Clear water for every child
How RTL 4 showcases Unicef’s campaign for a whole week

France
M6 broadcasts HDTV

United Kingdom
Mark White named Managing Director of Five

Luxembourg
RTL Group with sound results after nine months in 2008
US elections in retrospect
COVER:
Ismael (13 years) from Burkina Faso who is at the centre of the current Unicef campaign “Clear water for every child”
“A big TV station has a responsibility to society”

All next week, the audience’s attention will be drawn in many different ways to Unicef’s new campaign “Clear Water for Every Child.”

The Netherlands - 5 November 2008

The background of this campaign: around the world, 884 million people have no access to clean drinking water. Even more people – 2.5 billion – have to make do without basic sanitation facilities like a latrine or WC. This is a major cause of child mortality, with one child dying every 20 seconds as a result of drinking dirty water. Unicef has set out to ensure that all children have access to clean water and sanitary facilities, by building wells, collecting rainwater, constructing sewers and simple hygiene facilities. As these projects are quite expensive, RTL 4 also invites its viewers to donate for Unicef.

The special theme week will kick off on Sunday 9 November with Life & Cooking, when a Dutch family learns how to cope when its water supply is cut off. RTL Boulevard will then keep the ball rolling by spotlighting the campaign on every working day of the following week, culminating in the broadcast of an extra late-night show on Friday 14 November: RTL Boulevard For Unicef. This special edition of RTL Boulevard will focus on Unicef and its work and projects for children around the world. It will show the projects and the organisation itself from different angles, including what celebrities do for Unicef, for example as ambassadors or special representatives.

The 15 November edition of Ik Hou Van Holland will feature Unicef ambassadors Monique van de Ven (at the mixing desk) and Edwin Evers (on drums), and between reports on typically Dutch topics, the programme will give air time to the UN children’s rights organisation. The channel’s final contribution to its Unicef theme week will air the following day when Winston Gerschtanowicz presents Postcode Loterij Miljoenenjacht. During the show, Winston Gerschtanowicz will present initial results of ‘Unicef Week’.

The campaign will not merely be covered in RTL 4’s programming. RTL 4 and Unicef will also issue joint statements, in which the children or grandchildren of Dutch celebrities like Beau van Erven Dorens, Peter van der Vorst, Monique van de Ven, Paul van Vliet and Robert ten Brink will show just how strange it seems to us to drink water directly from nature.

“The unique aspect of our partnership with Unicef is that we’re not just supporting them with a single programme but instead create attention for the organisation all week in several well-established programmes,” says Erland Galjaard, Programme Director of RTL 4.

Erland Galjaard explains: “We think a big TV station like RTL 4 has a responsibility to socie-
ty to bring relevant problems to the attention of its audience, as well as to help with the solutions. Or help the people who deliver those solutions. Unicef is well known worldwide, it’s a big brand like RTL. They are known for addressing relevant issues, like in their latest campaign, ‘Schoon Water Voor Elk Kind’ (Clear Water for Every Child). Together we hope to build awareness for this problem. We offer Unicef airtime in a unique way and hope it will help them to achieve their goals."

Each year, as Christmas nears, charity organisations apply for airtime on one of the big channels – usually in one programme or a special edition of a show. This time, RTL 4 was able to give Unicef campaign and its goals maximum exposure without having to make big changes to its programming. With that much wider on-air coverage than a single show could have possibly given the organisation. And Unicef is not the only charity organisation to enjoy the support of RTL 4: “Over the next few weeks up until Christmas we will work with several charity organisations, though mostly in a single programme or series, for example De Voedselbank, Kids Rights, the Stichting and finally Plan Nederland,” says Galjaard.

Other social responsibility projects at RTL Group (a selection):

**RTL Spendenmarathon**
The ‘Stiftung RTL – Wir helfen Kindern e.V.’ (RTL Foundation – We Help Children) charity is now in its thirteenth year. For the past twelve years, RTL’s Senior Director Charity Wolfram Kons and his team have organised an annual telethon to raise funds for children in need, and have collected EUR 63 million in donations to date. The most important feature of the RTL Spendenmarathon is that every cent donated goes to aid children in need, because RTL Television shoulders all administrative, personnel and production costs. One hundred percent of every donation is used to support the selected children’s relief projects in Germany and all over the world. Each year, the RTL Foundation undergoes a voluntary review to renew its charity seal from the German Central Institute for Social Issues (DZI).

**Idol gives back**
Faced with the format’s immense popularity, the producer and jury member Simon Fuller felt a moral duty to use the show’s tremendous pulling power for a good cause. Hence the production of a special programme entitled Idol Gives Back, to raise funds to combat poverty in both the United States and in Africa, focussing in particular on underprivileged and impoverished kids on both continents. As Backstage reported Idol Gives Back had managed to raise an unbelievable 76 million dollars for the poor and destitute in 2007, bagging an Emmy Award for that exceptional achievement.

**Télévie**
For the past 20 years, Belgian television viewers have donated to the Télévie campaign, initiated by RTL-TVI to raise money for the FNRS Foundation through various events and an annual TV gala. The foundation is dedicated to research projects for leukaemia and cancer. The Télévie campaign was extended to Luxembourg in 2002, and in 2008 raised a record EUR 8.1 million. Since 1989, Télévie has generated donations totalling nearly EUR 93 million for FNRS.
Sound results after nine months in 2008

Bucking a tougher economic climate, RTL Group generated sound results in the period January to September 2008: operating profit (EBITA) increased slightly to EUR 577 million (2007: EUR 568 million).

Luxembourg - 6 November 2008

Particularly strong performances from Mediengruppe RTL Deutschland and FremantleMedia compensated for significant negative effects such as the slowdown in several advertising markets, the major programme investment for the European football championship 2008 at Groupe M6 in France and restructuring charges at RTL Nederland.


TV advertising market conditions were very mixed in the reporting period with Germany and the Netherlands reporting positive growth. Elsewhere, net TV advertising markets were down year-on-year with Spain and France reporting the most severe decline. RTL Group’s operations continued to outperform the markets in many countries, most notably in Germany and France (TV and radio).

The outlook for the full year 2008 remains unchanged: despite the current economic climate and continued low visibility on the advertising markets, RTL Group remains cautiously optimistic about achieving its financial targets in 2008.

Operational highlights

- In September 2008 RTL Group announced the acquisition of a 66.6 per cent majority share holding in Alpha Media Group, Greek’s No. 3 broadcasting company; the transaction is expected to close in November

- Mediengruppe RTL Deutschland remains clearly ahead of its main commercial competitor ProSiebenSat1 – in terms of both audience share in the 14–49 target group and advertising market share; good start into the new season 2008/09

- Combined total audience share of Groupe M6’s channels were up in the reporting period despite accelerated audience fragmentation in France; the family of channels strategy has paid off

- FremantleMedia’s strong performance continues to be driven by international prime time hit formats such as **Idols**, **Got Talent, Hole in the Wall** and **The X Factor** which had its strongest season debut ever in the UK; FremantleMedia acquired a 19.99 per cent equity stake in Beyond International, one of Australia’s leading television and film producers

- At the end of September, RTL Nederland announced a new organisational structure to focus on TV, radio and new media; the unit plans to outsource the technical support services of its Broadcast Operations division

- The social network **Wer-kennt-wen.de** is on a clear growth path: with more than 4.6 million registered users and 3.63 billion page impressions per month it is ranked No. 3 in the official German online ranking (IVW)
America has picked its president...

...and RTL Group’s channels reported exhaustively on the world’s big political event – a retrospective.

Germany / France / Belgium / The Netherlands - 5 November 2008

In Berlin, some 1,000 guests from politics, business, media and society dropped by Bertelsmann’s Berlin premises for the big US elections party during the course of election night. The party was jointly hosted by the TV channels RTL Television, N-TV and CNN, the American Academy and the American embassy.

After a welcome by N-TV moderator Heiner Bremer, US Embassy envoy John M. Koenig, and Dr. Gary Smith, Director of the American Academy, guests were treated to a varied programme with a live talk as well as numerous live feeds and expert commentaries. Many guests took the opportunity to share their thoughts well into the early morning hours against a backdrop of Jazz and an American buffet. RTL Television, N-TV and CNN’s election coverage was broadcast to numerous screens throughout the building, and in a special poll conducted on the premises, 95 per cent of guests “voted” for the Democratic candidate.

From 0:30, RTL Television and N-TV jointly broadcast the US elections. Between 0:30 and 3:00, the average market share in the target demographic was no less than 17.7 per cent, putting the two channels well ahead of ZDF and ARD. Total audience share was 13.3 per cent. RTL Nachtjournal, which had already started covering the elections at midnight, scored 17.7 per cent of the 14 to 49 viewer market.

From midnight till 4:30, the special correspondents of RTL Radio France, led by Georges Lang, closely covered the US presidential elections live from New York. Philippe Antoine, per-
manent correspondent of RTL Radio in the US, Isabelle Dath, journalist in politics, David Glaser, reporter in the streets of Manhattan, Rémy Sulmont from the headquarters of Barack Obama in Chicago, Myriam Alma, closely following McCain in Arizona, covered the outcome of these historic elections and gave the floor to American analysts invited to comment live on the results.

From 7:00 till 9:30, Vincent Parizot presented RTL Matin live from the Grand Hôtel Intercontinental in Paris, in cooperation with the embassy of the United States and the International Herald Tribune. During two and a half hours, the entire editorial staff, gathered around Vincent Parizot, contributed live reports and comments. At 7:50, Jean-Michel Apathie interviewed Bernard Kouchner, French Foreign Secretary, who delivered his very first comments on the result of the elections. At 8:35, the auditors had the opportunity to talk with the specialists of the news department, Jean-Michel Apathie and Franz-Olivier Giesbert. The morning programme continued with interviews and comments by numerous prestigious guests.

The news programme Le Journal de 19 heures on RTL-TVI, which delved deep into the US elections, drew 45.8 per cent of the early-evening viewer market, far more than the public TV channel La Une’s news, which scored 31.8 per cent.

The RTL 4 special Obama vs. McCain, which was broadcast starting at 22:30, reached 362,000 viewers and a market share of 12.4 per cent in the target group of 20 to 49 year old shoppers.
Documentary on Russell and Ross

Zig Zag Productions is producing *Russell & Ross: What the F*** Was All That About?* – an hour-long documentary – for Five.

United Kingdom - 3 November 2008

The documentary, which was broadcast on Wednesday 5 November at 22:00, examined the impact the controversy about several prank calls made by two of the UK's most high profile entertainers. As well as an exclusive interview with Georgina Baillie – the 23 year-old at the eye of the most high profile media storm of the year – the programme also featured contributions from some of Brand's former colleagues and a host of others including: The Satanic Slut dance troupe, Max Clifford and ex heat editor Mark Frith. It also featured previously unseen footage of Georgina Baillie in action as she performs with her four-piece burlesque dance group, Satanic Sluts Extreme.

The media frenzy surrounding the pair stems from Russell Brand's BBC2 Radio show which aired the now infamous pre-recorded segment with Jonathan Ross on 18 October. The fall-out forced Brand to resign from the BBC and resulted in a three month unpaid suspension for Ross.

Georgina Baillie is the granddaughter of Andrew Sachs the 78-year-old actor best known for playing Manuel in *Fawlty Towers*.

*Russell & Ross: What the F*** Was All That About?* is a Zig Zag production for Five. It was commissioned by Five's Head of Factual Entertainment, Steve Gowans.

High quality broadcast

Since last week, M6 is available in High-definition, free-to-air in DTT.

France - 5 November 2008

Twenty-seven transmitters have been put into operation to cover 40 per cent of the metropolitan population. Beginning 31 May 2009, new transmitters will make it possible for more than 60 per cent of the population to access programmes that are broadcast in HD. In the coverage area, viewers equipped with a DTT-HD adaptor will find all of M6's flagship programmes in unparalleled sound and image quality.

M6's principal evening programmes are already broadcast in HD: news and documentary programmes (*Capital, Zone Interdite, E=M6, Accès privé, Un dîner presque parfait*), French fiction (*Merci, les enfants vont bien !, Les Bleus, Caméra Café*), international fiction (*NCIS, Desperate Housewives, Journeyman*) and entertainment shows like *Nouvelle Star*.

M6 is in the process of developing all of its facilities for HD, including technical means of reporting and post-production as well as new broadcast control rooms and production studios. M6 supports this development with a voluntarist policy so that HD can come into general use in the coming years and a become technology that is accessible to all.
Cooking made easy

From now on, amateur chefs can cook their way very close to professional chefdom, thanks to the “visual cookbook” on kochbar.de.

Germany - 31 October 2008

The cooking portal kochbar.de, which links popular Vox cooking shows and an extensive recipe database with interactive community features, has partnered with RTL Living, the digital channel for lifestyle and enjoyment, to present a “visual cookbook” where professional chefs show viewers, step by step, how to prepare delicious dishes. It doesn’t get any easier than this: all of the contemporary cuisine recipes in the visual cookbook are covered in one-minute videos and are very simple to follow – providing a perfect excuse to throw a dinner party for friends and family.

Cooking enthusiasts can also browse kochbar.de’s many recipes for all occasions and from all continents, watch videos of the popular cooking shows Das perfekte Dinner and Schmeckt nicht, gibt’s nicht, and access the recipes. They also have the option of interacting with the site by posting their own recipes and sharing thoughts with other amateur chefs in the community.

visit www.kochbar.de
The cross-media campaign about the world’s most famous ape went live in February 2008. On air measures included a 20-second teaser spot, content trailers and head promos, accompanied by commercial break openers and the station ID featuring *King Kong* and a white hare cast in the role played by Naomi Watts.

The campaign’s mood-setting measures in particular created a big-screen feel. From 10 March, oversized wooden crates were placed in Cologne (Media Park), Berlin (UCI Zoo Palast) and Munich (airport) bearing the slogan ‘We’re letting him out on Easter Sunday!’ On 17 March RTL Television proceeded to ask the people of Cologne for their help. Flyers on lampposts in the cathedral city appealed for information about an escaped gorilla. A tram with a gorilla’s hand clenched around it also rode through Cologne.

Bjorn Klimek, Creative Director of Promotion/Advertising RTL Creation: “Winning first place in one of the main ‘Eyes & Ears Awards’ categories is a great affirmation of our work. The integrated campaigns are a key marketing tool for the RTL Television brand. The *King Kong* campaign is not just about the singular event of the TV premiere; the communication focused more on the link between the broadcasting slot and the broadcaster. We want to corner the major seasonal events, Easter and Christmas, for RTL Television.”

N-TV received an award in the category “On-Air Promotion Campaign” for their anniversary trailers. The awarded trailers for N-TV’s anniversary last year starred politicians like Angela Merkel and Joschka Fischer and sport star Michael Schumacher, as well as companies like Daimler and institutions like the European Union with their most notable moments in the past 15 years.

This year marks the tenth anniversary of the Eyes and Ears Awards to honour the best production achievements. They are sponsored by Eyes & Ears of Europe, the European association for design, promotion and marketing of audiovisual media.
Spanish Television Award

Jorge Fernández’ name is connected to two entirely different yet equally successful Antena 3 formats, and because he masterfully covers the span he has received the Premio Ondas 2008.

Spain - 4 November 2008

Fernández won the renowned television award, which was presented for the 55th time, in the category “Best television host”. The presentation gala will take place on 20 November at the Gran Teatre del Liceu in Barcelona. This year, the jury had to review a total of 800 submissions and candidates from 26 countries for the Premio Ondas.

Jorge Fernández, whose universalism determined the jury’s decision, has been the host of La ruleta de la suerte since April 2006. During daytime on Spanish television, the quiz is the most frequently watched show in its genre. It draws an average of 1.2 million viewers and a market share of 25.8 percent. The second format hosted by the Basque, Esta casa es una ruina, is no less popular: the show’s most recent episode on 8 October achieved a new record in absolute and in relative numbers according to the Spanish station. More than 3.76 million viewers gave Jorge Fernández a strong market share of 23.6 percent, more than ever before.

With regard to the Premio Ondas, Fernández has many predecessors at Antena 3. Most recently, the station won the sought-after television award last year in two categories: for best television series of the year with El Internado, and for best radio programme with Ponte a prueba.

Winner of the prix Roland-Dorgelès

RTL Radio France’s icon of political journalism, Jean-Michel Apathie, was awarded the prix Roland-Dorgelès 2008 in the Radio category last Friday by Christine Albanel, France’s Minister of Culture and Communication.

France - 4 November 2008

This prize honours professionals in the audiovisual industry who contribute to the reputation of the French language. RTL Radio’s vice editorial director and chief of the political department Michel Apathie hosts L’invité every morning at 7:50 on RTL Radio. On Sundays he presents Le Grand Jury RTL, a not-to-be-missed meeting in which French political leaders and directors of large corporations have an hour to develop and argue their ideas.

This prize, which has the support of the Minister of Culture and Communication, was created in 1997 at the initiative of the Association des Écrivains combattants. Founded in 1919, today it brings together some 500 literary figures.
RTL Spendenmarathon: Inka Bause

The 13th RTL Spendenmarathon begins on 20 November on RTL Television. This year, it focuses on children’s relief projects in Africa and the struggle against child poverty in Germany. TV presenter Inka Bause supports the construction of the world’s first centre for children’s palliative care in Datteln, Germany.

Germany - 5 November 2008

There are approximately terminally ill 22,000 children and teens in Germany. Their life is one of constant, severe pain. These children’s ordeal often lasts many months and years and results in great, sometimes chronic psychological and physical strain for their families. Nearly all children – toddlers with tumours or school-children or teens with metabolic, nervous or respiratory disorders – suffer severe pain especially during the final stages of their life.

Inka Bause, 39, is committing her efforts to the construction of the world’s first centre for children’s palliative care, to be built on the grounds of the Vestische Children’s and Youth Clinic in Datteln. The TV presenter travelled to Datteln to look at the construction plans with Dr. Boris Zernikow and learn more about the urgency of the project. Apart from the Lichtblicke (Gleam of Hope) ward where the terminally ill children and their families are given medical and other care, the centre for children’s palliative care will include flats for the parents, as well as offerings for the young patients’ brothers and sisters. Bause also visited little Simon and his family while she was in Datteln. Simon suffers from a degenerative disease of the brain. For him and his family, the centre for palliative care would be a big help in emergencies.

Inka Bause says, “The visit here made a deep impression on me. In particular, I admire Simon’s parents for how they are dealing with this tragic situation. I am also deeply impressed with the energy and competence Dr. Zernikow and his team bring to addressing the concerns of the families!”
**Groupe M6 revenues almost stable**

Groupe M6 reported near-stable revenues for the period January to September 2008, with consolidated sales of EUR 980.2 million – a decrease of 0.3 per cent compared with the same period last year.

France - 4 November 2008

Advertising revenues of the group – including the main M6 channel, the company’s digital channels and other media – rose by 2.9 per cent whilst revenues for other activities ( diversification and audiovisual rights) decreased by 4.5 per cent.

Revenues of the M6 main channel were down 0.8 per cent in the reporting period. These revenues were achieved in difficult market conditions, worsened by a rapidly deteriorating economic environment in the third quarter. Over the first nine months of 2008, against a backdrop of declining ad spendings, the M6 channel outperformed the market and gained market shares in relation with its successful ratings.

Over the first nine months of 2008, the digital channels’ revenues were up 29.3 per cent, mainly driven by W9, Téva and Paris Première. W9 confirmed its status as a major growth driver in the buoyant market of digital terrestrial television (DTT): the channel once again improved its ratings and reached a national audience share of 2.1 per cent in October, nearly twice last year’s figure. Diversification and audiovisual rights activities posted a 4.5 per cent decrease in revenues, mainly related to the slowdown in household consumption. Meanwhile, the interactive activities maintained their growth trends: M6 Web revenues amounted to EUR 62.8 million, up 18 per cent.

**Results for January to September 2008**

Grupo Antena 3 reported declining turnover and profits in a tough market environment.

Spain - 31 October 2008

Grupo Antena 3’s revenue for the first nine months of 2008 declined by 14.9 per cent to EUR 624.9 million (2007: EUR 734.4 million). One major culprit here was a flat TV ad sales market in Spain: it shrunk by 11.3 per cent during the reporting period. The company’s operating result (EBITDA) amounted to EUR 136.8 million (2007: EUR 222.9 million), yielding operating profit margin of 21.9 per cent.

Antena 3’s viewer market share in the key 16 to 54 target demographic dropped to 16.7 per cent (2007: 18.1 per cent). Despite the decline, the changes to its afternoon and access prime time programming, during which slots Antena 3 airs the telenovela Lalola among other things, have already borne fruit. In both slots, Antena 3 has already improved its total audience ratings by an average 2.1 percentage points.

The strategy of building families of channels has paid off: The Spanish RTL Group holding’s two digital channels, Antena Neox and Antena Nova, continue on a growth course and have nearly tripled their viewer market share over the past 12 months.
**The German TV market in October**
Mediengruppe RTL Deutschland channels attracted 33.5 per cent of young German viewers in October 2008, keeping them well ahead of their competitors in the ProSiebenSat1 group, who scored 30.7 per cent.

Germany - 4 November 2008

**The most successful month**
M6 broke three records in October 2008, earning an audience share of 11.2 per cent in the 4+ age group. First, it recorded its best month for 2008 (outside the exceptional result in June linked to Euro 2008), then it beat its own audience record in the early-evening time slot and, finally, it is the only major network to see an increase in a strategic time slot (noon-midnight).

France - 4 November 2008

**The Spanish TV market in October**
In all, Antena 3 kept its performance stable in October with an average market share of 15.8 per cent. The digital channel Antena Neox successfully defended its leading position.

Spain - 5 November 2008

**British TV culture comes to North America**
FremantleMedia Enterprises and the Acorn Media Group have signed a deal on the distribution of over 30 British drama and mystery series.

United Kingdom - 5 November 2008
Mark White, Five’s Executive Director of Sales, has been promoted to the new role of Managing Director.

The promotion follows White’s recent six month period as Interim CEO during which he oversaw a number of key projects, including a complete refresh of Five’s on and off air identity.

Dawn Airey, Five’s Chair and Chief Executive, said: “Mark has made phenomenal contribution to Five over the last decade and more, and I am pleased to be able to formalise his position as my right-hand man. In his new role as Managing Director he will work closely with me in restructuring and revitalising Five.”

Mark White added: “Five is full of talented people and I’m thrilled to be given the chance to manage across the business ensuring we maximise every ounce of potential in the company.”

White joined Five in 1996 as Sales Controller becoming Deputy Sales Director in 2000 and then Executive Director of Sales in 2004, overseeing the launch of the broadcaster’s digital channels, Five US and Five Life, in 2006. He is a Director of Thinkbox, the Chairman of Clearcast, as well as representing Five on numerous industry committees. Prior to Five White worked in a variety of Sales roles at Thames TV and was part of the launch team of UK Gold.
People

Sebastiaan Berkvens appointed Manager CRM at RTL Nederland

The Netherlands - 3 November 2008

In his new capacity he will focus on developing cross-media loyalty schemes whereby RTL Nederland will offer a wide range of actions, events and advantages to its viewers, listeners and users of interactive media. The new Manager CRM will be deployed within the New Media business unit, reporting to its director.

Since 2005 Berkvens had worked for Arvato Services, which advises and supports customers regarding distribution, service centres and customer relations management. As the manager responsible for data and loyalty services there, he headed up a team of business consultants and acquired extensive experience in setting up new business models based on successful database marketing.

Bert Habets, CEO of RTL Nederland, had the following to say about the appointment of Sebastiaan Berkvens: “As the market leader, RTL Nederland is investing in innovation in new business and the development of loyalty schemes. By optimising our customer relations marketing, we can finally offer all RTL clients a tailor-made proposal. So I’m very happy to welcome Sebastiaan on board. He will play an important role here”.

People

Changeover at IP Deutschland

Germany - 5 November 2008

Oliver Aust, 42, has been appointed Head of Advisory Boards & Tools in the Media Research & Services department at airtime sales agent IP Deutschland, with effect from 1 January 2009.

In his new capacity, the media researcher will represent IP Deutschland’s research policy interests on various boards and committees. Aust succeeds Claudia Dubrau, who will take over as managing director of the Online Research Workgroup (AGOF) on 1 February 2009. Florian Ruckert, head of marketing at IP Deutschland, says: “I would like to take this opportunity to express a warm thank-you to Claudia Dubrau for her untiring efforts and excellent work, and wish her all the best for her new tasks at the AGOF.”

Aust, a sociologist by training, has worked in media research for 14 years. After stints at DAP Media Service in Frankfurt and Concept Media Plus in Munich he most recently worked as head of the media research unit at Mediaplus, Munich.

Ruckert comments: “We are pleased to have won an experienced media researcher for our team in the person of Oliver Aust. As a bona fide methods expert, he will represent our interests on the media research advisory boards and continue Claudia Dubrau’s long years of successful work.”