Facilitating reintegration
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Luxembourg
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France/Belgium
RTL Radio and Bel RTL exchange presenters

Germany
Peter Kloeppel discusses integration with pupils

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Cover:
Mélissa Theuriau is the presenter of Zone Interdite and patron of Fondation M6
Helping convicted prisoners: all too often still taboo

Over the past year, Fondation M6 has helped prison inmates and tried to boost their chances of future reintegration into society. Chris Morette, the head of the Foundation, explains how.

France - 3 February 2011

It’s the ‘inside’ story of audiovisual activities in prison: By opting to support audiovisual activities in prisons via a dedicated foundation, Groupe M6 embarked on an unprecedented project offering inmates both time to think and an opening to start rebuilding their lives. Looking back on the past year’s activities by the foundation she runs, Chris Morette says: “By exercising our social responsibility for a cause that is consistent with our activities, we became the first company to sponsor activities for prisoners”.

The Foundation has two main objectives. In the short term it sets out to improve prisoners’ lives by entertaining them with sport and culture and make films designed to initiate new arrivals about the workings of prison life. In the longer term, it strives to awaken a sense of collective endeavour and facilitate prisoners’ reintegration into society by training them in various audiovisual professions. On 6 April 2010, when the respective protocol was signed by Groupe M6 Chairman of the Management Board, Nicolas de Tavernost, the aims of the project duly earned a seal of approval from Michèle Alliot-Marie, the French justice minister at the time. More specifically, she said that the

What people have said

“A real breath of fresh air for inmates”
Villepinte’s cultural coordinator after the show Drôles de Mecs (Funny Guys), co-produced by M6 Spectacles.

“We like your style, lady: when are you coming back?”
A female prisoner in Fleury-Mérogis after the showing of Géraldine Nakache’s film Tout ce qui Brille (All that Glitters), co-produced by M6 Films.

“It’s a form of relief and enables us to kind of escape from our reality”
A male inmate at Melun after a cookery course given by Grégory Cuilleron, 2009 winner of the programme Un dîner presque parfait (Come Dine With Me).

“Everyone is entitled to a second chance after paying their debt to society”, Mélissa Theuriau, patron of the foundation and presenter of Zone Interdite on M6.
partnership signed with M6 was “in keeping with the aim of the Prison Act of November 2009, which put prisons back at the heart of the fight to prevent repeat offending, giving them a role to play in offenders’ social rehabilitation by organising activities “adapted to individuals’ needs and abilities”. At the signature of the protocol, the minister said that the government needed partners to develop such physical, cultural, educational and professional activities. Subsequently, she added that M6 represented a “new generation” of such partners.

Mélissa Theuriau, a top journalist at the channel, chose to associate her name with this difficult cause by becoming the patron of Fondation M6. Aware of the widespread taboo on helping prisoners, she said: “People talk about equal opportunities, but what kind of openings do we give those who serve out lengthy sentences in French prisons? If we want society to create a better life together for everyone, we must also consider the fate of those behind bars. Everyone is entitled to a second chance after paying their debt to society. So let’s try to ensure that when inmates leave prison they end up never going back inside again."

Prisoners have been authorised to watch television in their cells since 1985. For inmates, their TV set is a window onto the world.

The Foundation has taken very concrete steps to try and achieve this outcome. For instance, 75 inmates in prisons throughout France have benefitted from training in a range of topics at audiovisual workshops. These courses have focussed on equipping and breathing new life into the prison’s internal video channel, training people as sound technicians, in image processing or...
directing, and organising workshops on writing and staging. Over the past year, the Foundation has staged numerous shows, made films and arranged other forms of entertainment as well as offering cookery courses in which no fewer than 800 prisoners took part. At the prison in Bourg-en-Bresse a film was produced for new arrivals at the facility, and three more are currently in production at prisons in Bois d’Arcy, Melun and Fresnes.

The Foundation is not neglecting prisoners’ families either, especially their children, since child psychologists tell us that kids find it more traumatising to envisage their parent behind bars than actually to see them there. Accordingly, Fondation M6 is offering financial support to three associations which have enabled more than 1,000 children to be accompanied on prison visits, 180 children to spend Christmas with jailed parents and 150 inmates to make presents for their offspring.

Since July 2010, through the association Mouvement de réinsertion sociale (Movement for Social Rehabilitation), Fondation M6 has enabled 60 detainees to obtain social housing and 10 inmates to embark on driving licence courses to ease their integration back into society. The foundation is positively bursting with ideas for 2011 and intends to up the tempo.

From now on, Chris Morette will arrange at least one form of entertainment per week. She also plans to launch seven new audiovisual workshop projects. In addition, Chris Morette is also thinking of developing its sport-related activities in prisons by offering diploma courses for would-be referees.

Providing training, awarding diplomas and making it easier for former inmates to fit back into society after leaving prison is surely a win-win situation, for prisoners and society alike.

Mélissa Theuriau is the presenter of Zone Interdite and patron of Fondation M6

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Dedicated to promoting socially aware television, in 2010 Groupe M6 set up its Fondation M6, which is devoted to helping prisoners.

Fondation M6 intends to play a role in the fight against repeat offending and to facilitate prisoners’ reintegration by arranging prison-based audiovisual activities and training courses for them.

Everyone working with Groupe M6 is dedicated to this socially aware approach, working hand in hand with the prison authorities, partners, associations and, of course, the inmates themselves.

Fondation M6 has a budget of EUR 2.5 million spread over five years and boasts its own website: www.fondationm6.fr.

Chris Morette heads up the foundation, reporting to Yann de Kersauson, Deputy Head of Group Communications at M6.
RTL Group will deliver full-year EBITA of EUR 1.1 billion

RTL Group has issued an ad-hoc announcement of its key financials for the 2010 financial year.

Luxembourg - 1 February 2011

RTL Group increased its EBITA by almost 40 per cent to approximately EUR 1.1 billion in financial year 2010 (2009: EUR 796 million), according to preliminary figures. This clearly exceeds the published average analysts’ consensus by approximately 10 per cent.

With TV advertising markets across all Western Europe growing strongly year-on-year, RTL Group’s reported revenue grew 8.5 per cent to EUR 5.6 billion (2009: EUR 5,156 million).

As scheduled, the Group will release its audited 2010 full year results on 10 March 2011.

Reorganising its governmental affairs activities

A newly established EU Affairs Steering Committee will coordinate RTL Group’s lobbying efforts from now on.

Luxembourg - 1 February 2011

Commercial broadcasting is the most heavily regulated sector in the European media business. Most of the regulations are decided at European level, for example the Audiovisual Media Services Directive, the cornerstone of broadcasting regulation in Europe. In addition, numerous – often even more stringent – rules and requirements in various EU member states make for a very challenging environment.

Against this background, RTL Group has reorganised its lobbying efforts and set up the ‘EU Affairs Steering Committee’. Its members are Vincent de Dorlodot (General Counsel, RTL Group), Oliver Herrgesell (Executive Vice President Corporate Communications, Public Affairs and Marketing, RTL Group) and Dr. Tobias Schmid (Executive Vice President Governmental Affairs, RTL Group Deutschland). Tobias Schmid will sit on this committee in addition to his current responsibilities at Mediengruppe RTL Deutschland.

Chairied by RTL Group CEO Gerhard Zeiler, the Steering Committee will henceforth define RTL Group’s position on key media policy issues and regulatory matters. As a strategy and coordination committee, it will also decide what issues are to be pursued under the lead management of RTL Group or the various profit centres.

RTL Group’s interests in Brussels will be represented by Lyn Trytsman-Gray, with effect from 14 March 2011. As Senior Vice President European Affairs, she will report to Vincent de Dorlodot and will become a member of RTL Group’s EU Affairs Steering Committee. Lyn Trytsman-Gray has extensive experience in European Affairs, gained in senior posts in a variety of sectors. From 2004 to 2010 she was Head of Kraft Foods’ Public Affairs Office in Brussels.

Gerhard Zeiler, CEO of RTL Group: “Media policy issues and regulations have a direct impact on RTL Group’s financial performance and opportunities for growth. This reorganisation pools our expertise which will strengthen our lobbying capabilities both at European and national level. We will communicate our views in a clear and transparent way across Europe.”
During a joint visit to a school in Frankenthal with RTL’s chief editor Peter Kloeppel, the politician said: “I believe a lot has happened over the past few years. This is true for presenters, and of course for films and news, which ought to show the full spectrum. It is important to show positive examples of successful integration as well, as this is encouraging to others.”

The occasion for the visit to the integrative Friedrich-Ebert Realschule Plus, a school whose student body is roughly 40 per cent from immigrant backgrounds, was the presentation of RTL Television’s Com.mit media award. In the lively discussion with nearly 30 students between the ages of 12 and 17, the teens spoke openly of their expectations concerning the media and were practically unanimous in their criticism of the fact that the immigrants shown on TV often reflect prejudices. Foreigners are often portrayed as criminals, Hartz IV (welfare) recipients or parasites, a 15-year-old German complained. He says he is happy to be at a school with lots of immigrant children, “because this way I’m exposed to a lot more different cultures and ways of life.”

The students from immigrant backgrounds reported that discrimination has become very rare in their own daily lives. Böhmer explicitly praised the language skills of those involved in the discussion and was willing to overlook the fact that resort to speaking in their native tongue in the schoolyard at times, especially if the atmosphere is somewhat charged. In fact the Integration Commissioner wants strictly German to be spoken, not only in the classroom but also in the schoolyard.

At the Friedrich-Ebert Realschule Plus in Frankenthal, the integrative approach is alive and well. Violence prevention and conflict mediation have long since been put into practice, and after graduation a mentor even helps students with career orientation. And there is a very strong culture of discussion among the students, as the 90-minute talk with the Integration Commissioner and RTL Television’s chief editor showed impressively. Says Peter Kloeppel: “It always does me good to talk to young people who deal with the issue of integration on a daily basis, an issue that has become a pet topic of mine. And I think it is important if these young people point out to us that there are often set schemes according to which we media professionals cover the topic of integration. That is precisely why it is so important to me to be in touch with young people and let them reflect to me their perception of the media environment. And we have to take their views to heart, too.”

Lively discussion on integration

Federal Integration Commissioner Maria Böhmer has called on TV channels to reflect the colourful diversity in Germany more clearly and to show more positive examples of successful integration.

Germany - 3 February 2011

Lively discussion on integration

Federal Integration Commissioner Maria Böhmer has called on TV channels to reflect the colourful diversity in Germany more clearly and to show more positive examples of successful integration.
After finalists Thomas Rupprath, Katy Karrenbauer and Peer Kusmagk proved their courage one last time during the final jungle trials, Thomas was the first of the finalists to leave the camp. At 23:48 Dirk Bach and Sonja Zietlow made their final trip to the camp and announced the results of the viewer voting: actor Peer Kusmagk is the jungle king of 2011, having scored 69.77 per cent of the viewer votes. “It was a real emotional rollercoaster,” the 35-year-old said, visibly moved, “and I didn’t expect this at all. But apparently the viewers were willing to tolerate that I was simply honest.”

With 8.93 million viewers and a total audience share of 34.3 per cent, the final instalment of Ich bin ein Star – Holt mich hier raus! set a new ratings record. The popular jungle show scored an outstanding 49.1 per cent audience share among the young demographics and its average young viewership of 5.58 million also marks the best score ever across all seasons.

RTL Television aired the great reunion show on the evening of 30 January. The Camp residents met each other again in Sonja Zietlow and Dirk Bach’s tree house and together looked back on 16 days of fighting hard for food, friendship and of course the jungle crown: how it all began with a cheerful meeting in Versace hotel, the helicopter lift to the jungle and the big showdown – the night on which Sarah split the camp in two. 6.92 million viewers watched the show, for a total audience share of 18.4 per cent. 4.58 million young viewers or 28.1 per cent of the viewers aged 14 to 49 tuned in.
Exchanging presenters

To mark the release of Dany Boon’s film Rien à déclarer, RTL Radio was invited to Belgium while Bel RTL was invited to France.

France / Belgium - 28 January 2011

Being a partner of Dany Boon’s latest cinematic work – following Bienvenue chez les Ch’tis with 28 million tickets sold – RTL Radio in France celebrated the release of Rien à déclarer by heading to Belgium. A fitting gesture, as the film’s backdrop is a Franco-Belgian collaboration between two border agents who detest each other but must still work together while their border station will disappear in the European unification.

Thus, on Friday 28, Saturday 29 and Sunday 30 January 2011, France’s number one radio station crossed the border and produced its programmes live from Brussels in the studios of its Belgian sister station Bel RTL. It returned the courtesy by taking up a position in the rue Bayard studios in Paris. The ensuing commotion from this change in perspective took listeners on a virtual trip thanks to their favourite radio station.

French journalist Harry Roselmack did not make the voyage but had the opportunity to host the film’s director and principal actor Dany Boon, who is most certainly France’s most famous “Ch’ti” [inhabitant of northern France], on his show Journal inattendu (12:30-13:30).
Improved results

In October, RTL Televizija revamped its main news programme and named it RTL Danas. The new concept has proven a success with Croatian viewers.

Croatia - 31 January 2011

RTL Danas is a 35-minute news show broadcast from the newly built studio with a special screen and with a special graphical designed package. The show covers the main news of the day, politics relevant to everyday life, sports and the weather. Since the launch of RTL Danas, the weather forecast has been more detailed and covers the weather in all regions of Croatia. On weekends, RTL Danas focuses on positive stories and includes an ‘interview of the week’ feature.

Famous guests such as the Vice President of Government Petar Cobankovic, the Chief of the Croatian Criminal Police Vitomir Bijelic and the Croatian President Ivo Josipovic regularly visit RTL Danas to give inside information on various topics. With its editor and host Igor Bobic, RTL Danas was the second most-watched news programme in Croatia – averaging 33.4 per cent of the viewers during the first three months of broadcast. By changing the format, RTL Danas has increased the total audience shares of RTL Television’s news by 15.6 per cent. In its target group of viewers aged 18 to 49, the audience share has grown by 8.1 per cent to an average 33.5 per cent.

“In these three months, more and more viewers have been watching RTL Danas, and our stories are talked about across the nation,” says Ivan Lovrecek, RTL Televizija’s editor-in-chief. “The backbone of the project is an excellent team of professionals, and we are extremely satisfied with their performance.”
In Madagascar, one in four children – or about 2.5 million Malagasy – have no birth certificate or identity card. In addition to causing social exclusion, this situation can result in child trafficking, illegal adoptions and lack of access to public health or education. Registering children and providing them with an official identity document can save them and offer them prospects of a better future.

In November, Fundación Antena 3 teamed up with Agua de Coco Foundation launching a ten-day campaign under the heading ‘Un Nombre, una Vida’ (A name, a life). The aim was to collect EUR 100,000 to be able to register 50,000 Malagasy children as the registration process itself is free but the administration and travel costs are around EUR 2 per child. The organisers are pleased to announce: Mission accomplished! To date, 60,000 children – 10,000 more than initially planned – have received the precious documents.

The ambassador of the campaign, TV presenter Jaime Cantizano, travelled to Tulear province to help the foundation utilise the EUR 120,000 donated. He comments: "I am thrilled that I had the possibility to participate in one of the most fulfilling personal and professional experiences ever. It was very enriching."

Fundación Antena 3 has worked to raise awareness for children’s rights since 2007 and has collaborated with Agua de Coco Fundación, another defender of children’s rights created in 2006, on many projects over the past two years.
Bringing history to life

With an all-star international cast and a record budget of over EUR 10 million, the historic film about the Hindenburg disaster of 1937 is the most lavish production in the history of RTL Television – it was produced by Teamworx. The channel will broadcast the two part event movie at 20:15 on Sunday 6 February and Monday 7 February.
A great start to the New Year
Mediengruppe RTL Deutschland’s channels attracted 37.2 per cent of the 14- to 49-year-old viewer market in January. RTL Television recorded its strongest market share in over 15 years.
Germany - 2 February 2011

Best January since 1999
RTL Nederland’s channels were watched by more viewers than ever, since 1999. Its audience share was 33.7 per cent – way ahead of the competition. RTL 4 attracted an average of 20 per cent of viewers aged 20 to 49, up 20 per cent compared to last year’s figures.
Netherlands - 3 January 2011

Highlight clips now also on TVMovie.de
RTL Interactive and Bauer Digital KG have launched a video partnership regarding TV highlight clips on the Internet, in the first ‘RTL Channel Player’ cooperation with a publisher.
Germany - 28 January 2011

A makeover for RTL 8
On Monday 31 January, the women’s channel RTL 8 unveiled its new look, timed to coincide with the launch of two popular US soaps.
Netherlands - 31 January 2011

Cross-media alliance
RTL II and Radio Energy have signed a sweeping strategic partnership. The two major TV and radio brands are joining forces to host events and promote artists.
Germany - 1 February 2011
Telephony and entertainment combined
The M6 Mobile by Orange telephony service has just hit the 2 million subscriber mark.
France - 2 February 2011

The number one radio website
In December 2010, RTL.fr attracted 2,687,000 unique visitors and increased traffic by 33 per cent over one year.
France - 2 February 2011

Politics up close
Elections to Berlin's House of Representatives take place on 18 September. In order to be even closer to events, RCB Radio Centre Berlin is inviting leading politicians for off-the-record background discussions before the election campaign begins.
France - 2 February 2011

German Radio Awards to be continued
The founders and cooperation partners of the unusual media event, which is jointly sponsored by commercial and public service channels, have agreed to continue the awards. The German Radio Awards will be presented again in Hamburg on 8 September 2011.
Germany - 27 January 2011

Who said that culture was boring?
Paris Première broadcast the comedy Le président, sa femme et moi live from the Grande Comédie theatre in Paris. That night, the Pay-TV channel drew up 425,000 viewers, which translates into the best ratings for the channel since the start of the season.
France - 3 January 2011
Chantal Janzen will join RTL 4 as of 1 March 2011 on as a presenter for a period of three years.

As of 1 March 2011 Chantal Janzen will be joining Dutch channel RTL 4 as a presenter. The skilful actress, presenter and musical talent signed a three year deal which will see her present a series of programmes for RTL 4. Additionally, the family channel will give her the opportunity to further develop her acting skills.

Erland Galjaard, Programming Director at RTL 4 commented: “Chantal Janzen is a good addition to the channel. Her talent, humour and acuteness are unique qualities that perfectly fit into the programmes we plan to offer her. She combines experience with loads of talent and we are delighted to welcome her as a colleague.”

About her appointment Chantal stated: “Since the very first conversations with RTL 4, which actually didn’t take place that long ago, I felt the energy. We had both the same vision and could feel in what direction we both wanted to go. I know I will have a lot of fun and new colleagues and can’t wait to start”.