Total dedication to the cause
Why Wolfram Kons has devoted himself to RTL’s charity for children for 15 years, and will even jump off a roof if necessary
week 40

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Why Wolfram Kons has devoted himself to RTL's charity for children for 15 years, and will even jump off a roof if necessary

Cover:
Wolfram Kons jumping off the roof of Mediengruppe RTL Deutschland's new building in Cologne-Deutz – all for the foundation "RTL - Wir helfen Kindern"
On 16 November 1996 at 12:00 Wolfram Kons kicked off the first RTL-Spendenmarathon telethon – a unique charity event to this day. “In 1996 it was clear that a successful channel like RTL Television had a great responsibility to society and had to commit itself to the needs of the less fortunate,” explains Kons, the telethon’s presenter from the start and now Charity Director at RTL Television. “So we developed a charity show that is unlike any other in Germany. That is how the idea for the 24-hour RTL Spendenmarathon was born.”

Kons’ commitment to the kids knows no bounds. A few weeks ago, as part of a bet with Tom Cruise and Cameron Diaz, he jumped off the roof of the new broadcasting centre in Cologne-Deutz – a good 20 metres high – and received EUR 50,000 from 20th Century Fox as a result.

For 15 years now, every autumn RTL Television reorganises its schedule for a day so that funds can be raised over 24 hours for children in need, in Germany and all over the world. From soaps, series and news magazines to the celebrity special of the game show Wer wird Millionär? with Günther Jauch, the entire day’s programming is built around hourly live visits to the telethon studio. “That wasn’t so easy to assert in the beginning,” says Kons. “After all, the programme managers have to shorten their programmes by six or seven minutes and also link the theme of the show to the telethon.” This allows Kons to report on the selected children’s charities and ask the audience for donations, every hour on the hour. The initial scepticism has since abated, Kons says: “The colleagues at the master control room now they even look forward to it, asking ‘Same procedure as every year?’”

Since 1996, more than EUR 81 million have been raised for children in need with this concept. What’s so special about the telethon is that every cent of the funds raised goes to the children’s relief projects. RTL Television shoulders all administrative, personnel and production costs for the event. Each year the foundation is audited by the German Central Institute for Social Issues (DZI) and every year it is awarded the prestigious seal of approval. “I’m particularly proud that the event is supported by the respective CEOs at RTL Television,” says Kons. “Everything started under Thoma, but without the support of senior management and the maximum autonomy that we enjoy as a result, this work would not be possible. Anke Schäferkordt, the current Chair of our foundation ‘RTL – Wir helfen Kindern’ was emphatic about...
As a result the work extends far beyond the actual telethon – this is also reflected in the new logo, presented in June this year. “The ‘RTL – Wir helfen Kindern’ foundation works year-round for children who need our help. We want to bring this to our viewers’ attention and be as omnipresent with our relief projects as we are with our big RTL-Spendenmarathon telethon in November,” said Schäferkordt at the unveiling of the new logo. Before Schäferkordt Gerhard Zeiler, RTL Group CEO, was Chair of the foundation. “Under Gerhard Zeiler the event was given additional impetus,” said Kons. “We are especially pleased that he is still a member of the foundation.”

This year the big day is on 18 November 2010: numerous stars will man the call centre in the studio and accept donation calls. Also, in each show celebrities’ unique personal treasures – items that cannot be bought otherwise – will be auctioned. This year a Ducati Hypermotard 796 from Cameron Diaz and Tom Cruise, a Gibson acoustic guitar from Kevin Costner and a table tennis racket signed by Michael Bublé are among the items going under the hammer. And many stars get even further involved by serving as telethon presenters. Kons: “Some celebrities have their own projects which they ask us to support – such as Boris Becker’s ‘fit for future’ project, which has already provided tens of thousands of children with sports equipment.”

In other cases, existing projects run by various relief organisations are selected and celebrity mentors are sought. “But the star of the telethon is not the celebrities or the presenter – the aid itself is the star,” says Kons.

This year the RTL-Spendenmarathon supports numerous projects with celebrity sponsors. For instance actress Betina Zimmermann helps seriously ill children permanently on life support in Wiesbaden. Eckart von Hirschhausen wants to get more clowns into hospitals to make sick children laugh. Formula 1 star Nico Rosberg and musician Xavier Rudd are helping to build two new RTL children’s homes in Nuremberg and Mannheim. Presenter Sylvie van der Vaart is committed to building a farm for disabled children in the Bergstrasse region. Comedian Atze Schröder travelled to Ghana in Africa and is now convinced of the importance of establishing a children’s hospital there. And presenter Katja Burkard is fundraising for the construction of a much-needed primary school in Burundi, Africa. Donations are also being sought for the rebuilding of an orphanage and two primary schools destroyed in Haiti. “RTL – Wir helfen Kindern” also wants to continue providing long-term support to the existing “RTL Children’s Houses” in the Wolfsburg-Braunschweig region.

“I’ve been at RTL Television for 19 years and get up at 3 o’clock in the morning to present the morning news shows Punkt 6 and Punkt 9,” said Kons. “I’m very happy to do it, but I must admit that the RTL-Spendenmarathon is the most important programme for me again each year. Although good ratings are also great, the RTL-Spendenmarathon is much more than just good ratings. When you can see today what happened to the kids you met 15 years ago, then that’s something wonderful.”

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**Facts & Figures:**

- More than EUR 81 million raised
- Support for 85 major children’s relief projects
- Hundreds of smaller projects sponsored
- 78 dedicated celebrity mentors
- With 672,772 kilometres of project-related travel, the ‘RTL – Wir helfen Kindern’ team has gone around the world 17 times
- Hundreds of hours of footage
- Some 200 bottles of mosquito spray
- 336 treasures auctioned off
- 1,500 call-centre agents at work in the Vodafone call centres each year – average donation per call: EUR 34.68
- as many as 144 simultaneous calls per second
- 1 private audience with the Dalai Lama

... and countless sparkling children’s eyes!
But helping needy children is not limited to 18 and 19 November in the diary. Supported by celebrities, private individuals and sponsors, ‘RTL – Wir helfen Kindern’ raises funds for a good cause year-round. “If you want to give real and long-term help, you need to work for it 365 days a year,” says Kons. “Therefore there are also smaller fundraising events throughout the year.” For instance, Marcus Schenkenberg and Isabell Edvardsson won the first celebrity swimming competition at Lake Lugano. Extreme sports celebrity Hubert Schwarz competed in the Iron Man Trail in the fourth “Beneflizz” in Roth, Franconia. Billy’s Fashiongroup hosted an exclusive charity fashion show in Mallorca. The RTL celebrity relay team, including Götz Otto, Arthur Abraham and Ulrike von der Groeben, raised EUR 42,195 at the 37th Berlin Marathon. Xavier Naidoo and the Söhne Mannheims are holding a benefit concert with other noted musicians at the SAP Arena in Mannheim on 17 November 2010. And the company ProWin is donating the proceeds from the sale of its “One World” Thai broom.

Wolfram Kons feels it is especially important that the “RTL – Wir helfen Kindern” foundation is open to all organisations that have good ideas for children’s aid: “We wouldn’t be very credible if we were called ‘RTL – Wir helfen Kindern’ and then denied support to good children’s relief projects. My credo is: there’s no competition when it comes to aid.”

Two years ago, Kons climbed Mount Kilimanjaro and was rewarded at the summit with a cheque for EUR 50,000 for “RTL – Wir helfen Kindern” presented by ProWin. “After the highest cheque presentation on Mount Kilimanjaro, next year we’re going for the lowest – so I’ll have to dive,” says Kons. “But to make it more difficult I’ll have to dive with sharks. Still, I’m full of hope to get the cheque.”

An overview of all RTL-Spendenmarathon shows

- **Friday, 12 November 2010, 21:15, RTL**
  *Die ultimative Chart Show - Die Lieblingshits der Stars*
  Hits for Kids: On the anniversary of the RTL-Spendenmarathon Oliver Geissen will raise funds for children in need in *Die ultimative Chart Show - Die Lieblingshits der Stars*.

- **Sunday, 14 November 2010, approx. 23:15, RTL**
  *RTL-Spendenmarathon – Die große Reportage*
  Highlights from 15 years of charity at RTL Television and the projects ongoing in 2010.

- **Thursday, 18 November 2010, 18:00, RTL**
  *RTL-Spendenmarathon – Der Start*
  The starting signal for 24 ½ hours of aid for children. Featuring: Sylvie van der Vaart, Xavier Naidoo, Bettina Zimmermann, Dr. Eckhart von Hirschhausen and Katja Burkard.

- **Thursday, 18 November 2010, 20:15, RTL**
  *Wer wird Millionär? – Prominentenspecial* (Who Wants To Be A Millionaire? – Celebrity Special)
  Celebrities will once again answer questions posed by Günther Jauch. As always, their winnings go directly to the RTL-Spendenmarathon.

- **Thursday, 18 November 2010, 23:00, RTL**
  *Die Hilfe der Stars*
  The big special show: the mentors report on their impressions and experiences with the children of their projects, live from the studio.

- **Friday, 19 November 2010, 18:00, RTL**
  *RTL-Spendenmarathon – Das Finale*
  After 24 ½ hours the RTL-Spendenmarathon telethon ends at 18:30. This is when we find out how much money ‘RTL – Wir helfen Kindern’ can provide to the children’s aid projects.

… plus features and tie-ins with Vox, Super RTL, N-TV and RTL II.
Major investment

FremantleMedia has taken a 60 per cent share in @Radical Media, a global transmedia business that creates some of the world’s most innovative advertising and branded entertainment content.

United Kingdom - 4 October 2010

The deal represents FremantleMedia’s first large scale move into the branded entertainment market, allowing the company to further diversify its revenue sources and to develop new business models. @Radical Media’s Chairman and CEO Jon Kamen will continue in his role and the partnership will not impact any of the firm’s existing management team and relationships.

FremantleMedia CEO Tony Cohen announced the deal during the company’s press breakfast at Mipcom in Cannes, France. He said: “This major investment increases our expertise and capability as a multi-platform branded entertainment business. @Radical Media’s reputation and relationships with the world’s leading advertising agencies, their clients and broadcast partners, combined with their strong creative profile and in-house talents, allows both organisations to develop more on- and off-screen content for broadcasters and brands. We are very excited about working with Jon and his exceptional team and we welcome @Radical Media to the FremantleMedia family.”

This investment is an extension of an ongoing and successful relationship which began between the two companies, @Radical Media and FremantleMedia’s brand extension arm, FremantleMedia Enterprises. The division has been working with @Radical Media since 2008 on several highly successful projects such as the critically acclaimed TV series Iconoclasts on the Sundance Channel, Britney: For the Record and the table tennis tournament Hardbat on ESPN. @Radical Media, which has offices in New York, Los Angeles, Berlin, Sydney and Shanghai, will now continue bringing its expertise to FremantleMedia’s extensive global network of production, distribution and licensing companies.
FremantleMedia España, formerly Grundy Producciones, has been operating since 1991 and is a division of FremantleMedia. It has produced programmes such as *El precio justo* (Price is Right), *Password*, *Tienes Talento* (Got Talent), *Sin Tetas No Hay Paraiso* and *Elígeme*, the localised version of global hit format *Take Me Out*.

*Dame Una Pista* (All New Hot Streak) launched on 13 July on Cuatro and has consistently increased its market share from launch, outperforming the broadcaster’s access prime time share by up to 96 per cent for adults aged 13 to 24. The colourful, energetic programme sees teams testing their imagination as they compete in funny, fast-paced word association and miming games for a jackpot prize.

The third season of *Granjero Busca Esposa* (Farmer Wants a Wife) launched on 1 August on Cuatro and concluded on 19 September. The programme performed above the broadcaster’s prime-time average for all individuals, and increased its audience share among several demographics compared to the previous series.

Monica Galer, CEO, Northern and Southern Europe, FremantleMedia, said: “We have very strong ambitions for the Spanish market, and we will continue to strive to create world-class inspiring entertainment for our viewers with our new name of FremantleMedia España. We’ve recently seen the launch of the lively daily game show *Dame Una Pista* (All New Hot Streak), a classic format that has been successfully re-versioned by our Spanish team. The show has attracted great ratings here in Spain and will be taken to the international Mipcom market as part of FremantleMedia’s slate. We’ve also recently seen the return of international hit format *Farmer Wants a Wife*, which is now in its third series.”
Innovating to adapt
M6 launches its iPhone and iPod Touch application that offers the channel live at no cost, as well as catch-up TV services and behind-the-scenes videos.
France - 1 October 2010

This application from M6 is available at the AppStore and can be downloaded at no cost since 30 September; developed by M6 Web and accessible via 3G and Wifi networks, it is downloadable on the iPhone and the iPod Touch, while a version specially designed for the iPad will be launched later this month. In this way, Groupe M6 pursues its innovation strategy to better respond to the new ways its viewers watch television.

Entirely free for all users, the M6 application already offers a live stream of the M6 programme. M6 Replay makes it possible to re-watch the channel’s programmes in their entirety for a period of seven to 15 days, and M6 Bonus shows behind the scenes videos as well as the best moments of the channel’s programmes.

Free access to the channel M6 and its catch-up TV service was made possible thanks to the marketing of innovative new advertising formats. Axa (Havas Média agency) is the partner in this launch.
Step up to the microphone
Coming soon to M6: the famous talent show X Factor.
France - 6 October 2010

Last year, France had a chance to discover the first season of this international hit show on W9, but this time around M6 is calling on interested performers, asking, “Is music your passion?”, and “Do you dream of becoming a singer?” Auditions are open and contestants are invited to sign up until 1 November on M6.fr or on Facebook.

X Factor will hold auditions in 11 cities in France and Belgium, hitting the road on 2 November in Nice and then heading for Lyon and Strasbourg on a journey that will end in Paris on 9 and 10 November.

The record-breaking show X Factor is a production by FremantleMedia France aimed at French and Belgian audiences – RTL-TVI also broadcasts the talent show in Belgium. The competition is open to everyone between the ages of 16 and 99, and contestants can perform solo, as part of a duet or in a group. In the United Kingdom, the 2010 edition started on 21 August, drawing 11.1 million viewers on the day of its launch for a 48 per cent total audience share. The shows that followed scored even higher in the ratings.

Sébastien Agius, winner of last year’s season of X Factor
For this year’s third edition, the “Orange Rock Corps” solidarity initiative has a slogan that calls on everyone to get actively involved: “Tu donnes, tu reçois” (You give, you receive).

In partnership with M6, this project is aimed at using the power of music to give everyone the desire to change the world. Changing the world – it’s a vast programme that can start close to home by getting involved in good causes. Orange Rock Corps is organising volunteer projects whose participants are rewarded with a seat at a concert. The seats cannot be bought; they are given in exchange for four hours of volunteer work to help an associated partner.

Last week, M6 surprised volunteer workers by sending three of its top hosts into the field: Alex Goude (M6’s weatherman and the host of Incroyable Talent), Karima Charni (the host of Talent tout neuf, a music programme on W9) and William Carnimolla (host of Belle toute nue on M6) for a project at the Secours Populaire de Seine-Saint-Denis. A full programme awaited them: cleaning, painting of the entrance gate and the creation of frescoes on the exterior walls surrounding the building in order to brighten up the association’s premises and give it a fresh new look. All the volunteers will find Karima Charni and Alex Goude on stage at the Zénith on 5 October to present the concert.
Earlier this year, Backstage reported on Goede Tijden, Slechte Tijden’s (GTST) upcoming 20th Anniversary. The day has finally come and the Netherlands’ first and longest-running soap turned the milestone age of 20 on 1 October.

To celebrate the occasion, RTL 4 had decided to spoil the million fans who tune in daily to watch their favourite series by offering them a jubilee week during which special episodes were aired. Since Monday 27 September, viewers had been offered the possibility to travel back in time for flashbacks to old episodes that still have an influence on today’s events. The highlight of the jubilee week was on 1 October, with a big party in the now-famous Café de Koning and a marriage proposal. 1.5 million viewers tuned in.

On the soap’s official anniversary date, the new logo was unveiled. The series’ success 20 years on is easily proven by the ratings, which average over a million each day and its numerous followers on the GTST twitter page.
Since 2003, GECA (Gabinete de Estudio de la Comunicación Audivisual – Office for Audio-visual Communication Studies) has carried out an annual survey to determine the popularity index of the various protagonists in the Spanish audiovisual landscape. The results for the 2010 study testify to Antena 3’s leading position.

As far as the group’s programmes are concerned, all in all viewers consider them to be the most entertaining in the country. In addition to being voted the commercial channel group with the highest number of entertaining shows, Antena 3 has also been named the number two group offering highly innovative programmes after Cuatro.

Its news programmes are Spain’s most watched and appreciated. Matías Prats, presenter of Antena 3’s news programmes Notícia 1 and Notícia 2, was voted TV’s personality with the best image as well as the best news presenter for the sixth year in a row.

Another Antena 3 moderator, Karlos Arguiñano, scored well in the poll too, placing tenth among Spain’s most valued TV personalities. His show Karlos Arguiñano en tu cocina (Karlos Arguiñano in your kitchen) came top in the category of entertainment programmes.

In magazines and game shows, Antena 3 again outperformed its competitors, with the morning show Espejo público (Public mirror) ranked at number one and La ruleta de la suerte (The wheel of fortune) being the second most appreciated game show in the country, after the prime-time game show Pasapalabra which airs on Telecinco.

Antena 3’s programme lineup also topped the category of best talk shows (El Diario), blockbusters (El Peliculón) and cartoons (Los Simpson) in the survey results.

Spain’s most entertaining and valued

The GECA 2010 survey reveals that Antena 3’s channels and programmes are Spain’s most watched, valued, entertaining and innovative.

Spain - 5 October 2010
A race that saves lives

Ponle Freno, Grupo Antena 3’s road safety initiative, is organising its second edition of the Carrera Ponle Freno, a race that aims to save lives.

Spain - 7 October 2010

Despite the bad meteorological conditions in Madrid, over 7,000 people took part in last year’s race. They all braved the rain with one objective in mind: to improve security on the roads and save lives. Given this success Ponle Freno, Grupo Antena 3’s road safety arm, has decided to organise the second edition of the now famous Carrera Ponle Freno (Ponle Freno race).

Participants in the race can already register online on Ponle Freno’s website. The money paid for the registration will be used to develop and organise further actions helping towards road safety. Starting fees from the 2009 race went to fund projects run by the Antena 3 Foundation, such as safety workshops for youngsters, training courses using driving simulators or the first competition about road safety TV and radio spots.

During the race, Ponle Freno will also be on the road at various stages of the route to provide participants with general advice and recommendations on road security. This race is one of the many events organised by Ponle Freno to promote security and raise awareness; for example as reported by Backstage in August, the company launched a TV campaign backed by former Tour de France champions aimed at providing useful safety recommendation when cycling, and in September published the first driving do’s and don’ts for elderly people, to promote the protection of seniors on the road.

To enable more people to participate, in addition to Madrid on 17 October, the city of Murcia will also host the event for the first time on 28 November. The distances to be run are 10 km for each city, however in Madrid less experienced runners will also have the possibility to go for the five-kilometre route.

After the race, pictures and videos of the runners at the start and finish line can be viewed on Ponle Freno’s website, while people who can’t participate physically in the races can also visit the website and show their support.
A great start to the new season

Alpha began the new season on top form, with new episodes of *Al Tsantiri News* and the return of *Big Brother* to Greek television.

Greece - 6 October 2010

On Tuesday 28 September, Lakis Lazopoulos welcomed viewers of *Al Tsantiri News* to a brand-new set, with impressive new colours and lighting. In total, 1.8 million viewers tuned in to the show, representing 42.0 per cent of the country’s total audience and 46.8 per cent of the 15 to 44 demographic.

Lakis has been given a special warm venue in which to showcase his show of bitter truths and youthful energy. Giving a voice to the ordinary citizens, he dissects current affairs under the microscope of his satire, examining all serious and light topics in modern-day Greece with his searing wit. Lakis will once again be an indispensable living-room companion to Greek viewers this year, every Tuesday evening.

On Sunday 3 October, *Big Brother* returned to Greek television screens: refreshed, adventurous, unpredictable and rebellious. In a special live show, presenter Roula Koromila revealed the password and the ultimate adventure began. Ratings for the first live show of *Big Brother* peaked at 39.1 per cent of the 15 to 44 demographic, while average audience was 30.3 per cent in this target group. In all, as many as 1.9 million viewers tuned in to watch the premiere of the new *Big Brother*, putting Alpha firmly in the lead during prime time.

Roula Koromila welcomed the 14 candidates and interviewed them, along with their relatives in the studio, just before they entered the house. The 14 *Big Brother* housemates shared some details of their lives and revealed their emotions and expectations concerning *Big Brother*. Alpha broadcasts *Big Brother* daily at 21:00, except for Tuesdays and Saturdays, when it airs at 23:00.
Prime Minister visits the M6 studios

How better to explain to French people why they are now expected to work until the age of 62 years than to invite the man behind the retirement reform? When François Fillon answered the questions of “Capital” presenter Guy Lagache, 3.2 million viewers tuned in to watch, for a total prime-time audience share of 14.7 per cent on Sunday 3 October.
**A great start to the season**

In September, Mediengruppe RTL Deutschland’s channels scored a combined market share of 36.1 per cent among 14- to 49-year-olds, once again well ahead of the ProSiebenSat.1 channels (30.6 per cent).

Germany - 4 October 2010

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**French audience figures in September**

M6 posts its second highest monthly score for the year in September 2010 (10.9 per cent) while W9 registers its highest level ever: 3.1 per cent.

France - 5 October 2010

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**The best September in 13 years**

RTL Nederland’s channels scored a combined market share of 35.7 per cent among 20 to 49 year-old viewers in September: 13 per cent above the ratings earned in September 2009, and the best monthly market share in 13 years.

Netherlands - 6 October 2010

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**A profitable growth strategy**

Mistergooddeal, a Groupe M6 subsidiary and number one site for household goods and appliances, has acquired Monalbumphoto.fr.

France - 4 October 2010
A safe winter
Super RTL is cooperating with Deutsche Verkehrswacht (German Traffic Patrol) to teach children how to safely conduct themselves in traffic in the wintertime.
Germany - 5 October 2010

A must-have for football fans
RTL Radio has launched the free iPhone application RTL Football, offering extensive information on your favourite club as well as live tickers of football matches such as Ligue 1, Champions League or Europa League.
France - 6 October 2010

Creative exchange enters its second phase
Total Blackout, the first format co-produced by FremantleMedia and Fuji Television, was presented at Mipcom this week. The next phase of the Creative Exchange Alliance sees the production of a Japanese version of Total Blackout, to go to air on 30 October 2010.
Asia - 7 October 2010
People

Neil McCarthy
United Kingdom - 1 October 2010

Neil McCarthy has been appointed Senior Vice President Editorial for Worldwide Drama (WWD) as part of FremantleMedia's rolling secondment programme.

Taking the reins from Grundy UFA's Sarah Hoeflich, Neil is the second person to be placed in the role under the innovative programme which aims to increase editorial creativity and help support the growth and development of scripted business by appointing senior creative talent from the FremantleMedia scripted community on a 6 to 12 month rolling secondment basis.

Working closely with Donna Wiffen, Senior Vice President Production and Network for WWD, and Claire Tavernier, Senior Executive Vice President for WWD and FMX, Neil will act as the primary point of contact for all head writers and development executives of FremantleMedia's drama units worldwide, liaising with them to provide support as required. He will also run FremantleMedia's international development network, take on responsibility for the global roll out of drama formats developed in house, and liaise with FremantleMedia's Senior Vice President Acquisitions to provide feedback on acquisition targets from an editorial perspective.

Neil McCarthy has worked extensively in the South African broadcasting industry as a scriptwriter, director, producer, actor and presenter, and is currently one of the most highly experienced screenwriters in the country. He has worked on some of the most successful local productions for the national broadcaster – the South African Broadcasting Corporation (SABC) - as well as on drama and reality series for commercial channels eTV and M-Net.

Claire Tavernier says: “It's a real honour to have Neil on board. His extensive editorial and production experience will make a big difference to the team and to our scripted network worldwide.”

People

Isabelle Pratlong
France - 4 October 2010

Isabelle Pratlong, who joined Groupe M6 in 2002, has been Director of the music and concert division of M6 Interactions since 2008. In addition to her current duties, she will also take over the coordination and development of music at Groupe M6.

Under her responsibility, Priscilla Huet, previously Deputy Director of the music channels M6 Music Hits, Club and Black, becomes Music Director of M6 and W9 and Director of the group’s music channels.
Eva-Maria Bauch has been appointed as the new Managing Director of Wer-kennt-wen.de.

Eva-Maria Bauch (40) will take over the management of the Wer-kennt-wen.de social network with effect from 1 November 2010. She succeeds the company’s two founders Patrick Ohler (29) and Fabian Jager (28), who had stepped down as Managing Directors on 1 September 2010. Sönke Strahmann (41), who has managed the business in the interim, will continue to sit on the management board of Wer-kennt-wen.de.

Bauch comes from the Bauer Media Group, where she most recently served as Managing Director of Bauer Women Digital GmbH. Prior to this she was Deputy Managing Director of Bauer Digital KG and general manager Women, People & Food in the Bauer Digital KG. A computer scientist by training, she began her career at Axel-Springer AG in 1997, as head of Allegra magazine’s online department, followed by various managerial positions at the publishing company through 2007, including as project director in the strategic business development department and as publishing coordinator in the Hamburg newspaper group’s publishing management.

Matthias Büchs, Head of Online and Mobile at RTL Interactive, says: “I am delighted to welcome Eva-Maria Bauch, an experienced professional with comprehensive knowledge of the group and plenty of experience with start-ups, for Wer-kennt-wen.de. Over the past few years, Wer-kennt-wen.de has become established as a leading social network in Germany thanks to the outstanding work done by its founders and managing directors Patrick Ohler and Fabian Jager. Now the company enters a new and important stage. I wish the new team led by Eva-Maria Bauch and Sönke Strahmann the best of luck.”