The good list
How RTL Group pays back to society

Germany
Pay-TV complements free-to-air TV

France
Advertising on the net

Production
A new road map for the format industry

Netherlands
Best monthly ratings since 2005
COVER:
Montage of a selection of RTL Group’s various CSR formats
Millions of viewers tune in to one of RTL Group’s channels every day. Television entertains and informs. Sometimes it demands attention, depicts history in an understandable way and focuses emotions. “Television is the lead medium and will be for a long time to come. This popularity of television comes with a great responsibility,” says Gerhard Zeiler, CEO of RTL Group. “We believe it is vital to ensure that our output carries positive and supportive messages. Our broadcasters and programme managers take this responsibility very seriously.”

The new brochure How RTL Group pays back to society examines different examples of social activities throughout the group. “No one can do everything, but everyone can do something,” Gerhard Zeiler said at the first ‘environMINDday’ at RTL Group’s premises in November 2008. The same is true for all social activities: even if a channel organises just one small event, the combination of all events builds a huge sum of awareness, help and funds – bringing a result that can even exceed the requirements. But the efforts are not too small: over the years RTL Group has collected the sum of EUR 273 million.

The RTL Group commitment does not only mean raising funds for charity like Idol Gives Back or RTL Spendenmarathon, but also raising awareness on social topics like poverty, drugs, environmental protection or juvenile crime. Thus, the new corporate responsibility brochure is divided into three parts – raising awareness, raising funds and being green – presenting the key pillars of social responsibility with examples from all the different profit centres.

“We get many questions, what RTL Group does for the society. This small brochure gives a quick and easy-to-read overview on our corporate responsibility activities,” says Oliver Herrgesell, Executive Vice President Corporate Communications at RTL Group. He continues: “This brochure is part of our concept which...
became visible a couple of months ago with the publication of TV or Not To BE, a principal brochure about the value of television in Europe.”

The key to raising awareness is to make the message indistinguishable from entertainment. There are two different ways to do so: first, some programmes are built around the idea of drawing attention to certain problems. Help-TV formats such as RTL Television’s financial coaching show Raus aus den Schulden or the M6 programme Le chef contre attaque, which helps people overcome unhealthy habits, raise awareness by showing not only the problem, but also a possible solution – in other words, they ‘help people to help themselves’. A second approach is to feature a certain problem in the plot of fictional formats. “By airing such programmes, we build awareness, clarify contexts and address issues that are otherwise swept under the rug,” explains Gerhard Zeiler.

On 8 April, The Bill, produced by Talkback Thames for ITV, started investigating life in an inner-city school, portraying problems that arise in everyday school life in six episodes and coinciding with UK schools’ Easter break.

“We were keen to look in more detail at the pressures that exist within modern schools – not just for the police, but for teachers, parents and the pupils themselves,” says Tim Key, Series Producer. “This story allows us to spend time exploring those pressures, but also celebrating the dedication and talent of those working within the education system. It’s a sympathetic look at what it is to be a teenager, and it’s also a steep learning curve for the main character Nate in particular, as he finds himself challenged both professionally and personally.”

In Germany, RTL Television’s popular soap Gute Zeiten – Schlechte Zeiten portrayed the consequences of drug abuse. The story had such an impact that Ulla Schmit, Federal Minister of Health, invited the team to Berlin, where German chancellor Angela Merkel took the opportunity to commend the programme and its commitment to the battle against drugs. “It’s good when TV series deal seriously with such matters,” explains Schmidt. “Let’s make no bones about it: drugs destroy people’s lives.”

Raising awareness is vitally important and something RTL Group’s channels will continue to embrace. The bottom line is that good causes require financial support. So RTL Group’s fundraising projects come in all shapes and sizes. Some, such as the RTL Spendenmarathon in Germany, offer an exciting mix of activities, personalities, entertainment and good causes. In the USA, Idol Gives Back is another case of an incredibly successful programme using its popularity to raise money.
One of the highlights in 2009 is an old favourite – Télévie. In the 21 years of its existence, Télévie has become an institution in the fight against cancer. Behind this noble and emotionally charged cause are the RTL families in Belgium and Luxembourg, as well as many volunteers who join forces to raise funds. “The importance of Télévie, in the troubled and uncertain circumstances in which we find ourselves, is greater than ever,” said Philippe Delusinne, CEO of RTL Belgium, at the launch of this year’s Télévie in March. “Télévie is concerned with what is essential to life: health.”

Almost 700 events have already been programmed throughout Belgium’s French-speaking community. The teams of RTL in Belgium and Luxembourg hope to pass the EUR 100 million threshold, which would be one giant step forward in conquering the disease. This objective must be reached before 25 April, the closing date of the Télévie 2009 campaign.

A third pillar in terms of corporate social responsibility is the protection of the environment. In 2008, RTL Group established environmental concern as a major aspect of the business. The first ‘environMINDday’ was organised in November 2008 – a rallying call for everyone to realize the power they have to make a difference. The event focused on the importance of small-scale improvements while emphasizing the massive scale of the environmental challenges ahead.

In France, RTL Radio launched a new campaign to raise awareness for environmental issues: L’Expédition RTL. In Alaska, L’Expédition RTL looked at the effects of global warming; in Mali, it observed those of desertification; in India, it studied the waste issue; in New-Caledonia, it proved the importance of protecting the biodiversity and in Japan, L’Expédition RTL looked at overfishing and the future of marine species. Each time, one full week is dedicated to reports to raise listeners’ awareness of the extent of the situation, while considering alternatives and solutions. All these stories are both eyewitness accounts and appeals for action. Every month, RTL Radio is devoting an entire broadcasting day to these burning environmental issues featuring live interviews with its reporters and specialists.

Online, users can follow a mini-documentary that keeps them abreast of the progress of the investigations. “As France’s biggest radio station, we have a social responsibility towards our millions of listeners. The environment and environmental protection is a major theme,” says Jacques Esnous, Head of News at RTL Radio. “With our highly ambitious L’Expédition RTL, we aim to prick the consciences of our listeners by alerting them to the dangers facing the planet. Our reports provide a framework for our listeners to have their say.”

“The aim of the brochure is also to help readers make their own minds and not underestimate the importance of television as a force for good,” Gerhard Zeiler concludes. “Television can help. Even a brief look at a few television campaigns clearly shows the positive impact broadcasting can have.”

The new brochure How RTL Group pays back to society will be available on RTLGroup.com as of 9 April. Printed copies can be ordered via
**The perfect complement**

Two years after their launch, Mediengruppe RTL Deutschland's special-interest channels – RTL Crime, Passion and RTL Living – have established themselves in the pay-TV world.

*Germany - 7 April 2009*

A qualitative image survey carried out by the Concept M institute on behalf of IP Deutschland examined the overall motivation of subscribers for using pay-TV versus free-to-air TV, as well as how they would rank the three special-interest channels within the pay-TV offer. The results show that pay-TV and free-to-air TV promote and complement each other.

The three channels, RTL Crime, Passion and RTL Living occupy an outstanding position in the German pay-TV world. Pay-TV viewers perceive the three channels as easing the psychological strain on them, because there is negligible tension involved. The mix of familiar free-to-air TV and new, exclusive formats goes down well with subscribers and serves as a bridge: due to their association with RTL Television and the programme structure, the digital channels are perceived as a complement to free-to-air TV. People enjoy the additional programme diversity and regard it as something special.

Dirk Ziems, a consultant at Concept M, says: “The popular formats of RTL Television’s free-to-air TV facilitate access and orientation in the pay-TV world for viewers. They provide a feeling of being able to enjoy familiar products in a more exclusive way, thereby preventing viewers from blindly tapping around in the diversity of pay-TV.”

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**Smart online advertising**

M6 Replay has become the advertising medium offering the highest level of recognition of advertising messages on the internet and is in second place among all media, behind cinema.

*France - 7 April 2009*

Measured by Aegis Media Expert between 4 November 2008 and 20 February 2009, Morgensztern’s “beta factor”, or recognition of M6 Replay’s advertising plan, has risen to 29.3 per cent. This means that from 100 people exposed on one single occasion to a campaign on M6 Replay, 29 remember the advertising message. That’s 2.6 times more than other internet formats (beta factor of 11.3 per cent) and 1.7 times more than television ads (beta factor of 17.2 per cent).

One year after its launch, Groupe M6’s catch-up TV service is a success, with a total of 80 million videos watched to date and 1.7 million unique visitors on average each month (Source: Médiamétrie/NetRatings, September 2008 – February 2009). Users of M6 Replay are very loyal to the service, as 58 per cent of them claim to watch certain programmes only on M6 Replay. It’s also a commercial success, with a growth in the number of advertisers on the service.

M6 Replay offers advertising inserts on the internet, with the in France formerly unknown clickable video spot on programme screens. The richness of the video format, the quality and power of the context as well as the interactivity of the service help to create a unique advertising medium. In this way, the rate of clicks on advertising spots are up to 30 times higher than those observed in classic internet formats.
The world of Nouvelle Star on mobile

M6 Mobile by Orange launches a Nouvelle Star prepaid card.

France - 8 April 2009

The new card allows unlimited access to the entire world of Nouvelle Star: the best videos, behind the scenes at the show, contests, invitations to the live shows at the Pavillon Baltard and exclusive news via the “Inside M6 Mobile” mobile internet portal. M6 Mobile thus reinforces its positioning in the entertainment market by offering 15 to 24 year-olds a close link with television as well as reduced rates.

This offer makes it possible to call Orange mobile phones in metropolitan France at a 50 per cent reduction at night between the hours of 22:00 and 8:00 as well as all weekend. For EUR 15, without a subscription and usable immediately, the Nouvelle Star prepaid card has been available since 6 April at newsstands and on M6mobile.fr, with a Nouvelle Star sticker included to personalise one’s mobile phone.

The launch is accompanied by a TV campaign (on the Groupe M6 channels) and a poster campaign as well as publicity events at the live shows in Baltard.

M6 Mobile is combining the power of marketing with expertise in the mobile telephone domain to come up with offers of interest to young audiences. Nouvelle Star, produced by FremantleMedia, has returned in 2009 for its seventh season. Since its launch on 24 February, M6’s flagship programme is drawing an average of 4.6 million viewers for a total audience share of 18.8 per cent.
“Women’s best (web) friend”

Launched in January, Groupe M6’s women’s portal Téva.fr, started a crossmedia advertising campaign for women this week.

France - 8 April 2009

The campaign highlights the benefits of Téva.fr: news, advice and recommendations, through day-to-day scenarios featuring two office workers. The campaign comprises TV spots on M6, Téva and W9 in three formats (6, 12 and 20 seconds), 30-second radio ads, full-page ads in the press (women’s, celebrity gossip and consumer’s magazines) as well as banners on all M6 Web network sites and websites for women.

Téva.fr is Groupe M6’s site destined for active women with a family life. Useful and optimistic, it aims to address women’s day-to-day issues as well as their aspirations. On Téva.fr, women’s tastes are reflected in eight columns, from “My cuisine” to “My style” or “My shopping”, along with an area entirely dedicated to the channel Téva. With the additional audience brought by Téva.fr, Groupe M6 now welcomes more than 6 million women each month to its sites (Mediamétrie Netratings January 2009 figures), which are marketed by M6 Publicité Digital.

The full page ad (left) and stills from Téva’s TV spot
The format business is flourishing and new players have entered the market in droves over the past few years. The new report – which will be published in October 2009 – will trace the dramatic changes that took place in the years 2006 to 2008. To offer first insights into the upcoming report, Ute Biernat, Chairman of Frapa and Managing Director of Grundy Light Entertainment, presented the first findings in Cannes last week.

Biernat emphasises the importance of the new report: “In view of all the changes that have taken place over the past five years – changes in technology, genre and geography – it became clear to us that the format industry needed a new roadmap. We felt we needed to take a fresh look at what’s happening out there in the wider world and how these trends are shaping and driving our business.”

Frapa (Format Recognition and Protection Association) was founded in 2000 and is the international format industry association dedicated to the protection of formats. Ute Biernat has served as Chairman of Frapa since 2005. The association represents more than 100 companies in the television industry. Its members include FremantleMedia, Grundy Light Entertainment, Endemol and others.

**Insights into the upcoming report:**

- **Denmark, Sweden and Norway** already played a considerable role in the global format trade before the period covered in the new report. Between 2006 and 2008, at least 67 international versions of Scandinavian programmes based on 27 different original formats hit screens round the globe. The number of foreign adaptations based on Swedish formats has more than doubled, from 18 to 42. Between 2006 and 2008, the classic reality format *Expedition Robinson* still topped the ranking of Swedish format exports in terms of episodes produced in other countries.

- **While Germany** was previously widely acknowledged as the biggest importer of formats, this perception is increasingly changing: the number of exported German formats has more than quadrupled. Between 2006 and 2008, at least 52 productions in 20 different territories were based on 23 different German formats.

- **Argentina** has taken a flying leap over the last decade regarding format export. Driven by individual game shows, comedy shows and especially telenovelas, Argentinean programmes are now adapted around the globe: most recently the telenovela *Lalola* caused a stir among buyers. Argentina has since become the world’s fourth-largest producer and exporter of television content, according to ProsperAr, the country’s National Development Agency.
**Roaring into spring**

In March, the RTL Nederland family of channels scored a combined market share of 33.0 per cent in the 20 to 49 year-old demographic. RTL Nederland last scored such a great audience share in April 2005.

Netherlands - 3 April 2009

With 33.0 per cent, RTL Nederland’s audience share was well above that of the public TV channels (27.6 per cent), and of the SBS group (26.5 per cent).

RTL 4 markedly improved its performance compared to the previous month, attracting 18.6 per cent of the target demographic of shoppers aged 20 to 49 – in February 2009, its share of this target market was 16.3 per cent. In fact, RTL 4 scored its best market share since May 2005, when the channel attracted 18.7 per cent of the market. Its most popular formats were *X-Factor*, *Zeg ‘ns AAA* and *De TV Kantine*.

RTL 5 reached a 10.2 per cent share of the 20- to 34-year-old target demographic in March. Compared with the previous month, when RTL 5 scored an 8.9 per cent market share, this represented a 15 per cent improvement. The channel’s access prime time programming is particularly popular, with series like *How I Met Your Mother*, *My Name is Earl*, the Dutch production *Wie Is De Chef* and *Deal or No Deal*.

The men’s channel RTL 7 attained a market share of 5.9 per cent for the month in its target audience of men aged 20 to 49. The most popular programmes included *Voetbal International* and the broadcasts of the quarter-finals in the Dutch Cup.

RTL 8, a channel catering to women, scored 3.3 per cent of the 20 to 49 year-old female audience market. The ladies especially loved films such as *Enough*, *Dr. Dolittle 3*, *Dangerous Beauty* and *Seven Years in Tibet*.

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**Highest ever ratings**

The results show during which 35-year-old Linda Andrews from the Faroe Islands was crowned the winner, was the most-watched programme in Denmark in over two years, and delivered the highest-ever ratings for *The X Factor* format worldwide.

Denmark/United Kingdom - 6 April 2009

The second season of *The X Factor* in Denmark concluded last week with nearly half of the population tuning in for the finale. Winning a huge 78 per cent audience share, *The X Factor* beat the prime time average of the broadcasting channel DR1 by 149 per cent.

Already Denmark’s highest-rated show in 2008, *The X Factor* attracted a 79 per cent share of young adults aged 15 to 24, which is over four times the channel average. *The X Factor* also drew 79 per cent of adults aged 15 to 50, more than 3 times the channel average.

“This is an exceptional result for the team at Blu, and a testament to all the hard work and effort that goes into producing a great show like *The X Factor*,” commented Henrik Nielsen, CEO of Blu.
Française des Jeux and RTL Radio France have reached a partnership agreement that links RTL Radio’s expertise in the editorial treatment of sports to the experience, credibility and know-how of Française des Jeux in terms of sports betting. This partnership will begin on 17 April and run until the Football World Cup in July 2010.

Starting 17 April, a new programme with an innovative concept will be broadcast on Fridays between 20:00 and 23:00. The very first radio programme for sports betting will be presented by Christophe Pacaud in collaboration with Lionel Rosso. Personalities from the world of sports will analyse sports news and enlighten listeners with their predictions. Complementing this will be new daily shows inserted in the programme schedule. An ad hoc internet operation will support the weekly programme with the implementation of a site dedicated to sports betting on RTL.fr.

Sports betting represent seven per cent of the sales figures of Française des Jeux, some EUR 630 million, and are seeing significant growth thanks to the success of side bets, whose sales doubled in 2008. In a responsible, controlled framework, Française des Jeux is continuing to evolve and to charm the French with increased gains (increasing 7 percentage points on average in 2008), simpler formulas and a wider range of choices for players (football, rugby, basketball, F1 racing and tennis).

Axel Duroux, CEO of RTL Radio France, says “France’s top radio station offers its 10.6 million regular listeners coverage of the biggest sporting events and – as a partner of France’s national team – especially football. Thanks to this partnership with Française des Jeux, an enterprise that has long been engaged in the development of sports for everyone in France, we are breaking new ground, and are the first to supply a response to the growing infatuation of listeners for sports betting.”

Christophe Blanchard-Dignac, CEO of Française des Jeux, says “Française des Jeux shares the same values and the same vision of a recreational game with RTL Radio. A few months after the opening of online betting and in anticipation of the 2010 Football World Cup, putting our skills together will promote an economic model founded on dynamism and responsibility.”

Française des Jeux offers its 29 million customers lottery games and sports wagering for the general public that is recreational, secure and responsible. With sales figures of EUR 9.2 billion in 2008 and 930 collaborators, Française des Jeux is the 3rd largest lottery in the world.
**Toggo takes to the road again in Germany**

In May, Super RTL's presenters and many of the channel’s cartoon heroes set out on the Toggo Tour, enabling kids to experience up close what they love about the programming of the market leader in children’s TV.

Germany - 3 April 2009

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**Sat Nav with danger alerts**

In cooperation with Ponle Freno, Antena 3’s traffic safety initiative, TomTom is launching a sat nav that warns users about dangerous routes and accident hotspots.

Spain - 3 April 2009

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**Next please**

*Podijedi Solu (Beat Your Host)* has proven a big hit with an average of 34.7 per cent of the viewers aged 18 to 49 tuning in to the first two shows. After the challenger was beaten in the last episode, a new challenger will have the chance to win HRK 200,000 on 10 April.

Croatia - 6 April 2009

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**Strasbourg brings good luck**

Last week, *Un dîner presque parfait*, which took place in Strasbourg, made M6 the most-watched channel among all audiences in that time slot.

France - 7 April 2009

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**Up-to-date, uncluttered and comprehensive**

Berlin residents and their visitors can now check out the newly designed service portal Spreeradio.de for information about the many things that make Berlin such an interesting city.

Germany - 9 April 2009

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**Scrapping your car in style**

Nearly 53,000 viewers offered to have their old car junked in a spectacular stunt as part of the action series *Alarm für Cobra 11*, in exchange for a EUR 2,500 scrapping bonus.

Germany - 9 April 2009