched to Hermès International, where he served as CEO until 2003.

Fabrice Boé joined Prisma Presse in January 2004 and was appointed Executive Director in charge of magazine-related activities a year later. In July 2005, Fabrice Boé became CEO of the Prisma Presse Group. Since January 2006 he has been a member of the Executive Board of Gruner+Jahr. Since April 2007 he has also been the elected President of APPM, the French Association for the Promotion of the Magazine Press.

People

Estelle Belma appointed new group leader at M6 Publicité

France - 19 May 2008

On Friday, 16 May, Groupe M6 announced the arrival at its advertising arm, M6 Publicité, of Estelle Belma as a group leader in its commercial management, which is headed by Gilles Barthélémy.

Estelle Belma will take charge of developing business with agencies (including Havas Média) and their advertisers and will also be responsible for the video and music publishing segments. Since 2002, Estelle had been MTV Networks’ Customer Relations Manager.

Today, M6 Publicité is responsible for developing the commercial exploitation of more than 50 advertising supports in a very wide range of markets, including terrestrial television (M6), digital terrestrial television (W9 and Paris Première), cable, satellite and ADSL (Téva, Série Club, M6 Music Hits, M6 Music Rock, M6 Music Black, Fun TV, Jetix, Equidia and Vivolta), the Group’s various websites (more than 35 media websites) and the press (Fan 2, Hit Machine Girl et Femme en Ville).

People

Kevin Benharrats leaves IP France

France - 22 May 2008

Kevin Benharrats, Deputy CEO of IP France and Chief Operating Officer of IP Régions, will soon be leaving IP France to pursue a new career path.

Kevin Benharrats (43) joined IP France in October 2003 as Commercial Manager for Radio. He was promoted to the post of Deputy CEO in January 2005 and was also appointed Chief Operating Officer of IP Régions in September 2006. In this role, he contributed to the advertising arm of RTL Group Radio France and played a part in its recent success.
FremantleMedia Enterprises has appointed Daryl O’Connor as Senior Vice President of its recently launched Home Entertainment label in Australia and Martin Adams as Business Development Director, Home Entertainment.

Daryl O’Connor’s key remit will be to maximize the growth of FremantleMedia Enterprises’ (FME) latest venture throughout Australia and New Zealand. Additionally, he will be looking to acquire new content for the home-grown and international markets; pursue Digital Download opportunities and work with the production office in Australia to develop and exploit content locally for the Home Entertainment market.

Commented Pete Kalhan, Senior Vice President, Home Entertainment & Archive Sales, FME. ‘Having spent over 20 years within the industry, in Senior Sales, Marketing and Management roles, Daryl brings a wealth of experience and expertise to FME. A seasoned DVD professional, with extensive knowledge of the Australian Home Entertainment industry, Daryl is a welcome addition to FremantleMedia’s new Home Entertainment undertaking in Australia and New Zealand.’

Martin Adams brings a wealth of experience to his fresh role. He will be responsible for developing new business through existing and brand new channels, along with overseeing DVD production and the development of DVD extras for UK and international releases.

Commented David Bealing, FremantleMedia Enterprises’ Commercial Director, ‘Martin brings with him invaluable skills, contacts and experience. I am delighted to welcome Martin to the team and I am confident that he will play a major part in the continued business growth of the company.’

Before joining FME, Daryl O’Connor ran Warner Vision Australia (a division of Warner Music Australia) for almost 10 years and turned it into the most profitable affiliate amongst the WV group internationally. During his tenure, he increased their annual turnover 100 fold. Previously, Daryl had spent 9 years at Polygram Video as Sales and Marketing Director.

Prior to joining FME, Martin Adams spent 9 years as MD of Clear Vision where he was responsible for World Wrestling Entertainment and many other TV products including Minder, Taggart and Due South. And prior to Clear Vision, he spent 10 years at the VCI Group, latterly as Joint Managing Director of Disc Distribution, which was to become, at one time, the largest independent distributor in the UK.