For a good cause
RTL Television starts its 13th Spendenmarathon

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For a good cause

COVER:
Wolfram Kons, Charity Director of RTL Television and presenter of Spendenmarathon
“Unfortunately, the number of children and teens living below the poverty line even in Germany is growing dramatically,” says RTL Charity Director Wolfram Kons, explaining the focus of the 2008 RTL Spendenmarathon. “We must do something against this everyday adversity in our own backyard – now, not later.”

The RTL Spendenmarathon is unique: no other fund drive runs for 24 hours, thereby truly living up to the “marathon” element of its name. There are live broadcasts from the Telethon studio every hour on the hour, and the fund drive is included in every format in RTL’s programming – from soaps to news programs to shows. In this way, all RTL viewers are reached at every hour of the day and night. Over the past 12 years, the RTL Spendenmarathon has raised more than 63 million EUR for Stiftung RTL – Wir helfen Kindern e.V. (RTL Foundation – We Help Children). As a result, 72 big and small relief projects for children were supported and tens of thousands of children given effective aid. For 12 years, RTL Telethon and the RTL Foundation have guaranteed that every euro donated goes to the selected children’s relief projects without a cent of deductions. RTL Television covers all administrative, staff and production costs of the campaign.

For 24 consecutive hours, the 13th edition of Germany’s longest charity show will raise funds for children in need. Six famous women have signed on as mentors of this year’s RTL Spendenmarathon: Princess Madeleine of Sweden, Ilka Essmüller, Inka Bause, Franziska van Almsick, Birgit Schrowange and Annie Lennox, who are all supporting various aid projects, which are described here:

**Princess Madeleine of Sweden**
Every 26 seconds, a woman is raped in South Africa. The victims are between four months and 87 years old. Many boys and girls grow up
never knowing the support and security of a family. Violence, alcohol and unemployment dominate the everyday routine of innumerable families. Many children run away from home and end up on the streets, where they are considered easy prey and are beaten and abused. Unwanted pregnancies are commonplace among girls, many of whom are still children themselves. Abortions under life-threatening conditions and rampant HIV infection are among the terrible results.

The World Childhood Foundation has operated a drop-in centre since 1983 that attempts to lower the incidence of child abuse and neglect as well as provide pre- and postnatal psychological and physical support for expectant mothers. Princess Madeleine of Sweden is pushing to expand this centre so that it can offer effective long-term help to more children. The RTL Spendenmarathon wishes to support this project.

Ilka Eßmüller

Mozambique is one of the poorest countries in Africa. There are fewer than 1,000 doctors to serve the 20 million people who live here. In large parts of the country, not only is medical care inadequate, many people don’t even have direct access to clean drinking water. The situation is especially dire in three villages in Mabote district, far inland and home to around 1,000 people.

Ilka Eßmüller is sponsoring the construction of a first-aid station with birth station attached in one of these villages. Residents are also to be educated in matters of hygiene in order to reduce infant and child mortality. Other planned courses will educate people about the dangers and contagiousness of Malaria and the HI Virus and how to protect themselves. The donated money will also be used to build enough wells and cisterns in the villages so that each of the 1,000 residents has direct access to clean drinking water.

Inka Bause

There are approximately 22,000 terminally ill children and teens in Germany. Their life is one of constant, serious 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 and 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.
Franziska van Almsick and Birgit Schrowange

One in every six children in Germany grows up in poverty. That’s more than 2.7 million children and teenagers. Sent to school without breakfast, they often do not get a single hot meal all day, not to mention enough affection and care. All this has serious consequences for children’s mental and physical wellbeing and health throughout their entire lives. The donations will go to set up “RTL children’s homes” in nine German cities, as centres for socially disadvantaged children. As well as a well-balanced meal, the kids also get help with their homework and support through creative play and educational opportunities.

Franziska van Almsick is campaigning for “RTL children’s homes” in Braunschweig, Wolfsburg, Gifhorn and Salzgitter. In Wolfsburg, the swimming legend visited a Hartz IV family (a family living on welfare under the Hartz IV Act) and accompanied them on their weekly visit to the Wolfsburger Tafel. Without the food distributed there the family would not be able to make ends meet.

Birgit Schrowange is supporting Caritas-run facilities in Berlin, Leipzig, Stuttgart, Munich and Cologne. In Kölnberg, one of the most underprivileged districts in the cathedral city, the RTL presenter spent a day helping out at an existing centre for disadvantaged children, handling jobs such as food preparation and homework assistance.

Annie Lennox

In the Cape Town suburb of Vrygrond, around 17,000 inhabitants live in dire poverty. The unemployment rate is 70 per cent. There are no opportunities for educating children and adolescents. Due to lack of facilities they spend their days on the streets. Health care for the sick in Vrygrond and especially for children is inadequate. No clinic or anything like it exists.

Annie Lennox is committed to ensuring that a centre is built with the donations to help stop the further spread of AIDS and poverty. Firstly, a health centre will be built to provide medical treatment for children with AIDS and tuberculosis, along with giving health advice and information. A preschool for 60 children with AIDS up to the age of 6 will be built, and an afternoon program for 30 children with AIDS aged from 6 to 16 will offer purposeful activities. Other aims of the project are the training of social workers who will visit patients in their homes and the provision of foster parents for AIDS orphans.
Special Programmes

18:00 The RTL Spendenmarathon 2008 Begins
Wolfram Kons welcomes this year’s telethon mentors Birgit Schrowange, Inka Bause, Franziska van Almsick and Annie Lennox live in the studio. Following the 30-minute live show, the channel returns to the Spendenmarathon studio every hour on the hour for the next 24 hours.

20:15 Who Wants to be a Millionaire? – Celebrity Special
All of Günther Jauch’s celebrity quiz guests will donate their winnings to the RTL Spendenmarathon. This time, Franziska van Almsick, Inka Bause, the Jacob Sisters and entertainer Thomas Gottschalk are in the hot seat.

23:15 With the Help of the Stars – RTL Spendenmarathon 2008
Mentors Annie Lennox, Franziska van Almsick and Birgit Schrowange join Wolfram Kons in the studio to talk about their moving experiences while visiting the projects in person.

21 November, live from 18:00 RTL Spendenmarathon 2008 – The Finale
Wolfram Kons announces how much money was raised for the children’s relief projects – the final result of the RTL Spendenmarathon 2008. A number of celebrity guests including Ilka Eßmüller will attend the finale in the studio.
FutureDay well accepted

380 interested advertising customers and agencies attended IP Deutschland’s FutureDay 08/09 on 13 November to find out more about the future of media marketing.

Germany - 18 November 2008

Media convergence was the theme of this year’s event at the Union Halle in Frankfurt. How will viewers watch TV content in the future? What implications could this have for the advertising world? Answers to these questions were provided by experts from various fields of the media industry.

At the start of the event, TNS Infratest CEO Hartmut Scheffler bought the audience back down to earth. The ‘Convergence Monitor’ compiled by his institute shows that we are currently in a “transitional phase from an analogue to a digital TV world”.

The mobile phone shows how convergent media can already be. “Mobile phones are increasingly becoming established as an interface for communication and entertainment,” said Timuçin Güzey of Xenion Wiesbaden during his presentation. Xenion and IP Deutschland conducted a survey with the market research company GiM on the acceptance of advertising on mobile TV. The result: forms of advertising will always catch on with users if they are subtly embedded, such as an ad that appears while a page is loading, or when switching between channels.

Stefan Arbanowski of Fraunhofer Fokus gave a presentation on how far convergence may go in future: TV, video on demand, chatting and shopping all in one. The project jointly developed with IP Deutschland was tested in a qualitative study with 30 participants. The “all-rounder in the living room” went down well with the test persons. “Now it all depends on developing global standards,” said Arbanowski in his lecture. The technology for such an application is already available.

Claire Tavernier, from the FremantleMedia subsidiary FMX, gave a content producer’s perspective. In her view, media content will continue to have great significance as a joint focal point for people. She said one challenge for the years ahead is to offer opportunities for people to share experiences on the new platforms as well. Fremantle is working on this under the heading “Recycle, Extend, Create.”

Frank Thomsen of “future matters” confirmed the importance of the shared media experience. He said it would also be very important in the media society of tomorrow. “In future, media networks will be so smart that content will seek out matching users on its own,” he said. “But the sharing of certain content with other people will not disappear, because people have a steadily increasingly desire for community and belonging in an ever more complex world.”

Dirk Fromm, CEO of Davinci Selectwork and FutureDay speaker, succinctly summed up the success of the FutureDay: “Media professionals, VIPs from agencies and customers – I think this is great.”

Marc Schröder, Managing Director of RTL Interactive giving the keynote
“The trend towards mobile media is unstoppable. People don’t want to do without information when they’re on the go. It won’t be long before most people know that when you’re on the move, you have to use the prefix ‘mobile’ instead of ‘www’ for your favourite web page. By then if not sooner, mobile advertising will have become an indispensable part of a campaign,” says Frank Herold, head of Interactive Solutions for IP Deutschland, assessing the mobile trend. Media marketers IP Deutschland service the demand for mobile advertising with advertising options on the RTL mobile portal and N-TV mobile.

There is big interest from the advertising industry. At present, customers generally use mobile marketing as a cross-media component. It lets advertisers take advantage of direct feedback via mobile phone, because in addition to product information and picture galleries, the special offer also includes interactive elements such as scheduling test drives, downloading wallpapers/screensavers, and video downloads.

Mobile communications are becoming increasingly important in Germany. Internet-enabled mobile phones are enjoying growing popularity among consumers. Mobile web portal hit rates are on the rise and mobile phone owners are increasingly accessing the internet while on the go. More precisely: 16 percent of all mobile phone owners (10 million people) in Germany use their mobiles to go online¹. For this reason mobile web portals are becoming increasingly interesting to buyers of digital advertising formats.

Since January 2008 alone, traffic to the RTL mobile portal has grown by over 500 percent – also due to the introduction of a separate prepaid RTLmobil tariff, where surfing RTL-owned sites is free. N-TV mobile grew its traffic by 200 percent in the same period. This success is a basis both for further investment in the mobile sector and for doing more research on the mobile audience, which is why IP Deutschland is currently carrying out a survey to learn more about users’ socio-demographics, handsets, attitudes and motives for use. The results are expected by the end of the year.

¹source: TNS Infratest, July 2008, survey of 2,000 mobile phone users in Germany (age 14+).
Unter uns now smoke-free

Advocating a smoke-free society and using one’s media presence to model positive behaviour is a winning approach – one that is now being embraced by the RTL Television soap Unter uns.

Germany - 20 November 2008

On 18 November Professor Dr. Dagmar Schipanski, president of German Cancer Aid, joined representatives from the Non-Smokers' Action Alliance and the Federal Centre for Health Education (BZgA) in presenting the “Rauchfrei-Siegel 2008” (Smoke-free Seal 2008) to the cast of the popular access prime time series. The Non-Smokers' Action Alliance thus honoured the television production for deliberately doing without smokers in its storylines, and for not portraying smokers as positive role models.

“For many film and television producers, smoking characters are still part of the storyline,” Professor Schipanski pointed out in Cologne today. “However, in view of developments towards a smoke-free society, these elements are no longer in keeping with the times.”

Katharina Katzenberger, of the RTL Television editorial department, happily accepted the award for the successful series, which celebrates its 3500th episode on 30 December this year. “We are delighted that after Gute Zeiten, schlechte Zeiten in 2003 we now have another RTL Television series with the Smoke-free Seal. We are aware that cigarettes in the hands of an actor can give them a glamorous appeal, especially for children and young people. That is why the cast of our series is all non-smoking, down to the extras.”
M6 Mobile by Orange breaks new ground

Confident of its success, especially among 15 to 25 year-olds, and boasting 1.5 million customers, M6 Mobile by Orange has launched the first 3G+ key that is dedicated to the youth market, is ready to use and requires no contract.

France - 14 November 2008

Thanks to this 3G+ key (a USB key that allows mobile Internet access), 15 to 25 year-olds now have an exclusive offer to access the Web from a PC, anywhere and any time, without a contract and without the risk of extra charges that come with prepaid offers. Activation of the M6 Mobile 3G+ key is instantaneous as well. All that is required is to connect it to one’s computer and, through the network connection, the user will benefit from two hours of Internet access. The rechargeable key is sold at a cost of 39 euros (19 euros for M6 Mobile subscribers), for two hours of communication.

As an extra bonus, the M6 Mobile 3G+ key will give users unlimited access to a selection of sites in the M6 universe, including M6.fr, W9.fr, teva.fr, wideo.fr, m6mobile.fr, jeuxvideos.fr, ozap.com, M6info.fr, 100%foot.fr, deco.fr, turbo.fr and achetezfacile.com, until 31 March 2009.

For Nicolas de Tavernost, Chairman of the Management Board of Groupe M6, “This development marks a new stage of partnership with Orange, which is proof of its strength and durability. With this launch, Groupe M6 hopes to make mobile Internet access available to everyone.”

M6 Mobile by Orange is the mobile telephony service provided by Groupe M6 and France Télécom’s mobile telephone operator Orange. M6 Mobile by Orange service has been enhanced to meet the expectations of 15 to 25 year-olds and is offering the first all-inclusive flat-rate packages starting at 19.99 euros with four unlimited types of use: calls, text messaging and unlimited Internet and TV, depending on the package. In addition, M6 Mobile by Orange is offering its subscribers unlimited 24/7 access to Groupe M6 channels, live on mobile phones through the Inside M6 Mobile portal. M6 Mobile by Orange is also a prepaid card and now a 3G+ key.

The launch of the M6 Mobile by Orange key is supported by a campaign on television, the Web and postings on the student network as well as through a partnership with the cinema chains CGR and Allociné.
Idol Gives Back bursts into action

The musical celebration for aid and global awareness, Idol Gives Back, announced the allocation of more than USD 64 million in charitable contributions made by American Idol viewers and corporate sponsors in 2008 in times of economic downturn.

North America - 17 November 2008

Idol Gives Back, the Emmy-winning television event and musical celebration aired in April 2008 and featured appearances and performances by a long list of national and international musicians, actors, politicians and other celebrities.

“It is an incredible honour for all of us to witness how the power of a television show can benefit some of the most important children’s charities in the world,” said Cecile Frot-Coutaz, executive producer of American Idol and CEO of FremantleMedia North America. “These much-needed funds will go far in helping these extraordinary organisations continue their good will all over the world, and we thank America for their tremendous generosity.”

In 2007, Idol Gives Back raised more than USD 75 million. Combined with the 2008 grants, Idol Gives Back has raised more than USD 140 million. So far grants have been made to six U.S. and international charities. The Children’s Defence Fund (CDF) is going to fund programmes such as the Freedom Schools Programme, youth leadership development and efforts to ensure health coverage for every child. CDF President Marian Wright Edelman, said “As CDF turns 35 this year, we could not have asked for a better birthday gift.”

Save the Children plans to help poor children in rural communities to learn to read and begin to lead healthy lives. Mark Shriver, Vice President and Managing Director of Save the Children’s U.S. Programmes. “Many businesses talk about giving back, but American Idol is leading the way with action and leadership.”

The Children’s Health Fund will use the money to expand its capacity to provide urgent health and mental health services that very disadvantaged children and families would otherwise be without. “The foresight of American Idol and the generosity of its viewers are saving lives,” said Children’s Health Fund President and Co-Founder Dr. Irwin Redlener.

With the help of Idol Gives Back the organisation Make it right has made a tremendous impact for New Orleans, caring about the reco-
very of the city and the residents of New Orleans’ Lower Ninth Ward. Tom Darden, Executive Director of Make It Right, stated “Brad Pitt joins me in expressing our gratitude to American Idol and its millions of fans for supporting Make It Right.”

Malaria No More is providing life-saving mosquito nets, with which mothers in Africa keep their children safe from malaria.

Contributions from Idol Gives Back to The Global Fund to Fight Aids, Tuberculosis and Malaria in 2007 are already helping thousands of people in the Western Cape province in South Africa. “The new funds from this year’s show will further strengthen and scale up this program and help to save many more lives,” said Michel Kazatchkine, Executive Director of The Global Fund.

“The fact that American Idol has the ability to inspire millions, create hope and change lives is simply remarkable,” said creator and executive producer Simon Fuller. “We are extremely thankful to our viewers, sponsors and outstanding talent who continue to motivate each and every one of us to contribute to those who need it the most.”

Idol Gives Back is the brainchild of American Idol creator and executive producer Simon Fuller. The organisation began as a meaningful way for those behind American Idol to give back in a significant way to children’s causes throughout the world. Idol Gives Back was successfully launched as a charity event in 2007, and has since grown into a foundation composed of 19 Entertainment Ltd., Fox Broadcasting Company and FremantleMedia North America.
Game show goes mobile

The interactive entertainment company Ludia and FremantleMedia Enterprises are launching a *The Price Is Right* game for iPhone and iPod.

United Kingdom - 20 November 2008

Based on the highly successful television game show, iPhone and iPod touch owners can now “Come on down” anytime, anywhere for their shot in Contestant’s Row, to bid on items in 16 different pricing games, to test their luck with spinning The Big Wheel, and experience the winner-takes-all tension of the Showcase Showdown.

“After more than 35 years *The Price Is Right* remains one of the most successful game shows in history, and it’s very exciting to expand *The Price Is Right* experience to revolutionary products like iPhone and iPod touch,” said David Luner, Senior Vice President, Interactive & Consumer Products, FME, North America.

Ludia’s founder and CEO, Alex Thabet said, “We are thrilled to bring *The Price Is Right* to such truly groundbreaking devices. The intuitive multi-touch screen, rich graphics and great sound capabilities all combine for a tremendously satisfying game-play experience for iPhone or iPod touch users.”

*The Price Is Right*, the longest-running game show in television history, is hosted by Drew Carey and produced by FremantleMedia North America, *The Price Is Right* is broadcast weekdays (11:00 to 12:00, Eastern Time and 10:00 to 11:00, Pacific Time) on the CBS Television Network.
On location, the journalist reports on how people are confronting the different ways our planet is changing, reorganizing itself and adapting. The first *Expédition RTL* in October saw Myriam Alma head to Alaska to report on the effects of global warming. Now, for *L’Expédition RTL* in November, reporter Chloé Triomphe was in Mali to report on the effects of desertification.

She made a first stop 150 km from Bamako to meet the women working to promote the Sewa oven, which consumes less wood than the traditional oven that is a central part of cooking there. The over-consumption of wood for domestic energy is one of the main causes of deforestation, which is the main cause of desertification. The next destination was Mopti for a report on the silting up of the river Niger, whose banks need to be reinforced. Following that, Chloé Triomphe headed for Diafarabé, a village in danger of disappearing. Situated between two branches of the river, it is prone to river flooding as well as chronic sanding-up due to drought. She reached the symbolic desert city of Timbuktu on 16 November.

Each expedition gets its own special day on the air. Starting at 4:30, RTL Radio broadcast reports from its special correspondent who appeared live on every information programme throughout the day: *RTL Matin* between 4:30 and 9:00, *RTL Midi* at 12:30 and *RTL Soir* at 18:00. The day especially devoted to Mali was Monday 17 November.
A grand premiere

For the first time in French-speaking Belgium, RTL à l’infini is offering an RTL-TVI hit series in HD for Belgacom TV subscribers.

Belgium - 17 November 2008

Season four of *Desperate Housewives* started last Sunday, 16 November, as a preview on RTL à l’infini, the video-on-demand platform of the RTL channels in Belgium.

RTL à l’infini is also offering all of RTL-TVI’s hit series in VOD: *Prison Break* season one, two and three, *Bones* season three, *Grey’s Anatomy* season four, *Woman’s Murder Club* and *Second Chance*. Other series to complete the catalogue will soon follow.

Ponle Freno honoured

The Grupo Antena 3 road safety campaign has been named Communications Medium of the Year 2008 by the Federation of Associations for People with Physical Disabilities and the City of Madrid.

Spain - 18 November 2008

The organization commended the *Ponle Freno* campaign as an “important contribution to educating people on how to prevent disabilities caused by traffic accidents.”

Together with *Bankinter*, Grupo Antena 3 also won an award in the “Corporate Social Responsibility” category for the group’s efforts to ensure that all of its services are accessible to the handicapped.

Just last week, the *Ponle Freno* campaign had handed Pere Navarro, Traffic General Director at the Spanish Traffic General Directorate, a report listing 1171 potentially hazardous traffic sites, due to lack of road signs, tunnels or dangerous intersections. “Let’s take this report to the relevant authorities and improve the roads,” said Navarro.

Visit [www.ponlefreno.com](http://www.ponlefreno.com)
Ten attempts to set new records on 10th Domino Day
Since 22 September, 87 young people from ten nations had been working in the Dutch town of Leeuwarden for the tenth Domino Day 2008. Up to 7.7 million viewers followed the event on RTL Television.
Germany - 14 November 2008

Alex the fire tamer a revelation on “Talent 2008”
The third-season finale of the show of extremes, Incroyable Talent, was a hit. With lively spectacles, one more amazing than the other, M6 was rated, the top network in the under-50 target group with an audience share of 27.3 per cent.
France - 17 November 2008

New comedy: Generación d.F.
The series offering a comic portrayal of the real nature and behaviour of the generation born around the time of Franco’s death, started broadcasting on 17 November.
Spain - 17 November 2008

SOKO Leipzig conquers British TV screens
Over 5 million British viewers watched each of the two episodes resulting from the cooperation between the UFA series SOKO Leipzig and the Talkback Thames-produced British series The Bill on ITV.
Germany/United Kingdom - 17 November 2008

New picture format
On 18 November, the Mediengruppe RTL Deutschland channels converted their programming to 16:9 (wide-screen). At the same time, N-TV got a new on-air look.
Germany - 18 November 2008
Online trailblazer
104.6 RTL presents a brand-new, groundbreaking homepage: 104.6rtl.com.
Germany - 18 November 2008

TV is most-used medium
The IP companies in Europe and RTL Group have published their 15th annual “Television – International Key Facts” survey.
Germany - 19 November 2008

Goede Tijden, Slechte Tijden goes into extra time
RTL Nederland has extended its contract with Endemol for Holland's longest-running daily soap through 2011.
The Netherlands - 19 November 2008

Peak ratings for RTL Television
An average 8.59 million viewers watched Bauer sucht Frau (Farmer wants a wife) on Monday evening. Wer wird Millionär? (Who wants to be a Millionaire?) had top ratings of as many as 9.58 million viewers.
Germany - 19 November 2008

N-TV News at Stuttgart airport
Passengers can now watch the news on a total of 330 screens throughout the airport.
Germany - 20 November 2008
RTL Group announced the following changes on its Corporate IT department: Pierre Wagner resigned from his position as Chief Information Officer to pursue other career opportunities outside the Group.

The Corporate IT Development and Corporate Projects Coordination teams will move to the General Services department, headed by Francesco Costadura. The General Services department will encompass:

- Internal Services
- HR Services
- IT Services

The IT security function that Remi Prime is in charge of, and which was an integral part of Corporate IT, will move to the Internal Audit department. Remi Prime will report to Ursula Schmidt, Senior Vice President Internal Audit.

Elmar Heggen, CFO and Head of the Corporate Centre, said: “I would like to thank Pierre for the remarkable contribution he has made to our Group. In his 10 years with RTL Group, he has been a key figure in the group-wide exchange of IT matters. Under his leadership, our Luxembourg data centre, international data network and corporate applications have been restructured, consolidated and brought to a high level of quality, before being relocated in various internal structures. I would like to wish him all the best in his future career.”

Romain Mannelli, Executive Vice President Corporate Human Resources of RTL Group, said, “Combining these three departments into one General Services department is part of my ambition to optimize our service levels and meet the needs of our internal clients even more effectively.”

Please note that this new organisation is effective from 1 January 2009 onwards.
People

Olivier Delfosse new Director of Interactive

North America - 20 November 2008

FremantleMedia Enterprises (FME) announced the promotion of Olivier Delfosse to Director of Interactive, North America. The new role elevates Delfosse from his previous role as Senior Manager, Interactive.

In his new post, Delfosse will oversee all sales, marketing and partner activities in the interactive, new media and telephony area across all FME-owned brands. Olivier will have increased responsibility for further exploiting and exploring new business opportunities to enhance FME’s current portfolio.

Delfosse will be based in Los Angeles and report to David Luner, Senior Vice President, Interactive and Consumer Products. Delfosse joined FME in 2006 from Helio where he was Manager of Marketing and Sales. Prior to this, Olivier held positions at Paramount Pictures and Hypnotic, a digital brand studio where he co-produced the Chrysler Million Dollar Film Festival.

David Luner commented: “Olivier is a highly valued member of the team and has been a critical piece of the success on some of our most high-profile and successful interactive and mobile brand initiatives. I am very pleased to announce his promotion to Director and look forward to working with him in this capacity.”