Anke Schäferkordt calls for fair media regulation

M6 Replay and W9 Replay still number 1

Alpha kicks off the new TV season

Grupo Antena 3 outperforming a difficult market
After TV advertising, corporate responsibility, the future of TV and news, RTL Group’s latest brochure focuses on the topic of children’s TV. Titled *Entertain, Inspire, Educate*, it comes in the same handy format and ‘look and feel’ as the rest of the library. Across its profit centres and countries of operation, RTL Group produces and broadcasts a wide variety of entertaining children’s programming. Offering programmes that are above all responsible and suitable for its target audience remains one of the Group’s top priorities.

“Today, children grow up in a world of choice, with TV still the most popular medium. They have to learn to use and understand media just like they learn to ride a bicycle,” says Gerhard Zeiler, CEO of RTL Group, in the brochure’s editorial. The brochure explains that since TV has been a major guest in our living room for decades, being able to understand what is being shown on the screen is an important step towards acquiring the right reflexes when it comes to suitable TV programmes, especially in the case of children. Also, acquiring these skills fully contributes to a higher enjoyment of the many virtues of television.

Chuggington broadcast on several RTL Group channels is popular with kids and parents alike, teaching important values.
Nevertheless, to succeed at this, several parties should be aware of their responsibilities and duties, and complement each other. “Parents must set clear rules and limits for watching TV. Above all, they should discuss with their children what they have seen on the screen. Broadcasters integrate youth protection into their programming process, while regulators set specific rules for children programmes,” says Gerhard Zeiler.

RTL Television in Germany was one of the first broadcasters to create a Youth Protection Officer role. This was in 1990, way before it was mandated by German law. The task of the Standards & Practices department led by Dieter Czaja is to monitor content and make sure that it is of a suitable nature. “Overall, our purpose is to make sure children and teenagers are not exposed to images or situations they can’t handle or are not ready for,” explains Czaja in the article ‘Youth protection at work’ which describes how RTL Television protects young viewers from unsuitable content.

Moreover, research also shows that parents trust television more than any other media, especially regarding children programmes. In her opinion, shows produced especially for children represent “positive moves on the part of the television industry to help make the world a better place for children to grow up in.” And so advises: “This is why we need to support the best of the TV medium, not continually blame it for our own shortcomings.”

Maíre Messenger Davies

Children’s programming has an important role at RTL Group. The brochure gives an overview of the many children and family programmes broadcast on the various RTL Group channels from Germany and France to the Netherlands, Belgium, Hungary and Croatia. Just recently FremantleMedia also stepped up its investment in children’s programming. Above all, these programmes aim to be entertaining and engaging, but they also teach children core values like respect for others and the environment;
tolerance; the importance of sharing and owning up to mistakes: and a sense of community with others. Some other shows teach children about science and technology, music and dance, how to use the internet safely, and different aspects of society.

Most RTL Group channels dedicate between two and five hours a day to children’s entertainment, and much more during school holidays. In Germany, Super RTL – RTL Group’s only dedicated children’s and family channel and a joint venture with Disney – airs children’s entertainment from 6:00 to 20:15 on a daily basis, under the station’s Toggo and Toggolino brands. The channel has been the German market leader in this time slot for thirteen consecutive years. Claude Schmit, CEO of Super RTL, has an explanation for this: “We reach more children than anyone else in Europe by providing the content kids and parents want.”

Conscious of the responsibility television has to children and their parents, RTL Group not only uses this influence to ensure its children programming is appropriate for its audience, but also to promote charitable causes and initiatives that play an educational role. In this regard, the brochure provides a summary of the many corporate responsibility activities that focus on children and of the group-wide initiatives that aim to complement classroom instruction.

Like the previous brochures, this latest one contains a facts and figures section, in this case about children’s television and programmes in general. The other brochures of the library are: “The future of TV”, “The inconvenient truth about TV commercials”, “News for the people” and “How RTL Group pays back to society”.

Entertain, Inspire, Educate – RTL Group and children’s TV 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.
“An equally level playing field”

In mid-October, Munich hosted its annual ‘Munich Media Days’. Anke Schäferkordt called on politicians to ensure a regulatory framework that reflects today’s convergent media world.

Germany - 24 October 2011

In the lead-up to the event, Süddeutsche Zeitung had published an interview with Anke Schäferkordt, CEO of Mediengruppe RTL Deutschland and RTL Television, focusing on issues of media policy. Schäferkordt said: “It is high time that politicians started thinking about a regulatory framework for the convergent media reality. To do so, it must consider what goals are to be achieved with the system, instead of merely adjusting and fine-tuning here and there occasionally. These objectives can be used to define the relevant issues. How do I ensure protection for creative output in the digital world? How do I guarantee online access for journalistic information? Who do frequencies belong to? What role should broadcasting play alongside online offerings? What exactly is the public-service broadcasters’ mandate? Perhaps the BBC could serve as a model here as well. Its approach is: ‘Less is more’.”

The Media Days traditionally open with the ‘Elefantenrunde’ (Round of Elephants), chaired by Wirtschaftswoche editor-in-chief Roland Tichy. Schäferkordt represented Mediengruppe RTL Deutschland at the gathering. Like in the interview with the Süddeutsche Zeitung, she called on politicians to finally ensure a regulatory framework that reflects today’s convergent media world: “We’ll take on any competition, but the playing field should be equally level for all players,” said Schäferkordt. It cannot be that offers that are subject to completely different regulations, such as TV and online, converge on one and the same screen in the very near future. The TV medium is still overregulated from analogue times, she said, while online offerings, for instance, are subject to far fewer legal restrictions.

The ensuing discussions also dealt with the future of the media. Commenting on the strongly increasing use of Facebook vs. other sites, Marc Schröder, Managing Director of RTL Interactive, pointed out that social networks are not actually media in and of themselves, but a communication channel in which media use can also take place. As far as advertising is concerned, the environment in the networks is always difficult to assess, especially since users go there expressly to communicate and don’t want to be distracted by advertising. However, advertising customers can and do ideally use the channel for dialog marketing, as for example on Wer-kennt-wen.de. All panel participants agreed on the uncontested value of TV advertising, especially for branding effects. Looking ahead to the future, Schröder said: “Social will be a key element in online business models of the future.”

In other panel discussions, Matthias Büchs, Head of Online / Mobile / Teletext at RTL Interactive, elaborated on online value creation, presenting Mediengruppe’s strategy of augmenting and offering our content on all platforms used by viewers – be they PCs, smartphones or tablets and, in future, TV sets again. In the burgeoning online gaming sector, he emphasised the company’s role as a co-operation partner to games publishers, whereby high-quality ‘browser games’ are integrated and offered on its own platform, Gamechannel.de. Michael Heise of RTL Interactive also discussed games on another panel.

In a panel on ‘The 20/59 vs. 14/49 Demographic’, Matthias Dang, Deputy Managing Director of IP Deutschland, discussed the need for a new reference demographic with representatives from media agencies among other panellists.
“I am quite confident that we can do it if we want,” said professor of biological oceanography Ulf Riebesell in answer to the question: can the world still be saved? This was the theme of this year’s Vox Planet Blue presented by Birte Karalus.

Der Klimawandel – Ist die Welt noch zu retten (Climate Change - Can the World Still Be Saved?) was also the title of the Spiegel TV documentary at 20:15 in which other experts besides Professor Riebesell, such as science journalist Karsten Schwanke, had their say: “Perhaps people will say in 500 years: rising sea levels was the biggest threat posed by climate change. Or perhaps it will be a shift in rainfall pattern that will trigger mass migration that will reach its limits as other continents, rich countries, erect walls again, not wanting to let anyone else in, and perhaps wars will even develop from this.”

A scenario that is not inconceivable, as German meteorologist and climatologist Mojib Latif says: “Even the Pentagon pointed out a few years ago that the threat to security policy from climate change is classified as more serious than the threat posed by international terrorism.” In his opinion, it is therefore high time to do something: “Since 1990, global CO2 emissions have increased by 40 per cent and by 30 per cent since 2000 alone. In other words, exactly the opposite is taking place to what should actually be happening.” The 90-minute documentary presented current studies to show how people are already being affected by climate change, the challenges they face in future and how Europe and Germany are preparing for it.

As part of Vox Planet Blue, Vox is also holding a fundraising campaign again. From saving blackbirds to protecting owls – the channel is getting together with the German Nature and Biodiversity Conservation Union (NABU) to raise money for a good cause by bringing nature to your mobile phone. For €5 viewers can select and download one of over 30 animal sound mobile phone ringtones under the heading ‘Zwitscher Dir einen!’ (Tweet tweet!). The proceeds will go to support NABU’s numerous natural and environmental protection projects.

The first Vox Planet Blue on 11 September 2010 was a resounding success. The reports and documentaries about water resources generated a daily market share of 7.5 per cent among viewers 14 to 49, 0.5 percentage points above the average Saturday market share of 7.0 per cent in 2010.
Kicking off the new TV season

Alpha has started the new TV season with good ratings, new shows and new episodes of established programmes: in particular, the Al Tsantiri News and the new reality show Anna Vissi: Oso Echo Foni were major audience magnets.

Al Tsantiri News with Lakis Lazopoulos remains one of the most popular shows in Greece. The new season started in mid-October, and once again immediately attracted 40.5 per cent of viewers aged 15 to 44 to their TVs. The new reality show Anna Vissi: Oso Echo Foni featuring Greek superstar Anna Vissi also started well, drawing 27 per cent of the 15- to 44-year-old target demographic right away. This is the first time in the history of Greek television that an artist is sharing her personal life with the public. Alpha takes viewers behind the scenes of Anna Vissi’s personal and professional life, providing glimpses of how she has managed to reconcile her 35-year career in the music business, where she is constantly exposed to the public, with her daily life as a mother, daughter, sister and (girl)friend.

The morning show Kafes Me Tin Eleni has been given a new name and a new broadcasting slot for the new TV season: for several weeks now, Eleni has been aired from 13:00 to 16:00. An average 24 per cent of 15- to 44-year-old viewers watch the show. An average 23.7 per cent also tune in for Deste Tous!, another afternoon show. A lot of Greek viewers start the weekend with the morning show Mes Stin Kali Hara: an average 26.6 per cent of the 15 to 44 demographic have watched the programme since the new TV season began in late September.
There are already 14.5 million French viewers who have used catch-up TV services. This represents almost 30 per cent of the population over the age of 15, according to the latest wave of the benchmark “Global TV” study conducted by Médiamétrie between April and June 2011. This study, however, the only current one of its kind that makes it possible to quantify the usage of catch-up TV services in all available media, reveals another fact: Groupe M6 brands continue to assert themselves in the domain of catch-up TV.

In fact, M6 Replay continues to be the leader with 56.1 per cent of catch-up TV users who have already consulted it, all media combined. This represents an increase of more than 16 points over two years. W9 Replay is the leader in the world of DTT services, with 22.8 per cent of catch-up TV users who have already used it in all media, representing an increase of 2.4 points in six months.

Launched respectively in March 2008 and November 2009, and increasingly on all screens, M6 Replay and W9 Replay are available on computer, on the websites m6replay.fr and w9replay.fr, on television thanks to the decoders of the various DTT providers, and on mobile phones and tablets, by downloading the M6 and W9 applications. In all, more than 40 million videos are watched through the two services each month.

Reinforced by its unrivalled expertise on the Web, Groupe M6 also offers a unique and innovative multi-screen advertising service. Launched in 2010 and provided by M6 Publicité Digital, it allows advertisers to free themselves of the programme consumption mode by running their advertising films on all screens centred around content that is in affinity with their target markets.

Thus, more than 700 campaigns have run simultaneously on PC and IPTV since February 2010, and more than 500 on PC, IPTV, mobile and tablet since September 2010. The service now also offers new “enriched” advertising formats on the M6 Replay and W9 Replay websites, allowing advertisers to make the most of Internet users’ interaction and involvement.

M6 Replay and W9 Replay still in high demand

Médiamétrie’s latest survey on catch-up TV shows that M6 and W9 are both number one in the field and continue to improve their own performances.

France - 26 October 2011
Outperforming a difficult market

On 27 October 2011, Grupo Antena 3 published its financials for the period January to September 2011. The headlines are: higher revenue, growing market shares but lower profits.

During the reporting period January to September 2011 reported revenue of Grupo Antena 3 increased slightly by 1.3 per cent to €577.5 million (January to September 2010: €570.2 million), despite a significant decrease of the Spanish advertising market.

However, the company’s operating profit EBITDA decreased by 17.5 per cent to €79.6 million (January to September 2010: €96.5 million), mainly resulting from higher programme investments. This translates to an EBITDA margin of 13.8 per cent, compared to 16.9 per cent for the same period in 2010. The net profit of Grupo Antena 3 for the reporting period was €52.0 million, down from €62.6 million in the previous year.

In a difficult economic environment, the Antena 3 family of TV channels continued to outperform the market. While the TV advertising market was down significantly during the reporting period (minus 7.5 per cent), the company’s net TV advertising revenue was even up slightly (+ 1.2 per cent). As a result, Grupo Antena 3’s TV advertising market share increased strongly by 2.7 percentage points to 30.3 per cent. At the same time, the Antena 3 family of channels increased its audience share year-on-year.
Celebrating with Steven Spielberg

On 24 October 2011, American director Steven Spielberg was a guest on RTL Radio’s Laissez-vous Tenter tenth anniversary show and talked about his latest movie The Adventures of Tintin.
Environmentally friendly home improvement

*Capital* took a look at the latest trends in decoration and home improvement that increasingly incorporate environmentally friendly elements.

France - 21 October 2011

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**RTL.fr**

Over 4 million podcast downloads and number one radio website

*Médiamétrie* recently released the catch-up radio results for the month of September. With 4,115,000 downloads, RTL Radio ranks as the second most “podcasted” radio station and sets a new record. Also, according to the audience results published by *Médiamétrie* and *Nielsen Net Ratings* for the same month, *RTL.fr* is France’s number one radio website.

France - 21 October 2011

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**SUPER RTL**

A safe winter with Chuggington

For the third time Super RTL is partnering with the Deutsche Verkehrswacht (German Traffic Watch) to run a cross-media ‘traffic safety’ campaign.

Germany - 21 October 2011

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**RTL**

Launching social campaign

RTL Television launches a social campaign entitled *Sag’s auf Deutsch* (Say it in German), in which ten celebrities from immigrant backgrounds give statements about how important good German skills are for a successful integration into German society.

Germany - 24 October 2011
Celebrating 25 years with an exhibition

Broadcasted in exclusivity, *Paris Première s'expose*, a series of mini-documentaries presented the works and the artists who contributed to the exhibition of the same name that was held to mark the channel's 25th anniversary.

France - 24 October 2011

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**rtl(4)**

Home improvement with a twist

Since 25 October 2011, the new RTL 4 show *Krabbé Staat Op Straat* is giving residents of a shared neighbourhood the chance to win the home makeover of their dreams.

The Netherlands - 25 October 2011

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Crime with a humorous touch

Since 25 October 2011, public broadcaster *Das Erste* is airing *Heiter bis tödlich – Nordisch herb*, a 16-episode crime series produced by Phoenix Film.

Germany - 25 October 2011

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Facebook users love new RTL II format

The Facebook page of the RTL II series Berlin – *Tag & Nacht* already has more than 100,000 Fans.

Germany - 26 October 2011
From experiment to No.1
Peter Zwegat presented the 100th episode of *Raus aus den Schulden* (Get Out Of Debt). There's no end in sight to this popular series on RTL Television.

Germany - 26 October 2011

Launching Christmas campaign ‘Toggo Kinder helfen Kindern’
*DSDS* star Pietro Lombardi and pop titan Dieter Bohlen provide support in the form of a Christmas song composed especially for the campaign.

Germany - 27 October 2011

An adult with the heart of a teenager
On 27 October 2011, M6 airs the romantic comedy *Dans la peau d'une grande* in an exclusive broadcast. Claire Keim plays the principal role.

France - 27 October 2011

Popular TV show *Het spijt me* makes a comeback
RTL 4 starts rebroadcasting apology-themed programme *Het spijt me*, moderated by John William.

The Netherlands - 27 October 2011