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N-TV devotes a whole day to alternative energy concepts

Cover:
Montage combining a "green" N-TV logo with alternative energy.
In the wake of the events in Japan, the withdrawal from the nuclear energy programme and the shutdown of nuclear power plants are being hotly debated in Germany. Resource scarcity is a further argument for renewable energy. Scientists and researchers have long been preoccupied with the depletion of fossil fuels. Nevertheless, in general the energy mix is still dominated by coal and nuclear power. The use of green power is still the subject of much scepticism. There are good arguments for their use, but on the other side there are also negative consequences and risks.

N-TV wants to use the theme day to give an insight into this issue. On 23 June, from early morning the news channel will air several features, most of them own productions, as well as an N-TV Ratgeber – Test on power generation and renewable energy sources. In addition, the theme will also play a major role in the news and economic programmes of the day. In this way the channel is taking an intensive look at various forms of energy and introduces the advantages and disadvantages of each technology.

“The availability of electricity is completely taken for granted by all of us. But since the reactor accident at Fukushima if not before, a broad public has realised that a rethink is needed,” said N-TV Managing Director Hans Demmel. “Due to recent events and because of the enormous positive response to our first Energy Day in 2010, we have decided to devote another entire day to renewable energy in 2011.”

“As a news channel N-TV stands for topicality and relevance,” said Demmel. “So we will are bound to continue dedicating full days of programming to topics relating to the environment and its preservation.”

The first Energy Day on 1 November 2010 not only received a positive response from viewers, but also from universities and institutes. The balanced reporting was praised, and repeats of the reports or DVDs were requested for use in teaching. In all, up to 1.3 per cent of the audience tuned in to the day’s reports, rising to 1.6 per cent in the 14 to 49 demographic.

As the theme day goes into its second round, the idea is not just to show alternatives and present them as a comprehensive solution for the time after nuclear power has been phased out – because alternative energy sources also have their drawbacks. For instance, it turns out that energy generation through biogas plants is more environmentally harmful than was previously thought. Growing corn, grain, sugar beet and oilseed rape for the production of biogas can be extremely harmful to nature, as the documentary Bioenergie – Klimaschutz durch Pflanzenkraft shows. However, using biomass from things like waste makes it more environmentally friendly. How this is done is shown at 11:30 in the report Biogas – Energie der Zukunft.

The channel is also covering more familiar forms of alternative energy such as hydropower, wind, and solar energy on Energy Day. The
Day of programming kicks off at 07:30 with the documentary *Windenergie in der Nordsee*, which shows the construction of the first offshore test facility in the North Sea from the production of components through to the go-live of the facility operation. This project is the pilot for the North Sea’s first commercial wind farm 100 km north of Borkum, where 80 wind turbines produce enough electricity to power a city the size of Hanover. In *Solarenergie – Kraftpaket Sonne* at 16:30 N-TV visits the Desertec solar energy project in the Sahara. Germany will also receive power from here in future. Together with scientists, the programme closely examines how the power supply will be guaranteed over several thousand kilometres, and how useful this mammoth project really is.

At 14:30, N-TV turns to the topic of geothermal energy. The big advantage of this technology lies in its independence from the climate. Rain and wind have no influence on geothermal energy. Is this an ideal source of renewable energy that Germany is simply ignoring? No, because geothermal energy is not so easy to tap, as interviews and lots of footage show.

One fundamental deficit in renewable energy production has received far too little attention to date: storage. The report *Speichertechnologien – mit Hightech zur grünen Stromversorgung* at 12:30 shows how researchers are working intensively on storage technologies that are both effective and marketable. By as early as 2020, 50 per cent of electricity needs are to be supplied from renewable energy. With the current state of technology, this plan is utopian. Unused energy is simply wasted, which is not only inefficient but also drives costs up for consumers. At the conclusion of Energy Day at 18:35, N-TV *Ratgeber – Test* presents the best ‘green energy’ suppliers.
Energy Day at a glance

07:30 - Windenergie in der Nordsee (Wind Energy in the North Sea)
08:30 - Energieträger der Zukunft (Energy Carriers of the Future)
09:30 - Bioenergie - Klimaschutz durch Pflanzenkraft
  (Bioenergy – Climate protection through Plant Energy)
10:30 - Batterie, Brennstoffzelle & Co - Antrieb der Zukunft
  (Batteries, Fuel Cells & Co. – Driving the Future)
11:30 - Biogas – Energie der Zukunft (Energy of the Future)
12:30 - Speichertechnologien – mit Hightech zur grünen Stromversorgung
  (Storage Technologies – High-tech for green energy supply)
13:30 - Algen im Tank – Wenn Biojets in die Luft gehen
  (Algae in Your Tank – When Biojets Take to the Air)
14:30 - Geothermie – Energiequelle Erde (Geothermal Energy - The Earth as Energy Source)
15:15 - N-TV Ratgeber – Geld (Money)
16:05 - Wasserenergie - Die Kraft der Wellen (Hydropower – The Power of Waves)
16:30 - Solarenenergie – Kraftpaket Sonne (Solar Energy – The Sun as Powerhouse)
17:05 - Windenergie – Sauberer Strom im Aufwind
  (Wind Energy – Clean Electricity on an Updraft)
17:30 - Kraftwerk im Keller – Strom und Wärme selbst gemacht
  (Power Plant in the Cellar – DIY Electricity and Heat)
18:35 - N-TV Ratgeber – Test
Rules on the Internet: the winner takes it all

At this year’s Medienforum NRW, a media forum hosted by the federal state of North Rhine-Westphalia, Gerhard Zeiler spoke about European regulation and media concentration law. Zeiler and Anke Schäferkordt also responded to statements by Thomas Bellut, designated Director of ZDF.

Luxembourg - 21 June 2011

At the session on 'Media Policy in Europe – Who Sets the Digital Agenda?' on 20 June 2011, RTL Group CEO Zeiler spoke about important issues in European media policy, with a special emphasis on fairness in media concentration law. Unlike in the traditional media, he said, online the motto seems to be: "The winner takes it all."

The kind of market dominance that successful Internet companies can develop is not reflected in legislation to curb media concentration: "If Google wanted to take over Springer – or vice versa – it would possibly be approved." Meanwhile, the situation is completely different for the traditional media: "Just imagine," Zeiler said, "were Mediengruppe RTL Deutschland to have a market share of not merely 35 per cent, but 60 per cent or more. There would be a huge outcry. But on the Internet, this is quite common." For this reason, equitable competitive conditions are needed. This doesn’t necessarily mean the same rules for everyone, but at least fair treatment.

Content providers and infrastructure operators are no longer separate entities in a vertical value chain, but are increasingly in direct competition with each other, he said. And yet each media genre is regulated separately and is subject to different statutory frameworks. Says Zeiler: "It is only natural that companies that command 60 or 90 per cent of the market have to submit to close monitoring."

Zeiler also commented on an interview given by Thomas Bellut, the designated Director of the public-service broadcaster ZDF to Der Spiegel magazine. In it, Bellut says: "RTL transports a questionable image of human beings. A major element in their programming is that people submit to being humiliated." Zeiler compared Bellut’s statement with that of a student, who...
tries to explain his miserable report card at home by blaming the teacher. ZDF “currently has the lowest viewer appeal in decades,” and RTL Television is ahead of it in news as well: Peter Kloeppel is seen by the population as the most competent anchorman, and “RTL Aktuell has outperformed ZDF’s Heute news for more than three years.”

Mediengruppe RTL Deutschland CEO Anke Schäferkordt also responded to the Bellut interview. Schäferkordt told DPA that she found it remarkable “that protagonists of the very show that Herr Bellut generalised from to criticise RTL Television’s entire programme, are precisely the ones that boosted ratings for the most recent edition of ZDF’s showcase programme Wetten dass..? by appearing as guests. Words and deeds are sometimes two different stories. We are quite keen to see the deeds that follow the words.”

‘Investments are being made’

In an interview with the German business paper Handelsblatt, Gerhard Zeiler talks about the importance of local productions, and higher programming investments at RTL Group’s channels.

Luxembourg - 22 June 2011

In the interview, which was published in the printed edition of 22 June 2011, RTL Group CEO Gerhard Zeiler says: “We will be investing more strongly in programming again across all RTL channels in Europe in 2011.” Although the increase in programming expenditure is not in the double digits, the two-part mini-series Hindenburg aired in Germany, for example, was one of the most expensive RTL productions of all time. RTL Television also brought back formats like I’m A Celebrity – Get Me Out Of Here! Zeiler adds: “But we’re spending more on programming in Holland and at M6 in France as well. Investments are being made, but we’re also continuing to keep an eye on costs.”

Zeiler also emphasises the importance of local productions for the TV channels: “The bigger the channel, the stronger the need for local productions. Unlike American broadcasters, in Germany, France and Benelux we don’t just rely on two genres like drama and comedy. Diversity is the bedrock of our success – but also of our competitors’ success.” And so, he says, RTL Group also invests in areas where there is no money to be made, such as news or certain types of sport. “We see these as marketing expenses, necessary to make our position on the TV market clear.”

With respect to the group’s business performance in 2011, Zeiler says: “We achieved excellent profitability in 2010. It would be a remarkable feat indeed to improve on that level. Developments in the European TV market vary too widely to be able to make a reliable forecast already. I am optimistic but not rapturous.”
**Awards in May**

After a shower of prizes and awards in May, the Bavarian TV Awards were presented on 10 June 2011 – four of the trophies went to RTL Group companies.

Luxembourg - 17 June 2011

On Friday 10 June 2011, the ‘Bayrischer Fernsehpreis’ was presented at an awards gala in Munich. RTL Television broadcast the event at 23:20 on 12 June. Antonia Rados received the special award for her Middle East coverage – the judges praised her as a skilled and experienced correspondent for RTL Television and N-TV. The ‘Blue Panther’ trophy presented to winners of the ‘Bayrischer Fernsehpreis’ also went to Andreas Kuno Richter for the RTL Television and N-TV documentary *Der Verrat – Wie die Stasi Kinder und Jugendliche als Spitzel missbrauchte* (Betrayal – How the Stasi used children and teens as informers), and to producer Ute Biernat, Managing Director of Grundy Light Entertainment, for *X-Factor*. The two documentary filmmakers Richard Ladkani and Volker Tittel together received a ‘Blue Panther’ for the Teamworx production *Vatikan – Die verborgene Welt* (Servants Of God: The Unknown World of the Vatican).

Already in May, RTL Group companies also won awards: on 24 May 2011, RTL Television was the recipient of two Herbert Awards. One 2011 Herbert went to Günther Jauch as Best Sports Presenter, another to Jürgen Klopp as Best TV Expert. Manfred Loppe, RTL Television Director Sports, who accepted the awards on behalf of the two winners, said: “This is a great recognition of the entire RTL World Cup team. The fact that we won both a German Television Award and two Herbert Awards with ‘only’ nine World Cup soccer match broadcasts confirms our belief that we were spot on with our very viewer-focused presentation concept.”

The popular series *Alarm für Cobra 11*, which airs Thursdays on RTL Television, won the Taurus World Stunt Award for ‘Best Action in a Foreign Film’ on 16 May 2011. The Taurus is regarded as the most important award in the action scene.

On 4 May Jochen Dietrich, head of the N-TV Advice desk, had been honoured with the ‘Media Prize for Dedication in Journalism’ at the 7th Sustainability Congress 2011. “Jochen Dietrich is receiving the ‘Award for Dedication in Journalism’ not for an isolated report or feature, but for his stance as a journalist – and for the many, many reports we will be seeing from him in future,” said the judges.

Jens Uwe Bornemann was a finalist for the Golden Award of Montreux at the Swiss Advertising and Multimedia Festival. The Golden Award points the way to new trends and honours up-and-coming young talent for the creation of outstanding advertising and multimedia projects. Bornemann’s UFA Lab was a finalist in the ‘E-Content’ category.

The branded entertainment campaign *Mach dein Tier zum TV-Star* (Turn your pet into a TV star) jointly organised with *Gute Zeiten*, *Schlechte Zeiten* and *Fressnapf* earned FremantleMedia Licensing, *YourChance.de* and RTL Interactive the ‘Co-Branding-Award’ in Bronze. The award is given to companies for particularly successful and effective brand collaborations.

On 23 May 2011, at the 64th Cannes Film Festival, Nicolas Winding Refn was named ‘Best Director’ for the action thriller *Drive*, which is distributed in Germany by Universum Film.
Nicolas Eglau, Director RTL Ventures, said: “RTL Crime will give all fans of crime stories an alibi. Following the successful launch of RTL Lounge, we are expanding our range of digital broadcasts by starting up a new channel that fits perfectly into our existing family. We are launching RTL Crime not just as an entertainment channel, but as a new brand for all crime story fans”.

RTL Crime’s will start broadcasting on 1 September. Its programme schedule will include top crime series from the Netherlands as well as international productions. The series featured will include 24, Prison Break, Bones and the CSI series. Boks, Breakout Kings and Chicago Code were previously not broadcast on Dutch television. Additionally, documentaries will tell viewers the true stories behind high-profile criminal cases. During the week, programmes will be ordered thematically, so one evening will be devoted to factual crime, another to CSI, one to US crime series, another to European crime series, and one to Dutch productions.

The series aired on RTL Crime will not be interrupted by commercial breaks and will always start on the hour or half-hour. As from 1 September, the channel will be included in the bouquet of channels offered by Ziggo. RTL Nederland is currently holding talks with UPC and other cable operators in the Netherlands.
Sizz launches unique app for smartphones

Sizz has launched its first free mobile app, offering exclusive RTL Nederland content.

Netherlands - 20 June 2011

In February 2011, a mobile phone product jointly designed by RTL Nederland and Vodafone Nederland was launched. Sizz was not intended to displace anything already on the market, but sought to close a gap by catering to the needs and use habits of female consumers.

Now the mobile carrier Sizz has launched a new app for anyone wanting to make the most of their smartphones. The free Sizz app is the first and only app that offers exclusive RTL Nederland content to subscribers, giving them access to funny video excerpts and a wide selection of RTL Nederland programmes such as Goede Tijden, Slechte Tijden (Good times, bad times) and Editie NL, which can be viewed 24/7 free of commercials.

The app also lets users follow all the subjects covered in RTL Boulevard, while a link to Twitter enables them to see the opinions of others on these topics. The new smartphone app is available for download from the Apple I-Phone, Android, Blackberry and Nokia app stores. For further information, please visit Sizz’s mobile site at m.sizz.nl or website at www.sizz.nl.
Goran Kos is Croatia’s new Idol

After nine weeks, Croatian audiences have chosen the winner in RTL Televizija’s talent show *Hrvatska traži zvijezdu* – his name is Goran Kos.

Croatia - 22 June 2011

Fifteen of the five thousand candidates who auditioned in different parts of Croatia made it to the final shows. But right from the beginning the audience had a favourite: Goran Kos. He lived on the street for some years and survived by playing guitar.

The final show on 17 June was very intense. Croatia’s TV viewers were eager to see whether Kos would prevail over his competitor Marcela Oroši, a 17-year-old girl from Istria, as reflected in an excellent audience share of 41.8 per cent.

Goran won a contract with Dallas Records, and will now embark on a *Hrvatska traži zvijezdu* (Idols) tour of eight Croatian cities with Marcela Oroši, Mark Marku and Maja Bajamić, his fellow finalists in the show. He will record his first album shortly.
The healthy and fit group

The 4th Business Games Luxembourg took place with more than 100 teams and 500 participants competing. Despite the high number of competitors, RTL Group placed no fewer than 7 teams on the winners' podium.

Luxembourg - 22 June 2011

With nearly 70 employees representing the company in all different sports at the event on 18 June, RTL Group’s teams have demonstrated the importance of sports, health and general well-being to the company. Elmar Heggen, Chief Financial Officer and Head of the Corporate Centre of RTL Group, says: “Participants in the tournament took this event seriously and practiced regularly as a team to prepare for the competition. Everyone joined in to have a good time of course, but also to take up the athletic challenge.”

At the end of the tournament, the participants and their supporters came together for a award ceremony and closing party; a great opportunity to catch up with other participants and share impressions: “The Business Games are a fun event that allows you to team up with colleagues that you do not usually work with, and to experience a sport that you don’t usually practice” explained Mario Velasquez of Broadcasting Centre Europe, who participated in the badminton tournament.

The Business Games Luxembourg are the biggest inter-company sports event in Luxembourg. Combining team spirit and fun, this competition attracts over 100 corporate teams every year who come to compete in one of the eight different sports represented at the event. Among the thirty-odd Luxembourgish companies that took part in the 2011 Games were Dexia, ING, Ferrero, ABN Amro, Orange, L’Essentiel and SES Astra.

Melanie Junker, Angélique Zachary, Nora Kalich and Grégory Brandt (from left to right) ranked third in the Beach Volleyball competition.

Elmar Heggen and his team during the cultural trail competition. Anja Vogel, Bibi Wintersdorf, Elmar Heggen, Andrea Draeger and Gudrun Smale (from left to right).
Spectacular donation presentation

After presenting a cheque on top of the Kilimanjaro last year, Ingolf Winter (right), CEO of Prowin, wanted to hand over a cheque to ‘Stiftung RTL – Wir helfen Kindern’ at the deepest depth in its history. To do this, RTL Television’s Charity Director Kons had to dive in shark-infested waters towards a shipwreck off Nassau. Eventually, the adventure brought in € 50,000.
New fiction project

Shooting on the new action-comedy series *Die Draufgänger* starring Dominic Boeer and Jörg Schüttlauf began in Dresden in mid-June.

Germany - 17 June 2011

Unter Uns supports Gulliver survival station

As part of the Grundy UFA hilft promotion, the *Unter Uns* team is donating € 5,000 to Gulliver, a survival station for the homeless in Cologne.

Germany - 17 June 2011

After the French Open, it’s time for Wimbledon

Since 20 June 2011, RTL Radio journalists have been reporting the latest news live from Wimbledon. Of course, listeners can continue to count on Fabrice Santoro’s expertise.

France - 20 June 2011

New fixed-limit contract packages

M6 mobile by Orange announces the launch of a new line of fixed-limit contract packages adapted to young people between the ages of 15 and 25 and their usage of social networks and the Internet. A new and unconventional advertising campaign allows them to discover these new options.

Spain - 16 June 2011
**A new record for Capital**

On 19 June 2011, *Capital* focused on ecology and the latest “green” trends. With this edition, the news magazine show set a new audience record for the season: 3.2 million viewers tuned in, for a total audience share of 16.2 per cent.

France - 21 June 2011

**France’s favourite channel**

From 10 to 19 June 2011, internet users voted for their favourite television programmes, hosts and channels in the TV Notes survey. M6 came in first in three categories: M6 was designated the number one channel of the season with 23.5 per cent of respondents. The channel also stands on the top step of the podium in two other categories, notably in “French series” with *Scènes de Ménages*, and in “reality TV or docu-reality” with *Top Chef*.

France - 22 June 2011
Radio 538 Group named Florent Luyckx as its new Content Director. Starting 1 August 2011, he will be responsible for the programming and the cross media development of the family of radio stations’ brands which includes Radio 538, TV 538, Radio 10 Gold, Slam FM, Slam TV and 21 internet stations. Luyckx is taking over from the former Programming Director, Niels Hoogland. Music Director and Assistant Programming Director Dave Minneboo will be working closely with Luyckx.

General Director Jan-Willem Brüggenwirth says: “Radio 538 is today more than just a radio station. Florent has a broad knowledge of the business, having been Station Coordinator in the past and now the Director of a Media Agency. He has also experience working in the TV industry and is a musician at heart.”

Florent Luyckx adds: “Radio 538 is a very successful radio station with a large audience. I am looking forward to work with the current team and further contribute to the already illustrious history of the station. Radio 10 Gold and Slam FM are both brands with a unique identity, market position and potential. These are the best incentives to get me ready to start.”

For further information, please visit the station’s website radio538.nl.