No one can do everything, but everyone can do something
A perfect headline for the first Green Day at RTL Group

Germany
Environment week on RTL II
Record donations for Spendenmarathon

France
The chef fights back on M6

Spain
Antena 3 celebrates 30 years of the constitution
No one can do everything, but everyone can do something.

COVER:
Oliver Herbsegel (Head of the RTL Group “environMIND” team), Gerhard Zeller (CEO, RTL Group) and Elmar Heggen (CFO, Head of Corporate Centre & Luxembourg Activities, RTL Group) at the “environMINDday”.
Thursday 25 November marked the launch of the environmental awareness day organised by RTL Group in Luxembourg. The theme for the day was ‘Be Part of the Solution’ and the aim was to raise employees’ awareness about environmental challenges and encourage them to take action in the workplace and at home.

At 11:00, in front of more than 120 employees, RTL Group CEO Gerhard Zeiler took the floor in RTL Télé Lëtzebuerg’s main studio to welcome employees to the first “environMINDday” at the Kirchberg site. He started with a sober reminder of just how serious the situation is: “Our planet’s current situation is worrying.” In these times of financial and economic crisis, some might claim this is not the burning issue of the day. But Gerhard Zeiler clearly begs to differ.

Gerhard Zeiler then introduced the attendees to the day’s agenda, a “perfect fit with our corporate culture and our corporate ‘temperament’ as an entertainment company”: film screenings, interactive workshops, exhibitions, a free bike check, the opportunity to test drive more environmentally-friendly vehicles and an eco-friendly menu in the company restaurant. Furthermore Gerhard Zeiler also announced the launch of “environMIND”, a new green website on Backstage “to explore, learn and exchange ideas, experiences and best practices”.

Since RTL Group operates on the principles of decentralisation and delegation, it will not centrally issue orders on what must be done. Gerhard Zeiler made clear that each profit centre and each employee has to take responsibility for managing its own environmental protection efforts. “While we, as a company, certainly can’t save the world or claim perfection, we can make a firm commitment to the environment at work and home: No one can do everything, but everyone can do something. Sustainable management is part of our way of giving back to society”, according to Gerhard Zeiler.

Next up was Oliver Herrgesell, Head of the RTL Group “environMIND” team who gave a lively presentation on “the power of consumers to change the world”. There is no longer any doubt whatsoever that what we are witnessing is climate destabilisation and that human activities contribute to it. A large body of scientific research has proven it. Just one example: “Since 1990, we have had nine of the ten warmest years in recorded history,” Herrgesell said. “It is also largely undisputed that our lifestyle is a key contributor to climate change. People are responsible for the rise of CO2 in the atmosphere, first by burning fossil fuels, and secondly by cutting down forests.” The only thing we don’t know is how fast climate change is moving and how far it will go.

Now that the problem has been raised, we have to come up with possible solutions to regain our balance. Something needs to be done. “Can we really make a difference?” asked Oliver Herrgesell, who promptly answered: “Yes, we can make a difference. We are the weather makers. We need to make up our
minds to solve the problem. And minds are made up by individuals.” Herrgesell explained that it is all about personal commitment: “If we truly believe in something, we will find an endless strength and the right arguments to spread the word and make things change as the industry and politics always adopt to consumer demand. Who would know that better than a broadcaster which adopts every day?”

Oliver Herrgesell finished his speech by inviting all employees to adopt and embrace this initiative and by explaining the new “green” website: “The new ‘environMIND’ section has been designed as a platform to facilitate information sharing on environmental issues. Each individual decides what path is right for them – and how they will follow it. This section contains useful suggestions on how businesses and individuals can contribute to a larger project. At the same time, people are invited to comment on each suggestion, thereby further improving them through ongoing discussion.”

Gerhard Zeiler also invited to visit and view the new Backstage section: “We make no claim to perfection, as there is no one and only truth when it comes to environmental protection. So we are relying on dialogue as we invite all employees to get actively involved.”

**Employee testimonials**

**Frédérique Lambert**
Assistant Treasury & Corporate Finance, CLT-UFA.

“We have long been concerned about the environment in our department. We have adopted daily habits, such as recycling used paper and plastic bottles, even back before pro-environment campaigns were all the rage. In fact, the Association des Trésoriers (ATEL), chaired by our department head, François Masquelier, last year acquired CO2 neutral status – evidence of its efforts to keep its CO2 output to a minimum. So ‘environMINDday’ has a particular impact on us and gives us hope that other initiatives will be implemented to limit the consumption of electricity, improve public transport and make greater use of biodegradable materials in all areas. Long live ‘environMINDday!’.”

**Pierre Reyland**
Journalist, RTL Radio Lëtzebuerg.

“For me, environmental protection is a general attitude and a philosophy of life. At its very core is the following question: ‘How does my way of life impact the environment?’ Of particular importance to me is my own consumer behaviour, i.e. what products do I consume and how do I consume them, as well as a respectful attitude towards nature. The recent RTL Group initiative to make employees aware of the issue by promoting specific behaviours, such as recycling paper and cans, switching off lights and computers, and consuming less energy on the job are all measures I appreciate.”

**Anne Zachary**
Assistant Chief Information Officer, RTL Group.

“I think RTL Group’s approach is very realistic. Devoting an entire day to the environment sends a very strong signal. Now this initiative needs to be implemented through combined action at home and work. In the Corporate IT department, we have been interested in Green IT for some time now, but you have to go further than that and find green solutions, move
The new “environMINDday” team

The “environMIND” team is led by Oliver Herrgesell. It meets regularly and is passionate about promoting environmental issues through concrete initiatives. The team is also building a network of eco-concerned people within RTL Group’s profit centres.

RTL Group’s Green Mission Statement

Sustainable management is part of our desire to pay back to society: At RTL Group, we care. RTL Group is committed to effectively combining business success with responsible action on environmental protection. We strive for the prudent use of natural resources in all our operations and continual efforts to minimise our adverse environmental impact, over and above mere compliance with regulations. As a decentralised organisation, RTL Group also expects each profit centre to take responsibility in this area.

towards virtualisation, change users’ habits and review energy costs. A common line of action needs to be defined. It’s about time!”

From left to right:
Tun van Rijswijck (COO, BCE), Marie-Magali Sarry (Issues Manager, RTL Group),
Caroline Chartier (HR Communications Officer, RTL Group),
Oliver Herrgesell (Communications & Marketing, RTL Group),
François Masquerier (Senior VP Head of Treasury & Corporate Finance, RTL Group)
Highlights of “environMINDday”

**EARTH**
Five years in production. Forty cameramen filming in 200 locations. Shot entirely in high definition. This is the ultimate portrait of our planet. A breathtaking story filmed in stunning high-definition to create an unforgettable journey through the changing seasons and daily struggle for life across our planet.

Think you’re a smart driver? Participants who took the eco-driving competition soon found out whether they were an ‘eco hero’ or an ‘eco zero’. In the eco-driving simulator they saw how far they could get on just a ¼ litre of fuel. Winner is Samuel Dickes.

Bikes are great! They’re good for getting fit and good for the environment. Our very own Dr Bike was on hand to check brakes, pump tyres up to their recommended pressure, lube dry chains and more.

Employees were invited to the environMIND booth, where they could take part in a quiz to win an electric PRIMA power bike worth €1,599. Winner is Joanna Wieczorek.

Employees could attend a 30-minute workshop to get answers to their questions about eco-homes and the relevant environmental building standards, the environmental impact of food production and consumption, greener shopping choices, and greenhouse gas emissions. The sessions were available in several languages.
Many exhibitors found their way to the Corporate Centre, presented their products and what these can do to help protecting the environment. Propoze (Prospective pollution zero), a Luxembourg based environmental engineering and consulting company, presented its electric cars and bikes. BMW was also present with its most economical cars, like the MINI and the BMW 1 Series, while Smart demonstrated what the Smart Fortwo is capable of. In addition to that, public transport information services like “Mobilitéitszentral” and Véloh presented their alternatives to the car.

Furthermore, employees could get information concerning their garbage at the recycling information services like the “Superdreckskëscht” and Valorlux. For home use, Elco was offering different air conditioning, heating and new ventilation systems as well as solar panels – all eco friendly.

Naturata, which is an initiative of the Luxembourg organisation for biological farming, presented its fair-trade and biological products. Fairtrade-Minka was also there to inform people what Fairtrade stands for: Products that have been produced without child labor – by adult farmers who are paid a living wage for their work.
More than 70 million euros for a good cause

After just 18 hours, the RTL Spendenmarathon had already exceeded last year’s donations total of EUR 5.48 million. By the end of the telethon at 18:00 on 21 November, the Spendenmarathon had set a new all-time record.

Germany - 24 November 2008

Overall, donations came to a record of EUR 7,147,220 for the Spendenmarathon in 2008. In 13 years of Spendenmarathon more than 70 million euros were donated. “I am unbelievably excited about the sum total of donations. Thank you to all our viewers. Now we can provide urgently needed help in Germany and all over the world,” said Anke Schäferkordt, CEO of RTL Television und Chair of “Stiftung RTL – Wir helfen Kindern e.V.” (RTL Foundation – We Help Children), thanking all donors. “We really didn’t expect this,” said Wolfram Kons, Spendenmarathon presenter and RTL Charity Director.

After the Spendenmarathon began at 18:00 on 20 November, presenter Wolfram Kons not only didn’t sleep for 24 hours, he also welcomed many celebrity guests to the telethon studio. This year’s event kicked off with patrons Annie Lennox, Franziska van Almsick, Inka Bause and Birgit Schrowange coming on the show and reporting on their children’s relief projects.

This large sum of donations will go to benefit various projects without deductions, and makes this year’s RTL Spendenmarathon a resounding success.

Up to 10.3 million viewers watched on Thursday evening, as for the second time a celebrity cracked the one-million-euro question on the Wer wird Millionär? – Prominentenspecial (Who Wants to be a Millionaire? Celebrity Special). An average 8.8 viewers watched the show, representing 31.0 percent of the market. In the 14 to 49 age group, 27.7 per cent of the viewers tuned in. Thomas Gottschalk was the last candidate to take his place in the chair. He first stalled on question 12 and played his first wild card to answer it. The one-million-euro question was about a great writer: “Who was Franz Kafka’s last companion, whom he met in 1923, a year before his death?” Previously, Franziska van Almsick, Inca Bause and the Jacob Sisters accompanied by their poodles had played for good causes. Together, the celebrities raised EUR 1,314,000 for charity.
Farmers suitable as advertising figureheads

Heinrich, Georg & Co. from the RTL show Bauer sucht Frau (The Farmer Wants a Wife) are suitable candidates for making celebrity endorsements.

Germany - 21 November 2008

That’s what Media experts said in an article published in the weekly magazine Werben & Verkaufen (Advertising & Selling – W & V).

“A new brand which wants to quickly put its name on the map could harness the hype about these guys for its own purposes,” believes Marc Sasserath, brand consultant and partner at the Musiol Munzinger Sasserath agency. “But a prerequisite would be that the brand would have to match the show’s self-irony and off-beat image.” He said a beverage brand might be a possibility.

“The farmers – or at least some of them – have the potential for advertising a lot of products,” agrees Gerhard Graf, media researcher and GGMedia CEO, in W & V, “most likely for household goods articles.” But he added that ads for anything having to do with building and DIY are also possible, such as for DIY markets.

Heinrich, 41, a shepherd featured in the series, released his first single on 21 November. The Schäferlied passed down from his father is “an homage to the simple life as shepherd,” writes the EMI Music label. “I’m sure others can sing better than I do. But apparently the people want me and my shepherd’s song,” Heinrich told the ddp newswire.

With an average 8.59 million viewers and a 27.4 per cent share of the total audience market, the 17 November episode of Bauer sucht Frau achieved the highest ratings since the start of the documentary soap in autumn 2005. Among the 14 to 49 age group, the sixth episode of the season four achieved a market share of 28.5 per cent.
When the curtain went down, the audience in the movie auditorium of the Cinestar Filmtheater on Potsdamer Platz in Berlin had to collect itself for a few seconds before breaking into applause. For 90 minutes, the premiere guests had watched spellbound, suffering along with the actors of fully knowing that what they were seeing on screen in Mogadischu actually happened some 30 years ago. On Wednesday evening, the UFA subsidiary Teamworx presented its latest production at the Sony Center: Mogadischu is the retelling of the hostage drama that unfolded in the hijacked Lufthansa aircraft “Landshut” in 1977.

Before entering the movie theatre, the stars, film crew and guests passed through the obligatory flurry of flashbulbs outside – though this time the carpet was not the traditional deep red, but blue, the color of public broadcaster ARD, which co-produced the movie. The evening’s guests included celebrities such as actors Katja Flint and Til Schweiger, as well as contemporary witnesses: surviving hostages such as co-pilot Jürgen Vietor, the commander of the GSG 9 special unit Ulrich Wegener, and Monika Schumann, the wife of the killed pilot.

Mogadischu begins like a documentary, with a historical briefing: in the mid-1970s, the second generation of the German terror group RAF joined forces with the Popular Front for the Liberation of Palestine (PLFLP), a Palestinian terror unit. On September 5, 1977, the RAF terrorists kidnapped the president of the Confederation of German Employers Hanns Martin Schleyer and demanded the release of their leaders Baader, Meinhof, Ensslin and Raspe, who had been imprisoned since 1972. But the German government under Chancellor Helmut Schmidt refused to budge. The leftist radicals then turned to the leader of the PLFLP, Wadi Haddad, whose followers – led by Captain Mahmud – hijack the Lufthansa aircraft “Landshut” to force the release of the imprisoned RAF terrorists. For 105 hours, the hostages on board the airplane feared for their lives as the plane proceeded to make stops in Rome, Cyprus, Bahrain, Dubai and Aden, before they were finally released by the German Border Guard unit GSG 9 under Commander Ulrich Wegener on Oct 18, 1977 in Mogadishu, Somalia.

Mogadischu tells the story from the victims’ perspective and is dedicated to the one hostage who didn’t survive the drama: the plane’s pilot, Jürgen Schumann. Maurice Philip Remy wrote the screenplay for him, after long years of research: “I wanted to do something for Jürgen Schumann’s reputation,” he explained to the premiere guests after the screening. For a long time it was unclear why the pilot left the aircraft in Aden – was he planning to flee and abandon
his passengers and crew? The movie Mogadischu makes it clear that Schumann was trying to prevent the airplane from lifting off again, risking a crash because of the damage sustained during the last rough landing.

Mogadischu also imparts other new insights: the hijackers were a purely Arab terrorist group, whose mastermind Haddad was an agent in the services of the Soviet secret service, the KGB. The film makes it clear that at the time, fear and helplessness reigned on all sides: the hostages feared for their lives, the German government was grappling with difficult decisions – and the terrorists themselves didn’t want to die either, and were loath to deliver on their threat to blow up the airplane.

After the screening, the people involved in making the film took to the stage to talk to emcee Ulrich Deppendorf. Director Roland Suso Richter emphasized that the shoot was a very intense, exhausting experience for everyone involved. The actors struggled with conditions of extreme heat and spatial constriction for ten long days. “Since the Boeing could only be entered or exited via the rear hatch, the cast and the team were repeatedly stuck on board the plane for several hours at over 40°C (105°F),” the director recalled. The intense anxiety on board the airplane spread to the premiere guests, who appeared both moved and exhausted after watching the 90-minute film. “You can only approximate the psychological strain and enormous helplessness felt by everyone involved at the time – from the crew and the hostages to the German government and the GSG 9 unit – and attempt to do justice to the reality and the fates of the individual people,” explained Nico Hofmann, Producer and Managing Director of Teamworx. “We therefore approached the material with the greatest sensitivity and the necessary respect and tell the events with a degree of authenticity never seen on TV in this form before.”

ARD will broadcast Mogadischu on 30 November at 20:15.
The chef fights back

In M6’s new docu-reality programme *Le chef contre-attaque*, celebrity cook Cyril Lignac goes on a crusade against unhealthy eating.

France - 24 November 2008

On 17 November he visited workers at an aeronautics company to instil the basics of a balanced noonday meal. In this second episode, aired on 24 November at 20:50, he knocked on the door in a housing development to see how French families are eating. 3 million viewers watched carefully.

In 10 years, the number of obese children has doubled. More than 30 per cent of the French, or 20 million people, are overweight. The main cause is unhealthy eating. Faced with this fact, Cyril Lignac is angry. In the land of gastronomy, the French no longer know how to cook. Convinced that it is possible, and indeed vital, to eat well, for our health and also for our pleasure, the chef is fighting back. To eat well is to live well.

Accompanied by Brigitte Danchin, a doctor with a diploma in nutrition, Cyril Lignac decided to travel throughout France. One day at a factory in Picardy, the rest in a housing development, he is teaching French people of all ages and living conditions how to cook again – healthy, balanced and delicious. It has become his public health campaign.

Cyril Lignac’s battle is no trivial pursuit: a dramatic increase in obesity over the last 20 years has prompted the World Health Organization to classify obesity in the epidemic category, and it is estimated that 150 million adults in Europe will become obese between now and 2010. Today, the fight against this scourge is a worldwide priority in Western countries.
30th anniversary of Spain’s constitution

The Antena 3 Noticias website at www.antena3noticias.com has been running a special to mark the 30th anniversary of the Spanish constitution since 24 November.

Spain - 25 November 2008

Besides many other special features related to the topic, Antena 3 Noticias has also posted pictures and videos from the time, interviews with the “Padres de la Constitución” (fathers of the constitution), and other protagonists from the historic time of upheaval. The idea is to capture the mood and feeling of the 1970s by picking up on topics from the worlds of business, culture and sports.

These special reports, in which contemporary witnesses from politics, the cultural community and the media talk about the events of the period and describe one of their most dramatic experiences from that time, will be online from 29 November to 6 December.
All about climate change

The consequences of global warming are already being felt around the world. In early December, climate experts gathered at the 14th UN Climate Conference in Poland (COP 14). RTL II News marks the occasion by kicking off its ‘environment’ theme week on 24 November.

Germany - 24 November 2008

From 24 to 28 November, RTL II News runs a daily report on a specific aspect of climate change and its impact on the environment. For instance, the renowned climate researcher Stefan Rahmstorf of the Potsdam-Institut für Klimafolgenforschung (Potsdam Institute for Climate Impact Research) will report on the rise in sea levels as a result of climate change. Another program will portrait Greta, an A-level student from Dorsten, who works as a climate ambassador for the environmental organisation WWF. Another report focuses on the dangers of plastic, which not only contains highly toxic chemicals and is practically non-biodegradable, but also ends up as tons of rubbish in the sea. Later, RTL II News reports from the desert. In 2016, ‘Masdar City’, a EUR 22-billion eco-city in the middle of the Emirate of Abu Dhabi, will be ready for move-in. Last but not least, there is a report on our drinking water. Hardly anyone realises that 140 litres of water is needed to make one cup of coffee – a whole bathtub full. The experts call this “virtual water” – i.e. the total amount of clean water consumed, evaporated or polluted during a product’s manufacture. The enormous consumption of industrialised nations is a particular problem in view of the worldwide shortage of water.

Parallel to the environmental theme week, there is a big special on www.rtl2.de. The site lists many tips, e.g. for reducing personal energy consumption, along with detailed background information and links to environmental groups and leading internet sites – and visitors can also calculate their own personal carbon footprint.

The RTL II News airs daily at 20:00.
More awards victory

This week, Talkback Thames received no fewer than three awards for their productions.

United Kingdom - 27 November 2008

At the evening of 22 November, The Bill took home the Writer’s Guild Award for Best Continuing Drama. Tim Key, series producer on The Bill said “It’s fantastic to win any award, but we’re particularly proud of this one… it’s a huge credit to our writers – and to our wonderful team of script editors – that the Writer’s Guild recognised the hard work that goes into producing a show of such consistently high quality.”

The I.T Crowd won the International Emmy Award for Comedy at a ceremony in New York on 24 November. The series beat off stiff competition from around the world including RTL Television’s Geile Zeit (Germany), Mi Problema con las Mujeres (Peru) and Neo-Office Chuckles (Japan).

On 24 November, Britain’s Got Talent won the Royal Television Society Craft and Design Award for Production Design: Entertainment and Non-Drama Productions. Royal Television Society said of the show: “The ground-breaking use of LED technology and superb set design created a brilliantly versatile space to showcase a huge variety of performers”.

The format chosen was: **XDCAM – HD 422 – 50 MBps, MPEG-2, Long GoP, 1080i**.

The committee is a consortium of all technical directors of the different RTL Group channels to exchange knowledge about new technologies and propose technology recommendations. Under the lead of Jean Lampach of Broadcasting Center Europe, its members decided on this format after intensive tests, mainly carried out at the Cologne Broadcasting Center over the last weeks. This decision is part of RTL Group's strategy to create an HD workflow in a completely file-based environment, which lowers delivery and post-production costs, along with reducing the carbon footprint. It will not overrule any agreement between an RTL company and a distributor for another file-based or tape-based format, or any other “acquisition (camera)” formats in use at any RTL Group company.

Broadcasting Center Europe was founded in January 2000 as a result of the merge of different technical entities of RTL Group. Located in Luxembourg, it is a major European player, providing technical services in the fields of TV, Radio, Telecommunications and IT.

Since its establishment in 1994, Cologne Broadcasting Center has become one of the leading broadcasting and production companies in Germany. With locations in Cologne, Munich/Gruenwald and Hanover, the company offers its know-how and state-of-the-art technology to numerous renowned TV stations and producers, who value its wide array of individualised services.
M6’s new docu-reality series proposes to radically change the concept of beauty and modify the critical and dissatisfied way women view themselves. It’s just a matter of accepting that women can be beautiful and proud of their image without being supermodels.

France - 21 November 2008

RTL Television successfully covers all TV show genres – this is the key result of a qualitative-psychological study carried out by the Rheingold Institute on behalf of IP Deutschland.

Germany - 21 November 2008

At the end of last week, RTL Radio France published its audience figures for the months September and October. For the eleventh time in a row, RTL Radio France was number one in all categories.

France - 24 November 2008

On 22 November, the Baden-Baden TV Film Festival ended with the presentation of the ‘TV Film Award of the German Academy of Performing Arts’.

Germany - 25 November 2008
Special investigations with equally special audience shares
Last Friday, and for the ninth consecutive week, M6's American series *NCIS: Enquêtes Spéciales* found itself solidly in the number one position: 45.2 percent of the housewives under 50 were watching.
France - 25 November 2008

A perfect score for Claire Barsacq
Last Sunday at 20:50, Claire Barsacq took up the reins at *Zone Interdite*, one of the flagship information programmes on M6. With grace and professionalism, Claire Barsacq is sitting in for Mélissa Theuriau, who is away on maternity leave.
France - 25 November 2008
After presenting the first cinema season in development and the ongoing preparations for the start of production in the spring of 2009, UFA Cinema is now organising the distribution and marketing of its future productions.

As of her appointment on 1 November 2008, Bettina Bartl has taken over responsibility for the areas of distribution, marketing and publicity for UFA Cinema productions as head of Sales and Marketing. Bartl works out of UFA Cinema’s Munich office.

Bartl joined UFA Cinema from Constantin Film AG, where she spent the last eight years running the PR & promotions on a variety of German and international films with great success, including all the major Bernd Eichinger productions (Downfall, Perfume, The Elementary Particles, The Baader Meinhof Complex).

Thomas Peter Friedl, CEO of UFA Cinema, said: “I am delighted to be able to work closely with Bettina Bartl in future and to know that the operational responsibility for the distribution and marketing of our ambitious production portfolios is in her hands. Bettina Bartl, with her know-how, experience and above all her energy, greatly enriches our young company.”