A modern-day Cinderella story
Paul Potts starring in Deutsche Telekom ad campaign

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Promising start for new access prime time

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COVER:
Collage
Paul Potts
Winner of Britain’s Got Talent season one
The memorable clip of the mobile phone salesman, in his first ever audition for the TalkbackThames produced hit show *Britain’s Got Talent* in 2007, will appear in a television, cinema and online advertisement promoting Deutsche Telekom services (i.e. T-Mobile, T-Home) in an image campaign which is to air from the beginning of July 2008 in Germany and the United Kingdom.

Deutsche Telekom, who worked with ad agency Tribal DDB and Special Key acting as rights clearance partner for this unique campaign, were looking for a segment of historic film footage that represented the Deutsche Telekom brand promise “Life is for sharing” with direct references to real life and genuine twists of fate while evoking sincere human emotions.

“The campaign commercial shows Brit Paul Potts’ emotional performance on the talent show *Britain’s Got Talent*. He communicates Deutsche Telekom’s new brand promise, ‘Life is for Sharing’,” explains Hans-Christian Schwingen, Head of Brand Strategy and Marketing Communication at Deutsche Telekom. “At the heart of this promise is the understanding that life holds a vast number of personal experiences large and small, that people want to share with each other”. And, Schwingen explains, Telekom’s corporate mission is to grant viewers – and hence customers – “easy access to these worlds of experience by providing the best communications and services.”

Gordon Craig, Head of Archive Sales at FremantleMedia Enterprises, uses this opportunity to explain: “The Paul Potts clip is just one of our many historic moments in television dating back nearly 40 years and is a great example of Telekom’s vision. The Archive contains a myriad of rarely seen photographs and exclusive footage which today can be licensed and utilised across many platforms – not originally possible – enhancing a brand’s awareness and positioning in today’s marketplace.”

The true story of a mobile phone salesman who realised his dreams, coupled with the irony of him going on to star in a Telekom advertising campaign, was too good an opportunity to miss, as Hans Albers, Managing Director of Tribal DDB and one of the creative heads of this...
campaign, explains: “Paul Potts is more than just an unforgettable rousing Cinderella story, which also happens to be true. This is one of the most impressive examples for the power, effectiveness and importance of modern communication tools. That is exactly what we wanted to highlight — not with an imaginative fictitious ad storyline, but with a documentary taken from real life. It’s basically quite simple. And perhaps that’s why it works so well. After all, while making this project, we were fighting tears of emotion just as hard as many have done before us and many, many will do after us.”

The FremantleMedia Archive is one of the world’s greatest and most diverse television and film libraries, comprising footage and still images from Thames Television, Grundy and TalkbackThames libraries dating back to 1968. It offers unlimited ways for content users to exploit the extensive catalogue beyond conventional editorial television, both in the United Kingdom and internationally. Amongst these screen gems is the selected clip which was an exceptionally rare and captivating viewer experience. Proof of the level of engagement it achieved is evident in the viewing stats from YouTube, where the clip was viewed 26.7 million times internationally.

The 1:30-minute commercial with the slogan “Life is for sharing” (German: Erleben, was verbindet) has been on air in Germany and the UK since the beginning of July. The production of the commercial using material from Britain’s Got Talent once again shows RTL Group’s vast range of diversification options. Even though, Deutsche Telekom, Tribal DDB and FremantleMedia declined to comment on the financial details of the contract.

Facts about Got Talent:

- **Got Talent** was piloted in the United Kingdom, but first launched as America’s Got Talent in the US on the NBC Network. They aired it on 21 June 2006 and it took the nation by storm, becoming the best performing show in its NBC time slot.

- The show currently wows audiences in Australia, Belgium, Finland, France, Germany, Greece, Israel, Norway, Portugal, Russia, the Netherlands, Spain, Sweden and the United Kingdom. It is soon to debut in Denmark, Argentina, Columbia, Poland, Czech and Slovak Republics and Ukraine.

- Last year’s America’s Got Talent peaked at 13 million viewers and along with 10 other territories, including Australia, France and Russia, is the number one show in its time period. In Norway, it was the highest-rated entertainment programme launch ever and in the UK it is the highest rated show in 2008 attracting 13.3 million views.

- From Smithfield, Virginia’s painting pig to a Russian who balances bottles on a knife blade, Got Talent offers a huge mix of different talents. The winner of last year’s Sweden’s Got Talent was 18-year-old ventriloquist Zillah, and her three-year-old ‘monkey’ Totte.

- Last year Paul Potts, a 37-year-old mobile phone salesman won Britain’s Got Talent. The amateur opera singer went on to take the number one album spot with One Chance. Winner of France’s first series, breakdancer Salah, has since appeared on several major national events and shows, including with M. Pokora, France’s answer to Justin Timberlake.
Super RTL in Disneyland

To mark 10 years of his channel’s market leadership in children’s television, Super RTL CEO Claude Schmit paid a visit to Mickey Mouse in Paris.

Germany - 10 July 2008

Claude Schmit and Mickey Mouse met up in front of Cinderella’s Castle in Disneyland Paris. Some of the families who happened to be visiting the theme park with their kids that day found the image so delightful that they couldn’t stop taking photos. So the Luxembourg-born manager will now grace the pages of family albums all over Europe, no doubt eliciting the question: “OK, that’s Claude Schmit on the left, but who’s the odd-looking guy next to him?”

Channel boss Schmit and the Super RTL team were in Disneyland to celebrate the tenth anniversary of their market leadership in children’s TV. Despite the advent of fresh competition, from Nick, Schmit said: “I can imagine things staying this way for another 10 years.”
A highly promising start for RTL 4’s new access prime time

RTL Nederland can look back on a stable month in June, achieving a market share of 21.4 per cent in its 20 to 49 year-old target group. This performance was entirely in line with expectations.

The Netherlands - 7 July 2008

During the 2006 World Cup, the channel’s market share in its 20 to 49 year-old target group was 20.9 per cent, and during Euro 2004 it was 21.0 per cent.

On RTL 4, NL Vertrekt managed an audience share of 11 per cent during its first week. RTL 4’s other new access prime time programmes also got off to a flying start. The debut of De Bloemenstal on 30 June, presented by Winston Gerschtanowitz and Nicolette van Dam, attracted 410,000 viewers aged 6 or over (making an audience share of 12.2 per cent in the target group of shoppers aged 20 to 49), and the first edition of Wie Is De Chef, fronted by Martijn Krabbé, was watched by over 456,000 people, generating an audience share of 18.5 per cent among 20 to 49 year-old shoppers.

RTL 5’s market share in its target group of 20 to 34 year-olds was 5.9 per cent, thanks to programmes like Holland’s Next Top Model, Lieve Lust and the feature films American Pie, Lucky 7, There’s Something About Mary and Costa.

In its evening slot, RTL 7 achieved a market share of 4.4 per cent in its target group of men aged between 20 and 49, chiefly thanks to its coverage of the popular Formula 1 Canadian and French Grand Prix races, but also due to the programme RTL GP: Transorientale Rally. RTL 7’s film evenings seemed to offer an attractive alternative to Euro 2008 football as well, with films like Marked For Death, Terminator 2 and Serenity all attracting substantial audiences.

RTL 8’s target group of women viewers also stayed faithful to the channel last month, enabling it to attain an audience share of 3.3 per cent in its target group of women aged between 20 and 49, up from 3.2 per cent the previous month. This excellent result was due, above all, to its formats As The World Turns and EHBO: Eerste Hulp Bij Opvoeden and the films Dying Young and Not Without My Daughter.
Grundy UFA streamlines its senior management

Guido Reinhardt will take on the supervision of all series and development projects at Grundy UFA in his new position as Executive Producer, effective immediately.

Germany - 10 July 2008

Since October 2005, Reinhardt has supervised all formats produced and established for RTL, including the series Alles was zählt. Prior to this, he was executive producer of the series Unter Uns.

“Guido Reinhardt has worked in a wide range of positions for us in the past more than ten years and possesses vast experience and skills as a successful maker of programming,” says managing director and producer Rainer Wemcken. “I can't think of anyone better suited for the task of safeguarding the quality of our series and initiating new formats.”

Grundy UFA’s senior management team now consists of four people: Rainer Wemcken heads the company as Managing Director/Producer. He supervises Thorsten Degen, deputy managing director and Director Finance and Production, Nico Heise, Director Legal and Business Affairs, and Guido Reinhardt, Executive Producer.

To date, several executive producers were responsible for supervising content at Grundy UFA, with each of them in charge of all the formats for one or more broadcasters. Since July 2007, Guido Reinhardt and Emmo Lempert handled this together. The latter left Grundy UFA in June 2008. Rainer Wemcken: “I took Emmo Lempert’s departure as an opportunity to streamline Grundy UFA’s senior management. This restructuring simplifies decision and information paths and makes us more flexible overall in our dealings.”
“Mein Restaurant matches Vox’s topics”

In an interview with the German media journal DWDL.de, Vox’s Managing Director Frank Hoffmann speaks about the past TV season, risks a look ahead into the future and announces a new event show called Mein Restaurant.

Looking back, Hoffmann says that the season had gone well overall despite small setbacks like Power of 10. “We launched more than 17 new formats last year, including popular productions like Kocharena (Cook’s Arena), Mein Traumhaus am Meer (Beach House of My Dreams) and Unter Volldampf (Under Full Steam). Around a third of the newcomers didn’t do well. That is absolutely acceptable,” says Hoffmann and adds: “We gained some very important experience and can now enter the second half of the year with newfound strength.”

With a view to the future, Hoffmann says that Vox plans to focus more on event programming in the season ahead. “Vox will get its very own TV event, one that has already been successful on an international scale. My Restaurant Rules comes from Australia and also scored sensational market shares in Belgium, Denmark and the Netherlands.” The format, which in Germany will run under the title Mein Restaurant, involves five couples in five cities being given the chance to open a restaurant from scratch – this requires finding a suitable location, hiring staff, and setting up the restaurant. Hoffmann says about the format: “It’s a major job to find five attractive locations in five attractive cities. But the effort will be worth it; we were immediately excited about the concept – because Mein Restaurant matches the topics that are associated with Vox. Here, cooking meets Wohnen nach Wunsch, as the restaurants also need to be renovated and given a makeover. One new thing is the competition between the teams, which can very easily develop into a contest between cities, and another addition is the viewer voting.”

As well as the event programme, Hoffmann announced three new US series, coming soon to Vox: Life, Standoff and Burn Notice.

Old familiars return

As part of Vox’s restructuring of its daytime programming, McLeod’s Töchter are back on the air again since 7 July: meanwhile, Men in Trees returns to the screen in prime time.

Set on a farm in the Australian Outback, McLeod’s Töchter (McLeod’s Daughters) is one of the most popular series in daytime programming, with market shares of up to 13.2 per cent in the 14 to 49 demographic. Vox began showing reruns of the sixth season on 7 July, weekdays at 14:00. The free-TV premiere of season seven will follow directly on the heels of the sixth season reruns.

The start of McLeod’s Töchter reflects a restructuring of Vox’s daytime programming: since Monday, series have dominated the programming again, from early morning into the afternoon. New additions include double episodes of The Nanny at 11:05, followed by the Gilmore Girls at 12:05 and Everwood at 13:00.

In prime time, viewers can celebrate the return of the US series Men in Trees, which was temporarily discontinued in March after eleven episodes. On Wednesday, Vox will begin showing the first season again, with a double episode to be broadcast each Wednesday at 21:10.
During the school holidays, Super RTL presents two hours of series fun Mondays through Fridays starting at 8:30, featuring *SpongeBob Squarepants* and the award-winning German premiere of *Max & Maggie*.

Meanwhile, on TV and online at www.toggo.de presenter Paddy Kroetz calls on all children to shoot their very own personal Toggo holiday photo 2008 and send it to Super RTL. The channel is looking for the funniest, zaniest and cutest holiday snapshots. It makes no difference whether they are taken at home or on a remote beach. The grand prize is a bus spotting the winning photo, and which will be at the beck and call of the winning child and his or her friends for a full weekend, including a driver. In addition, five digital cameras will be given away each week through the end of August.

Each day, the best photos will be presented in Super RTL’s programming. Other pictures and the rules of the contest are posted at www.toggo.de. Here, kids can also submit holiday greetings which will also be featured in Super RTL’s daily holiday programming and on the Internet.

**Abba Mania**

**Barbara Schöneberger and Dirk Bach join a number of celebrities in bringing Abba’s music to life on Super RTL**

Although Abba split up back in 1982, the band and its music have a cult following to this day. Just in time for the box-office debut of *Mamma Mia! The Movie* in mid-July, Super RTL is getting its viewers in the mood for Abba. In the music show *Abba Mania*, Dirk Bach and Barbara Schöneberger get celebrities ranging from Right Said Fred to Mariella Ahrens to perform classic Abba tunes in authentic outfits from the period. The Abba bonanza will be broadcast on 12 July at 22:20.

Abba’s track record is truly legendary: nine number-one hits in Germany alone, 13 other singles in the Top 10, and more than 350 million records sold all over the world. *Abba Mania* presents the greatest hits of the Swedish pop stars — sung by contemporary vocal celebrities like Belinda Carlisle (*Dancing Queen*), Banaroo (*Waterloo*), Lucy (*Chiquitita*), US5 (*One Of Us*), Max Raabe (*Super Trouper*), Right Said Fred (*Knowing Me, Knowing You*) and the actress Mariella Ahrens (*Money, Money, Money*). Of course presenters Barbara Schöneberger and Dirk Bach join in the fun as well, paying tribute to Abba with *Thank You For The Music* and *Voulez Vous*.

*Germany - 10 July 2008*
Accident on the set of Alarm für Cobra 11

On 5 July, during the shooting of the RTL Television series Alarm für Cobra 11 – Die Autobahnpolizei, a stuntman suffered burns to his face and hands.

Germany - 8 July 2008

The stuntman has been hospitalised and is recovering well. The 28-year-old Cologne native has been a member of the Action Concept team since 2007, and has doubled for the leads and in action scenes on many occasions. The lead actor Erdogan Atalay, who plays Chief of Police Semir Gerkhan in the series, had already finished shooting large parts of the scene in question - the dangerous part was to be handled, as always, by a stuntman. The script has Semir riding a jetski, as his adversaries bear down on him with their boat and attempt to push him toward the shore. The jetski is catapulted out of the water by the speed of the chase and explodes.

This sort of stunt leaves no room for even the slightest discrepancy in speed, take-off angle, or when and how the explosion is triggered. All processes have to interconnect perfectly in fractions of a second – and be coupled with the professional reflexes of an experienced stuntman. Apparently, on the day of the shoot, the timing, which had been fine during the many tests leading up to the event, wasn't perfect. However, the stuntman had his wits about him and immediately leaped into the water to avoid further damage from the flames.

Hermann Joha, producer and managing director of Action Concept and himself a former stuntman, says: “We’re all very glad that it wasn’t any worse. No matter how well prepared we are, an element of risk always remains in this job.”
Unmasking the frauds
After five years, the successful entertainment show *Sag die Wahrheit* produced by SWR in cooperation with Grundy Light Entertainment, celebrated its 150th episode on 7 July 2008.
Germany - 4 July 2008

Deutschland sucht den Superstar goes to round 6
*Plan A!*, the debut album by Thomas Godoj, winner of season five, was released on 4 July — and earlier this month, RTL Television already rang in the next round by issuing a call for auditions for season six.
Germany - 4 July 2008

Germany's hobby gardeners are back
The fourth season of *Ab ins Beet* again promises plenty of digging, shovelling, planting — and laughs. Vox started to air ten new episodes on 4 July 2008 at 21:15.
Germany - 4 July 2008

Ratings in June
In June, Antena 3 reached an average audience share of 14.9 per cent, putting them on the third place behind Telecinco and TVE 1. Even though, Antena 3 increased its audience share in the morning and evening slots on weekdays.
Spain - 4 July 2008
Season five of Antena 3’s popular crime series ended on 8 July attracting 3.4 million viewers, which translates to a 23 per cent market share among viewers 4 and older.

Spain - 10 July 2008

Emotional Big Brother finale
The sensational live show attracted an average 1.54 million viewers and scored a 13.3 per cent market share among viewers 14 to 49.

Germany - 9 July 2008

Lalola gets off to a good start
On Monday 7 July the Spanish telenovela Lalola broadcast on Antena 3 attracted more than 2.1 million viewers — a slight increase over its premiere on Sunday.

Spain - 9 July 2008