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Cover:
Collage showing RTL Group journalists all over the world and the new brochure News for the people.
Following earlier brochures about corporate responsibility, TV advertising and the future of TV, RTL Group recently published a new brochure – this time on the topic of news, but in the same handy format and 'look and feel' as the previous ones. Even though the company’s tag line positions RTL Group as “The leading European entertainment network”, information and news have always been an essential part of programming at all profit centres – the “RTL” brand always stands for entertainment and information.

“A healthy, varied and high-quality TV and radio landscape is hugely important to a democratic and diverse society,” says Gerhard Zeiler, CEO of RTL Group, in the brochure’s editorial. “Accordingly, politicians, regulators and the public expect a great deal from commercial broadcasters, especially when it comes to news and information. I can say confidently that RTL Group meets these expectations everywhere we operate.”

In fact, all of RTL Group’s general-interest channels air information and news formats – and they do so more often than required by law. In Germany, RTL Television broadcasts five hours of news and information programmes each day from Monday to Friday, and has been the clear market leader among young viewers for more than a decade. In 2010 (January to October), RTL Television’s main news programme "RTL Aktuell" attained 1.51 million viewers on average and 20.6 per cent of the 14 to 49 audience. Thus, "RTL Aktuell" is the most popular news
The RTL Group intranet

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programme among young viewers in Germany, ahead of similar programmes offered by the public services broadcasters Das Erste and ZDF. It has been the most-watched news show in this age group for 17 consecutive years.

"While our viewers know very well the value of our news programmes, some of our stakeholders are not aware of it," says Oliver Herrgesell, Executive Vice President Corporate Communications & Marketing. "RTL Group companies invest heavily in information programmes. We need to tell politicians, regulators and other influential groups about our commitment to news. And of course, this message is also relevant for RTL Group’s employees."

The richly illustrated brochure highlights two key messages. First, that RTL Group’s TV channels and radio stations have professional journalists all over the world – like Philippe Antoine, the first non-American journalist to report from Haiti after this year’s earthquake, or Antonia Rados reporting from crisis-torn regions such as Somalia, Iraq and Afghanistan. Secondly, political leaders come to RTL if they have a message to get across, as when José Manuel Barroso discussed European issues on Le Grand Jury, Hillary Clinton was interviewed by RTL Nederland’s Rick Nieman or the Belgian King Albert II took a guided tour of RTL-TVI’s studio hosted by the channel’s Editor-in-Chief, Laurent Haulotte.

The brochure provides five main reasons why RTL news is popular in many different countries: First of all, RTL Group’s TV channels and radio stations deliver the most up-to-date information to audiences and invest the necessary financial and human resources to do so. As Gerhard Zeiler puts it: “Yes, news is expensive. But providing reliable news is our responsibility. We therefore finance our news broadcasts from the company’s overall profitability. This deep investment clearly pays off, supporting high ratings, strengthening our brands, and increasing audience loyalty.” Secondly, RTL Group’s broadcasters speak the language of the viewers and ‘translate’ complicated social or political issues. Trustworthy anchors present the news to the viewers and thus establish and maintain enduring relationships with them. Also, RTL Group “goes big for big news”, providing more wide-ranging and deeper insights into the big events and breaking stories, with correspondents on the spot as key world

Antonia Rados won the German TV Award and the Hanns Joachim Friedrichs Award for her wartime coverage from Iraq

Gerhard Zeiler:

“Yes, news is expensive. But providing reliable news is our responsibility. We therefore finance our news broadcasts from the company’s overall profitability.”
events unfold. Last but not least all TV channels and radio stations are independent – this means they withstand political pressure, promote media pluralism and maintain diversity as well as credibility. All these points are highlighted in various examples from profit centres across the Group.

Peter Kloeppel, RTL Television’s Editor-in-Chief and presenter of RTL Aktuell, explains how investment in news pays off. “You need a good number of journalists, and correspondents in many parts of the world,” he says. “You can provide much better stories with people out in the field finding them, and being flexible as to where they go.”

In France, information magazines have shaped the face of M6. In the brochure, Jérôme Bureau, Director of Information and Magazines at M6, explains the popularity of magazines such as Capital or Zone Interdite: “The idea of information programming was there from the start, though it was not necessarily our strategy. But we wanted to get close to the viewers, and we wanted to build the identity of M6 by doing something nobody else was doing. Now we’ve become known for our information magazines – it’s part of the DNA of the company, and competitors try to copy our formats.”

In an interview, Antonia Rados, special reporter and Middle East expert for Mediengruppe RTL Deutschland, talks about her investigations in Afghanistan or Somalia. In April 2010, Antonia Rados visited Iran for an exclusive interview with President Ahmadinejad. It was the first interview Ahmadinejad has ever given to a German-language TV channel. “We should confront hard-liners with courage. But our job is to interview them, not to fight them,” she says about her approach.

Whether it’s issues of a grave nature, or the pick of the gossip, RTL Radio in France is the place the French hear them first. Jacques Esnous, Information Director of RTL Radio, gives some insights into this journalistic institution. Last week, he explained in the French daily newspaper Le Figaro: “RTL Radio speaks to the greatest number of people, who have many different socio-professional profiles. We try to give background, keys to understanding the news. We vary basic hard news from a young editorial staff that brings us plenty of scoops, with in-depth news from big names who provide our listeners with the necessary reflection.”

The brochure is rounded off with some facts and figures as well as the most popular stories in different countries, which clearly show that local news stories are usually the most interesting ones for viewers: In Croatia, the crash of two Mig 21 airplanes was one of the most-watched topics, while the Greek were most interested in the death of three bank employees during a protest march or the terrorist murder of the journalist Socratis Giolias. In Netherlands, the viewers were interested in the elections, while France talked about Thierry Henry’s handball, the earthquake in Haiti and Jérôme Kerviel, the rogue Société Generale trader.

The new brochure News for the people may be downloaded at RTLGroup.com and can also be ordered via the “Order Documents” form on the website or by writing directly to Jennifer.rubly@rtlgroup.com.
The new Clipfish app makes it possible to view the popular Clipfish.de videos on I-Pad, I-Phone and I-Pod Touch. From highlight clips of hit formats like Das Supertalent (Got Talent), Bauer sucht Frau (Farmer Wants A Wife) and X Factor to official music videos by Lady Gaga or Metallica, the new app offers only professionally produced premium content – and all of it completely free. The app can now be downloaded from Apple’s App Store and already features 30,000 premium videos in brilliant image quality. Practical features round off the offering: all of the videos can be forwarded to friends or added to a personal list of favourites.

Robert Fahle, Head of Mobile at RTL Interactive, says: “Our Clipfish app further expands the range of popular video apps available, such as RTL Television’s Live-TV app, or apps for individual events and shows. At its launch, the Clipfish app already offers more than 30,000 videos from a wide range of genres, representing a broad range of professionally produced clips perfect for mobile use on the I-Pad and I-Phone.”

Thorsten Sandhaus, Managing Director of Clipfish, says: “Given that we’ve generated over 70 per cent of all our online views this year with professionally produced videos, the ‘premium content only’ app is the next step in Clipfish’s development into a provider of premium video clips. The app delivers the essence of Clipfish with intuitive, brilliantly simple user navigation.”
From TV to the Web

*Top Chef*, the televised cooking competition from M6, will have its own web series on M6.fr.

France - 26 November 2010

M6 Publicité Digital and the Isobar agency have designed a unique campaign for Philips, and it’s a first: based on the concept of the prime time show *Top Chef*, the programme will be available as web series on M6.fr. This large-scale operation on M6.fr will highlight Philips brand products. In fact, the entire collection of Robust food processors will be featured in the “editorial” part of the web series.

Thus, from 28 November to 31 December 2010, 20 notable bloggers in the cooking world will challenge one another in an unprecedented competition on the Web: *Top Chef – La Web série* will be presented by Yaoké San, a contestant from the 2010 edition of *Top Chef*. At the end of the eliminatory challenges, which will be submitted to voting by Internet users, five finalists will compete before a jury of professionals. They include Grégory Marchand, the young chef voted “Fooding of 2009” and former chef at Jamie Oliver’s Fifteen restaurant in London, and Anne Lataillade, the founding blogger of Papillesetpupilles.fr, the number one culinary blog in France.
The telephony brand for young people uses the success of the programme *La France a un incroyable talent* and its hosts Sandrine Corman and Alex Goude to create the ideal package for the holidays. With 4.2 million viewers for its latest broadcast on Wednesday 24 November and a 38.5 per cent audience share of viewers aged 15 to 24, the wildest talent show on the French audiovisual landscape is maintaining its popularity one season after another.

Discussions about the show, live broadcasts, presentations of contestants, bonus videos: subscribers will find everything on the programme and its hosts with unlimited access to the mobile site dedicated to the show from the Inside M6 mobile portal. With the “Forfait incroyable”, available until 31 January 2011, M6 Mobile reaffirms once again its positioning in the entertainment market by offering users aged 15 to 24 a close link to the TV channels of Groupe M6.

Christmas is amazing with M6
M6 Mobile by Orange launches an “amazing package” for the holidays.
France - 1 December 2010

Together we are stronger
Bel RTL rallies to bring Saint Nicholas to children in need.
Belgium - 29 November 2010

Since 29 November and until 3 December, listeners can call the switchboard between 14:30 and 16:00 and ask Bel RTL to help them bring gifts to children. Whether it is a mother in financial difficulty, an association that helps children, or a school destroyed by fire, hosts Christian de Paepe and Sophie-Charlotte will answer their call on *Bel RTL va vous aider*.

*Bel RTL va vous aider* is on the air on Bel RTL every day from 14:30 to 16:00, proving on a day-to-day basis that together we are stronger. This special Saint Nicholas campaign is being run in partnership with the Broze toy stores.
The new app is in line with Television 3.0, Grupo Antena 3’s campaign to ensure that its channels (Antena 3, Neox, Nova and Nitro) can be watched on the web and on mobile devices as well as on television sets. The recent launch follows that of applications already available for Antena 3 Noticias, El internado, and the radio stations Onda Cero and Europa FM.

The Antena 3 Films app has three main sections: feature films, miniseries and catalogue. From there, users can access any and all information and images linked to the Grupo Antena 3’s production company.

It has been more than three years since the Spanish group made a giant step to the internet, launching its own YouTube channel in March 2007. It also implemented teasers, catch-up TV and on demand TV to attract more visitors to its website. Special partnerships with Youtube, Windows Live Messenger, Samsung TV or Habbo – a social network for teens – helped Antena 3’s clients enjoy its productions whatever the screen, following the Television 3.0 motto.
Gingerbread follies: this year’s Christmas cards are here

Artist Julia Pfaller used some seasonal ingredients for this year’s RTL Group Christmas card: gingerbread, icing and baking trays. The card is now available in printed form and as an e-card.
Luxembourg - 1 December 2010

For the fifth year running, RTL Group is offering a Christmas card of its own. Each year an artist is commissioned to design a distinctive motif. Julia Pfaller, the artist responsible for the last two years’ Christmas cards, also designed this year’s card. But for the 2010 card, it looks like she’s abandoned her studio for the kitchen.

Based on the logos of RTL Group companies, Pfaller baked gingerbread in various shapes, then decorated them with lots of icing and arranged them as the motif for the Christmas card.

Julia Pfaller explains: “The art of gingerbread baking is unique. As an illustrator I was walking on thin ice: the dough has to rest overnight and as baking improver you have to add potash. Has anyone ever heard of potash? Then you unroll the dough and start die cutting. Baking is good fun, the whole house smells like Christmas in the middle of October when the autumn sun shines outside and you are still wearing t-shirts. The ornament process with icing is actually like illustrating with a brush but thicker, sweeter and stickier. It is such a joy to hold the finished card in your hands, you know nobody is going to nibble at it and it won’t dry out.”

The motif featuring the original gingerbread may be admired in the Corporate Centre lobby in Luxembourg. The Christmas card is now available in printed and electronic form.
It is not like an aspirin to be taken daily

At the occasion of World Aids Day, French First lady Carla Bruni-Sarkozy on RTL Radio reminded young people of the heaviness of the treatment against the disease. Her wish as ambassador to the Global Fund to Fight Aids is that each and every sick person gets access to the latest medication.
The German TV market in November

In November, Mediengruppe RTL Deutschland’s channels attracted 36.6 per cent of the 14- to 49-year-old market, widening their lead over the ProSiebenSat1 channels (28.4 per cent) to more than 8 percentage points. RTL Television had another a record month with a market share of 19.8 per cent in its 14- to 49-year-old target audience.

Germany - 2 December 2010

November 2010: M6 and W9 audiences

Once again, two French channels mark a month of high ratings. M6 was watched by 10.5 per cent of the viewers during November. With an average of 3.1 per cent of the viewers tuning in, W9 has never been watched as much before.

France - 30 November 2010

New licensing structure in Australia

FremantleMedia Enterprises’ new licensing structure will see three distinct departments formed within the licensing division including: Digital & Brand Partnerships; Consumer Products; and Live Events and Experiences.

Australia - 29 November 2010

A stronger presence in Austria

RTL II is adapting its on-air marketing for the neighbouring country and is now offering RTL II News viewers in Austria their own weather forecast.

Germany - 30 November 2010
Cooperation between RTL Nederland and IEX
Under the terms of the agreement between RTL Nederland and IEX, all RTL Z videos will become available online on IEX.nl, Beursonline.nl, Debeurs.nl and Eurobench.nl immediately after airing.
Netherlands - 30 November 2010

Nearly a million viewers
In a nail-biting final show, Floris was voted the best dancer in the Netherlands. 24.5 per cent of the viewers aged 20 to 34 tuned in to watch.
Netherlands - 30 November 2010

Digital special-interest channels no longer part of the Entertain package
Since 1 December, Mediengruppe RTL Deutschland’s digital pay-TV channels – RTL Crime, Passion and RTL Living – will no longer be included in Deutsche Telekom’s IPTV package, Entertain.
Germany - 1 December 2010

Croatia crowns its Top Model
The second season of one of Croatia’s most popular shows, Hrvatski Top Model (Croatia’s Top Model), came to an end on 28 November with student Rafaela Franic emerging as the next Croatian Top Model and 33.7 per cent of the viewers aged 18 to 49 tuning in.
Croatia - 1 December 2010
FremantleMedia appoints Kim Ardal as the new Managing Director for Blu, FremantleMedia’s Danish production arm.

Starting his new role on 1 April 2011, Ardal will be responsible for all development and production operations in Denmark, working closely with various divisions within the FremantleMedia group and leveraging existing relationships with both broadcast and non-broadcast partners in the Danish market. Ardal will be based in Copenhagen, reporting directly to Daniela Matei, CEO Nordics, Central Eastern Europe & Balkans, FremantleMedia.

Daniela Matei, CEO Nordics, Central Eastern Europe & Balkans, FremantleMedia said: “We are delighted to welcome Kim back to Blu as Managing Director. Kim has considerable experience in the Danish television industry which we believe will be instrumental to identifying and securing the best opportunities and driving our business further in this territory. His expertise makes him the ideal candidate to lead Blu’s creative team and enhance our strong presence in the Danish market.”

Before his appointment as MD of Blu Denmark, Kim Ardal was the Vice President Nordic of Zodiak Television AB having held MD roles at subsidiaries Mastiff and Look Entertainment, which he founded in 2005. Prior to this, Ardal was Head of Programmes at Blu Denmark, where he served as the Executive Producer of a number of shows, as well as identifying and developing new programmes and rolling out key formats. Ardal has also held several roles at Metronome, including Head of Programmes and Executive Producer between 1995 and 2004.
Werner Eggert (49), a journalist and lecturer, has been appointed Director of the “International Academy of Journalism”.

The international media company Bertelsmann had founded the journalism academy in September on the occasion of its 175th anniversary. It will work to spread and strengthen press freedom by fostering the professional skills and networking among dedicated journalists worldwide. The Academy will take up its work in the second half of 2011, when the first round of Fellows is enrolled.

Werner Eggert is currently editor-in-chief and managing director of the non-commercial local stations Tide TV and Tide 96.0 in Hamburg. He was involved from the beginning in the Bertelsmann group’s project, which receives substantial support from the Henri Nannen School and the RTL School of Journalism. He will officially take on the management of the Hamburg-based Academy as of 1 January 2011, and will be responsible for its establishment and later operation.

“Werner Eggert combines a wealth of experiences as both a journalist and a lecturer. He has engaged with issues of press freedom in fledgling democracies in theory and in practice. All this makes him the perfect candidate for heading the ‘International Academy of Journalism’,” declared Bertelsmann’s Chairman & CEO, Hartmut Ostrowski. “I am delighted to have Werner Eggert on board and to join him and the two Directors of our schools of journalism in forging ahead with the Academy project.”

Eggert worked at the InWEnt “International Institute for Journalism” in Berlin from 2003 to 2007. Backed by the German government, the institute has been committed to promoting the training of young journalists in developing and emerging countries since 1964.

As a project manager, Eggert’s responsibilities included building an online training system and designing and organizing courses on ethics in journalism. The geographic focus of his work was on sub-Saharan Africa and Afghanistan, Pakistan, India and Vietnam. In the 1990s, Eggert spent four years as a teaching editor on the central news desk of the “Namibian Broadcasting Corporation” in Windhoek. Prior to this, Eggert worked as a journalist and editor for clients including the weekly paper Net Business, T-Online and the Deutsches Allgemeines Sonntagsblatt.

In addition, Eggert has worked for many years as a lecturer at various schools of journalism and has served as a guest lecturer at the Hamburg Media School since 2009. As a publisher, he has been responsible for several publications that explore the importance of a free press in developing and safeguarding democratic processes and structures.

The “International Academy of Journalism” underscores Bertelsmann’s commitment to press freedom, quality journalism and corporate responsibility. EU Commission President acted as patron of the academy’s official founding in Berlin. Each year, the Academy will select journalists from all over the world who have championed freedom of speech and of the press in their native countries in a courageous and high-profile manner. Experienced coaches will share with them the tools for the digital future of journalism in on-site workshops and eLearning modules. At the same time, the participating journalists will explore ethical issues in the media.

Writers interested in enrolling in the International Academy of Journalism can either apply themselves or be nominated in 2011. There are no geographical limitations on the pool of potential Fellows.