Driving smart

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Cover: ‘environMINDteam’-member Caroline Chartier testing an electric bicycle (Montage)
Alternative means of transport

This week, environmental awareness days were held at RTL Group and several profit centres. RTL Group’s Corporate Centre focussed on eco-mobility.

Luxembourg - 3 June 2010

Environment days have become a tradition at RTL Group. A few Profit Centres, including Talkback Thames in the UK and RTL Belgium have already organised their own ‘Earth Days’. They all share a common purpose: building awareness among employees for the dangers of climate change and appropriate measures to protect the environment – true to the motto “No one can do everything, but everyone can do something.” The initiative, now in its third year, encourages employees to address environmental issues and helps everyone to understand how they can reduce their environmental impact in real terms, both at work and in their own personal lives.

In Luxembourg, the third “environMINDday” was officially opened at 11:30 by Elmar Heggen, Chief Financial Officer and Head of the RTL Group Corporate Centre, in the presence of Claude Wiseler, Luxembourg’s Minister for Sustainable Development and Infrastructure. Heggen said: “For this third ‘environMINDday’, we have chosen the theme of mobility. We have a wide range of alternative means of transport – some not yet on the market – available to test drive, including Segways, bikes, electric scooters and hybrid, electric or even hydrogen cars. Everyone can do more to protect the environment if they’re so inclined.”

The issue of commuting to work is especially relevant for Luxembourg, given the high number of trans-border commuters and the fragmented public transport. Being aware of that, Heggen went on to present a number of tools designed to help employees in Luxembourg become more responsible in terms of mobility. On the company’s local intranet site, a page was set up to provide information on carpooling. RTL Group also gauged employees’ interest, especially that of cross-border commuters, in the reduced public-transport tariffs offered by the annual M-Pass”. Finally, given the increasingly crucial role of cycling in mobility, RTL Group has provided three electric bikes to help employees scale the city’s many hills.

Minister Claude Wiseler said: “Above all else, mobility is a great freedom that allows us to travel, to get around and to discover new horizons”. However, he added that “pressing mobility needs” were “leading to congestion on the roads”. The Minister continued to outline...
investment plans and government priorities with regard both to public transport and more eco-friendly mobility options, concluding that “everything must be done to avoid restricting the freedom afforded by mobility”.

Throughout the day, employees were free to explore the eco-mobility exhibition and to discover and test-drive a whole host of more environmentally friendly vehicles from electric cars to bikes (with or without electric motors), motorbikes and electric scooters.

The programme for the third environMIND-day also included the “Bike To Work” initiative, which involved around ten employees travelling to the Kirchberg site from a joint meeting-place at Glacis. A “Car-Free Challenge” was also held to encourage employees to leave their cars at home and opt for a more environmentally friendly mode of transport (bike, train, bus or car-share). The competition was held between departments and the three teams which opted for the most environmentally friendly mode of transport each received a prize.

“Caring about the environment can be a lot of fun”, says Oliver Herrgesell, Environmental Chief Officer at RTL Group. “and some of us definitely enjoyed riding these exclusive vehicles. The other great thing is that within RTL Group, more and more profit centres coordinate in joint action.”

In Brussels, RTL Belgium invited its personnel to an ‘Earth Challenge’ evening for a screening and discussion of the film *Earth Challenge WWF* directed by RTL TVI news presenter Michael Maegd. At the RTL House premises the cafeteria also switched to green where Sodexo prepared a Fair Trade lunch with fresh and locally sourced ingredients for the employees.

In Hilversum in the Netherlands, RTL Nederland’s 540 employees were made aware of carbon-neutral behaviour (turning off the lights and the computer, using the stairs instead of the lift). Even the noontime meals served in the canteen were prepared without wasting energy: on 1 June frozen food and hot snacks were excluded from the menu at the company restaurant.

In Paris, at RTL Radio France more than 600 employees within seven affiliated companies of RTL Radio France (including Fun Radio, RTL2, IP…) participated in the environment day of 1 June 2010. People were encouraged to leave their cars, scooters and motorbikes at home and to walk, cycle, share a car or use the public transport instead. RTL branded tricycles were...
specially rented for that day to taxi drive journalists and moderators to their appointments.

In Berlin, Stephan Schmitter, Managing Director of Radio Center Berlin e-mailed his personnel and called on them to do something positive for the environment: “Every single one can do his bit and take responsibility – even at work. Small things can make a difference like turning off your computer and monitor or using paper responsibly”. Like at RTL Group’s Corporate Centre in Luxembourg, the morning of 1 June began with a “Bike to Work” campaign. In strategic locations throughout the company post-it notes were stuck to printers, photocopiers and light switches advising people on how to reduce energy consumption. All the employees of Radio Center Berlin were invited to the activities at Bertelsmann Unter den Linden.

In London, the environment days started as early as 13 May, when FremantleMedia organised a green exhibit with a number of partner companies that included Mammacha, a supplier of fair-trade clothing, Regenersis, a company that recycles mobile telephones, and the Fair Trade organisation.

‘be green’ at Bertelsmann

In the run-up to World Environment Day on 5 June, RTL Group’s profit centres weren’t the only ones to take this opportunity to raise awareness of environmental issues among their em-
employees. Being part of the “be green” initiative, Bertelsmann subsidiaries all around the world organised their own awareness days. “This is a real team success by the international, cross-
divisional ‘be green’ team,” says Katrin Gaertner, who heads the Bertelsmann “be green” team. “I was impressed by the diversity and the mo-
mentum developed by the ‘be green’ Days. In the end, more than 35 locations in 10 countries joined in – from New York to Luxembourg – with impressively creative actions. The members of the organisational teams, our colleagues at RTL Group and at all the other locations brought a lot of commitment and passion to the cause. I think in the end we reached a lot of employees and really made a difference - because we can only advance our environmental and climate protec-
tion with the employees’ support.”

Does raising awareness actually solve the problem? No, but thinking about the risks of the current way of life is already a first step in im-
proving our behaviour. On 1 June, Bertelsmann published a short film asking questions on the topic of ‘environmental protection’ instead of trying to give moralising answers. The film’s director Georg von Mitzlaff (winner of the 2009 ‘Porsche International Student Advertising Film Award’) set out to make viewers aware of the is-
sue of ‘environmental protection’, get them excited about it and get them to think, instead of lecturing to them.

The around three-minute clip shows 20 Bertels-
mann employees from all corporate divisions and five different countries – four of them from RTL Group companies. Like their fellow Bertelsmann employees, they don’t give any set answers, but ask questions that move them personally, and provide thought-provoking im-
 pulses: how can executives be persuaded not to fly so often? Would we care if our grandparents had ruined the world we have to live in? “The ‘be green’ film is one of the unifying core elements of the be green Days,” explains Katrin Gaertner. “The film aims to build awareness among view-
ers, in this case employees, for the ‘be green’ idea, to get the excited about protecting the environment and provide food for thought. The main challenge in producing the film was to make the issue of environmental and climate protection tangible. The fact that we begin by just asking questions reflects the fact that the solutions haven’t all been found yet, that we are at the beginning of a long process – and want to do more, together.” Now that the questions have been raised, it’s up to the companies, the teams and every single one to make a difference.

Sarah Cattani, journalist of RTL Télé Lëtzebuerg

I live not too far away from the working place. I used to come to work by bus or by car. One day I decided to pedal to work more regularly to save gas, be a good citizen of this planet and to reduce my C02 output. Arriving sweat free at the RTL Group premises located at the hilly Kirch-
berg was not evident. Finally I decided to acquire a powered Solex bike. I really enjoy this healthy, stress free riding experience. I even sold my car. Riding to work is much, much better than driving. Try it!”

Motorcycles and Segways attracted employees...
Wer wird Millionär? Fußball Edition for iPhone and iPod touch is now available from the iTunes App Store for EUR 2.39. Once it has been downloaded, the quiz can be played at any time, without Internet connectivity. The app contains 550 fun questions tying in to the popular sport and gives the famous Wer wird Millionär? look a football-style twist.

Wer wird Millionär? Fußball Edition is RTL Interactive’s second paid app. Together with the original Wer wird Millionär? Premium App, it complements the range of ad-financed apps.

The ad-free premium app tying in to RTL’s hit show is released by RTL Interactive in partnership with 2waytraffic, a Sony Pictures Entertainment company that holds the international rights to Who Wants To Be A Millionaire? In addition to the Wer wird Millionär? premium apps, an ad-financed free app to accompany the show is also still available. Since its release in December 2009, it has been downloaded more than 850,000 times, which makes it probably the most successful mobile app tying in to a media brand in Germany.
Novelties for cricket on Five

Former England captain Michael Vaughan is to join Five’s cricket commentary team. The broadcaster also announced a comprehensive partnership Nat West, which will sponsor the 2010 cricket summer on Five.

United Kingdom - 31 May 2010

Joining Five’s existing cricket commentary team of Mark Nicholas, Geoffrey Boycott and Simon Hughes, Michael Vaughan has taken his first television role since he retired from first class cricket last summer. “I’m really looking forward to becoming part of the team at Five. It’s a programme I always watched as a player and I’m hoping to bring the viewers a real insight into the modern game,” he said. Five’s Head of Sport, Robert Charles added: “I’m delighted that Michael is joining the Five cricket team. As one of the most successful England captains of the modern age his views will carry tremendous authority.”

Five’s Sales Director, Kelly Williams, lifted the lid on new research which shows that the 45 x 45-minute nightly highlights programme has a greater reach than an entire year’s worth of output on the main Sky Sports channels. Last year’s Cricket on Five, which culminated in England’s Ashes victory, reached 28.5 per cent of all individuals, a total of 16.2 million British viewers. By contrast, Sky Sports 1, 2, 3 & 4 combined had an annual reach of 26 per cent across the whole of 2009.

Nat West, the longstanding ECB sponsor of the One Day Internationals series, has become the broadcast sponsor of Five’s nightly TV highlights package, Cricket on Five. The partnership also encompasses a bespoke online sponsorship package. The new Cricket on Five sponsorship credits, created for Nat West by Saatchi, will debut on 22 June to coincide with the first match in the Nat West Series of One Day Internationals between England, Australia and Bangladesh.
Jaap has the X Factor

After seven widely talked-about live shows, this year’s X Factor season culminated with the semi-final and final show on RTL 4 last weekend. The winner of the show is Jaap.

Netherlands - 31 May 2010

In all, 1.9 million viewers watched the X Factor semi-final show on Friday evening. Saturday evening’s ratings for the final were also excellent: with a total of 2 million viewers, the final was the most-watched show of the evening. An average 1.6 million viewers watched the X Factor this season.

Excitement was already running high during the semi-finals on Friday evening. Dony, Jaap, Maaike and Kelvin took the stage with a view to becoming a finalist. But after the very first performance – a cover of a popular song – the first candidate, having scored the fewest votes, already had to leave the show: Dony. The three remaining musicians then went on to perform a song picked specifically for them by the DJs of Radio 538. But since only two candidates could make it to the final on Saturday evening, Kelvin had to leave the show, while the phone lines remained open for Jaap and Maaike.

On Saturday evening, for the first time the candidates each sang four songs: the first picked by their mentor judge, one they had picked themselves, their best song from the X Factor live shows, and the possible winning single. Following an appearance by last year’s winner Lisa Lois, the verdict was in: Jaap has the “X Factor” and gets the coveted recording contract. His single Don’t stop believin’ was released instantly and became number one at the Dutch iTunes Single Charts.

On 11 and 12 June, fans will have an opportunity to see the season’s seven best acts – Jaap, Kelvin, Dony, Maaike, Sumera, Daniëlle and BadBoyz – live in concert, at X Factor in Concert in Rotterdam. You’re The Voice, a single recorded for the War Child relief organization by the Top 12 candidates, will also be featured, of course. The single had shot to the top of the Dutch iTunes Single Charts within an hour after its release.
Shows of RTL Nederland’s channels can be accessed at RTLGemist.nl just with one click – provided having a modern 3G mobile phone. About an hour after they air on TV, the shows are available for up to two days. The menu navigation is as easy as can be: Day before yesterday, Yesterday and Today.

“RTL Nederland is wherever the viewers are. The idea is to make easy, informative content quickly available. Expanding our existing catch-up service to mobile devices ties in superbly with this strategy,” explains Arno Otto, Head of the Digital Media department at RTL Nederland.

The mobile offering includes free content such as weather and news as well as paid content like RTL Boulevard and Goede Tijden – Slechte Tijden. Payments are processed via the viewer’s mobile phone bill or by SMS.
Clarifying election issues

There are a few days remaining before the legislative elections in Belgium and RTL Belgium’s editorial department for TV, radio and the Web are increasing the number of related programmes.

Belgium - 31 May 2010

Clarifying the issues and making the campaign interesting for Belgians are the two main objectives that RTL-TVI has set for itself. On 19 May, the political debate Face à Face captivated Belgian viewers, with the programme achieving an excellent total audience share of 41.5 per cent.

With few days to go before the elections, the editorial teams have decided to give particular attention to the Flemish electoral campaign, and, as preconceived, to go beyond the clichés. Journalist Mathieu Col produces segments on current affairs in Flanders that will appear on RTL-TVI, Bel RTL and RTLinfo.be.

On the Web, the editorial department is paying special attention to the 2010 electoral campaign with, for example, educational files in a question-answer format, a column called “The Tenors”, which follows the agendas and public declarations of the 12 tenors of these elections step by step, as well as three blogs by journalists from the editorial department: “The Political Notebook” by Fabrice Grosfilley (RTL-TVI Editor-in-Chief), “A Kiss from Flanders” by Mathieu Col and “Without Waffling” by Frédéric Cauderlier. For entertainment, the site offers a political quiz in partnership with Université libre de Bruxelles that allows internet users to find out which political colour they relate to the most.
The stand-up comedian, who speaks for citizens at large as he targets current events and satirizes both the lighter and more serious matters of daily life, was the clear favourite of TV audiences on 25 May. *Al Tsantiri News* once again was the most-watched show of the evening, outperforming even the first semi-final sing-off in the Eurovision contest to establish this year’s Greek contestant, which was the evening’s runner-up.

*Al Tsantiri News* attracted 51.0 per cent of total audiences, while the first Eurovision semi-finals scored a total audience share of 34.9 per cent. The satirical TV show reached 48.6 per cent of viewers in the 15 to 44 year-old target group, also well ahead of the competition.
It is a cherished tradition for Detskiy to welcome its viewers and fans from all over Russia at the open-air festivals spreading from Moscow to Vladivostok throughout the summer school holidays. With Peter Pan & the Pirates, Merlin, Pippi Longstocking, Spy Kids 3D and other prominent titles in Detskiy’s library, “Adventure” was chosen as the main theme for the outdoor fun on 30 May.

One of the highlights was the Pirates’ School. For the festival, the central arenas of the Russian parks were transformed into large pirate ships that will take guests on a journey to fantasy isles, where they experienced the mysterious and yet friendly world of pirates. Various lessons taught by the skilled, wise captains and a real treasure hunt awaited kids at the Pirates’ School.

The visitors will get a unique chance to participate in live shootings for the channel’s new kids entertainment show and enjoy a “Chudaki” interactive theater performance, pirates karaoke, fortune telling by talking parrots and the Street Magic Show. Also, Detskiy announced its sponsorship of new swings at “Sokolniki”, which were installed on the eve of the event, thus helping the park to recover after the recent vandal assault on its playground.

After Moscow the tour will continue to Ufa, Vladivostok, Perm, Saratov, Samara, Kaluga, Tomsk, Yoshkar-Ola, Novy Urengoy, Penza, Arkhangelsk and other cities. At each destination, viewers of the channel will compose their wishes and greetings to Detskiy fans from another city, seal their messages into a bottle and send them to the next Pirates’ School mooring point. The final destination of the pirate ship will be announced at a later stage.

Detskiy is a special-interest channel created for kids and recommended by parents. Launched in 2005, it is among the Top 3 pay-TV channels broadcasting in Russia. Detskiy is part of the Klub 100 channel bouquet, which has a leading position in the thematic pay-TV market in Russia, CIS and the Baltic countries. Klub 100 is a joint venture between RTL Group and Continental Media Group.
Awards in May

May again brought a number of awards for RTL Group companies, including four coveted Bavarian TV Awards. Talkback Thames won a Bafta Craft Award for The X Factor.

Luxembourg - 3 June 2010

Extra author Düzen Tekkal and Extra’s managing editor and author Jan Rasmus won the Bavarian TV Award for their 75-minute special Angst vor den neuen Nachbarn (Fear Of The New Neighbours) – in which the RTL Television magazine explored the integration of foreigners in Germany. Another ‘Blue Panther’ went to Niki Stein for his outstanding work as director and scriptwriter on the Teamworx production Bis nichts mehr bleibt (Till Nothing Is Left). Annette Frier received the coveted Panther for her role in the Phoenix Film-produced series Danni Lowinski, and Florian Martens won one for his role in the UFA Fernsehproduktion crime series Ein starkes Team.

The “Blue Panther” has been presented annually since 1989 by Bavaria’s state government for outstanding achievements in German television and is one of the country’s most prestigious awards for TV professionals. The Bavarian TV Award is given out in a total of five categories: Information Programmes, TV Films, Series and Miniseries, Entertainment Programmes, and Cultural and Educational Programmes.

The X Factor, a British production by Talkback Thames, won a Bafta Craft Award in ‘Entertainment Production Team’ category. The Bafta TV Awards will be presented on 6 June, and Talkback Thames is in the running with its productions The Bill, Britain’s Got Talent and QI, all of which have been nominated.

The readers of the Dutch TV guide Televizier have voted Ik Hou Van Holland moderated by Linda de Mol, as the best Dutch show of all time. Readers had two weeks to cast their vote for their favourite show. With 23 per cent of votes, RTL 4’s Saturday evening show came in well ahead of the other candidates. Meanwhile, the trailer for the RTL 7 format The First 48 Hours won the Dutch Promo Awards in the ‘Reality’ category.

On 19 May in Berlin, journalist Karla Steuckmann accepted the Media Award of the German Association of Paediatricians for her 30-minute report Kinderarmut (Child Poverty), which was broadcast during Extra on RTL Television on 21 September 2009. She received the award, which is now in its second year, in the TV category.

Wolfram Kons won the United Kids Foundations Award for his charity work for ‘RTL – Wir helfen Kindern’ and the RTL-Spendenmarathon telethon. Swimming legend Franziska van Almsick and Jürgen Brinkmann, Executive Board spokesman for the Volksbank Braunschweig Wolfsburg, presented the award at a festive ceremony commemorating the 100th anniversary of the Volksbank Braunschweig Wolfsburg.
A new record in the Guinness Book

To celebrate its five years in a spectacular fashion, M6 mobile by Orange organised the Mega Jump, a festive sporting event starring skater Taïg Khris, who jumped on inline skates from the first floor of the Eiffel Tower – a 40-metre jump. W9 also broadcast the challenge live with 1.1 million viewers.
Vox sets third consecutive new ratings record
Mediengruppe RTL Deutschland's channels scored 34.7 per cent of the viewer market in May, putting them a good 1.1 percentage points over the May 2009 ratings and well ahead of ProSiebenSat.1 (30.7 per cent). Vox hit a new ratings high for the month of May.
Germany - 2 June 2010

Beaten records, successful launches: May smiles on M6
In May 2010, major TV shows on M6 drew large audiences and the channel posted record figures. W9 confirms very healthy scores for May 2010 with a total audience share of 3.0 per cent on average.
France - 1 June 2010

Maintaining the lead
In May 2010, RTL Nederland's channels had a combined market share of 33.5 per cent among 20- to 49-year-olds, putting them well ahead of the public-service broadcasters (24.7 per cent) and the SBS group (26.1 per cent).
Netherlands - 3 June 2010

Extensive music collaboration
RTL II and Sony Music Entertainment Germany deepen their cooperation to develop creative marketing approaches and new platforms.
Germany - 28 May 2010
The first 48 hours are crucial

Shooting began in Berlin and environs on the pilot to a new series: *Entführt – In fremder Gewalt* (Kidnapped – Held by strangers), commissioned by RTL Television.

Germany - 31 May 2010

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Ciao Amore: from the theatre to television

Paris Première broadcast a play live from the Gaîté Montparnasse. The partnership between Paris Première and the theatre now lasts more than 20 years.

France - 28 May 2010

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The war in colour

Paris Première broadcast *Ils ont filmé la guerre en couleur* (They shot the war in colour), an exceptional documentary telling the story of the Second World War through rare colour archival images.

France - 1 June 2010
Annette Kunze will take over the Licensing department at RTL Interactive with effect from 1 June. She succeeds Birgit Hönsch, who recently left the company.

Kunze, 39, will be in charge of the licensing business for the music, DVD & Multimedia, Print, and Merchandising departments, as well as for advertising licenses. Her new role entails her promotion to RTL Interactive’s senior management. She reports directly to Marc Schröder, who as managing director RTL Interactive is in charge of Mediengruppe RTL Deutschland’s diversification businesses.

Schröder says: “I am delighted that, in Annette Kunze, we were able to recruit a qualified expert from our own ranks for the department. She is as familiar with the licensing and TV market as she is with our own group of companies. In the past she has successfully initiated and managed a wide range of licensing products and co-operations for all Mediengruppe RTL Deutschland channels. I wish her the best of luck with her new tasks.”

After stints at advertising and promotion agencies and as product manager for a company in the Universal Music group, Annette Kunze has held several positions at Mediengruppe RTL Deutschland since 1999. She started as Coordinator Merchandising, Licensing and Media Cooperation, then worked as Product Manager Merchandising and since 2002 has headed the channel’s print merchandising. In 2005, Kunze took over the Print & Merchandising unit in the Licensing department.