Diving for donations

How Wolfram Kons goes to great lengths and dives to great depths to help children
Cover:
Wolfram Kons diving with sharks for RTL-Spendenmarathon
Since 1996, RTL Television has given the RTL-Spendenmarathon the most valuable thing a channel has: round-the-clock airtime. This year, 17 November is the big day: at 18:00 Wolfram Kons will launch the longest charity show on German television live for the 16th time. For 24 hours, until the grand finale at 18:00 on Friday 18 November, donations will be collected for the ‘RTL – Wir helfen Kindern’ foundation's children's aid projects. Each project gets a celebrity volunteer, who follows the project from beginning to end, visits the affected children, calls for donations on the RTL-Spendenmarathon, and is present again at the completion of the project to make sure that all the donations were used for the intended purpose. “I’m delighted that all our celebrity mentors will be in the studio with me this year,” says Wolfram Kons, telethon host and RTL Television Charity Director. “But the real star of the RTL-Spendenmarathon is the aid itself.”

This year the telethon will once again be supported by numerous celebrities. Kons: “We know that viewers like to support projects in Germany, too, so this year, aid in our own country is again one of our focuses. For instance, the ‘RTL-Kinderhäuser’ are being systematically promoted again. We will have Bettina Wulff’s support in setting up learning workshops in socially disadvantaged areas where students receive targeted support. Together with Boris Becker, we are campaigning for even more exercise in German schools. At Berlin's Charité hospital treatment options for children with cancer should be improved by our donations. And in Krefeld we want to build a children's centre where severely disabled children and their families can receive much-needed support.”

Comedian Michael Mittermeier is raising funds for the construction of homes for Aids-infected orphans in Cape Town (South Africa). Actress Natalia Wörner, presenter Sandra Thier and talk show host Alfred Biolek are also committed to projects on the African continent: Wörner is fighting for the establishment of a protection centre for battered and abused girls in Kenya, while Thier wants to do something about child labour in the gold mines of Burkina Faso, and Biolek is committed to establishing youth
centres in East Africa. Other sponsors, such as footballer Lukas Podolski and presenter Jana Ina Zarella, are involved in projects in their home countries: Podolski in Warsaw (Poland), where he is campaigning for the construction of a drop-in centre for socially disadvantaged children, and Zarella wants to help visually impaired children in her native Brazil.

Anja Degenhard, member of the ‘RTL – Wir helfen Kindern’ steering committee, says: “Each year, we think again about what celebrities could support us – obviously, after 16 years this becomes more and more difficult, as nearly all German celebrities have already actively supported us at some point or another. But we keep managing to win new, wonderful and committed celebrities for our cause. Often, celebrities will themselves apply with an organisation and a particular project. We then run the project through its paces and if it’s good, we support it – with the celebrity. It’s also important for us to have a good mix of mentors across all sectors, like this year’s medley of actors, singers, athletes, comedians.”

Joey Kelly is launching another Guinness world record attempt this year as part of the RTL-Spendenmarathon. The 38-year-old extreme athlete will attempt to spend 24 hours moving around at the bottom of a six-metre tank of water. If he covers a distance of 1,000 metres underwater, he will have set a new world record. “I can’t swim of course,” Kelly explains. “One foot must always touch the bottom. About 40 kilograms of lead will help me stay on the floor of the tank. In addition to a lead belt there is also the weight of the oxygen tanks. I then have to fight against water resistance, so I’m going to be moving very slowly.” Approximately every 45 minutes, Kelly has to surface for a change of oxygen tanks. He could take a short break at this point, but that’s not Kelly’s style: “I want to take as few breaks as possible and dive straight back in.” For the 2010 RTL-Spendenmarathon, Kelly broke a Guinness world record by walking 15 kilometres in 24 hours while balancing on a 12 metre-high tightrope, and only took his first break after 18 hours.

For the first time, the proceeds from an entire commercial block will be contributed to the donations. RTL Television will donate all income from a specific advertising break during the RTL-Spendenmarathon. The concept was developed by the advertising sales house IP Deutschland. The commercial break to be aired on RTL Television during the final portion of the Spendenmarathon around 18:10 on 18 November will be presented live by Wolfram Kons. In addition, all of the commercials will be branded in the RTL-Spendenmarathon look & feel.

Throughout the year RTL Television will pay for all administrative, personnel and production costs for the ‘RTL – Wir helfen Kindern’ foundation, so every penny donated is forwarded to the featured children’s charities without any deductions. Each year the foundation is audited by the German Central Institute for Social Issues (DZI) and every year it is awarded its
coveted seal of approval. In recent years, the RTL-Spendenmarathon has raised more than €90 million for ‘RTL – Wir helfen Kindern’. “All year round, the ‘RTL – Wir helfen Kindern’ foundation receives applications and requests, some of them from large, established, organisations, others from dedicated smaller associations,” says Degenhard. From these, a list of suitable projects is compiled. Degenhard adds: “From this list, the foundation members’ meeting selects the project’s for a give year’s RTL-Spendenmarathon.” They are assisted and advised by the members of the Steering Committee, which is composed of respected women: Ann-Katrin Bauknecht, Karin Clement, Gertrud Höhler, Heike Jahr, Maria Jepsen, Liz Mohn, Heide Simonis and Rita Süssmuth. In recent years, the foundation has funded more than a hundred children’s aid projects.

The fundraising is not restricted to the time period of the telethon itself. Activities to raise donations for the children take place throughout the year. Wolfram Kons isn’t afraid of getting involved himself to help children and has performed some crazy stunts like climbing Mount Kilimanjaro and the Matterhorn, working as a cowboy in the Australian outback, performing live on stage in original costumes from the musicals We Will Rock You and Starlight Express, running the Cologne Marathon, and jumping off the Mediengruppe RTL Deutschland building in Cologne – all for the cause. “It’s becoming increasingly ferocious,” says Kons. “This year I had to fish a cheque from a pack of sharks and one of the beasts caught me on the hand. But I’m still in one piece.” After that particular moment of underwater horror, Ingolf Winter presented him with a €50,000 donation cheque. “For 2012, I can only reveal that things are heading up again,” says Kons.

Other foundations within RTL Group

France: Fondation M6
The Fondation M6 aims to help prisoners with the reintegration process into society as well as improving their daily lives by providing entertainment (for example sports and cultural events).
www.fondationm6.fr

North America: Idol Gives Back Foundation
The Idol Gives Back Foundation was established by the producers of American Idol FremantleMedia North America and 19 Entertainment and the Fox Broadcasting Company as a way for those behind American Idol to “give back” and harness American Idol’s ability to capture America’s hearts and the power of entertainment to benefit some of the poorest and most vulnerable people in the world.
www.idolaid.com

Croatia: RTL pomaže djeci (RTL Helps Children)
The aim of the foundation RTL pomaže djeci (RTL Helps Children) is to support associations financially so that they can continue working on projects in support of children.
www.rtlpomazedjeci.hr

Hungary: Egy csepp figyelem Alapítványt (One Drop Attention Foundation)
The One Drop Attention Foundation focuses on Diabetes awareness and enables people to measure their blood sugar levels in any of the pharmacies across the country. It also organizes the yearly One Drop Day, marking World Diabetes Day.
www.egycseppfigyelem.hu

Spain: Fundación Antena 3
Fundación Antena 3 is committed to offer a better world to needy children. Since it was created by Grupo Antena 3 in 2005, thousands of projects including studies, conferences and seminars have helped to improve the living conditions of children all over the planet.
www.fundacionantena3.com
Television content is no longer consumed only on TV sets, but also increasingly on PCs, laptops, smartphones and tablet PCs – both on the road and at home. Each device plays its own unique role in the user’s everyday routine, and therefore also presents different framework conditions for advertising. This is borne out in the first comprehensive generic group study of video use by the media marketer IP Deutschland. It involved 40 people aged from 16 to 59 recording their media consumption in diaries and giving in-depth interviews to researchers from the Phaydon Institute. To ensure the most realistic recording of the usage situation, some of the interviews took place at the respondents’ homes. The result is a “planetary system” of video use.

The TV is a central element in the living room and is ideal for building brand awareness and image. ‘Prime time’ is also prime usage time. The consumer is in a relaxed mood after work and more receptive to emotional advertising. By contrast, the PC is associated more with work than relaxation. Because of the rigid seating position people prefer to use it for short-form formats for distraction and as a ‘pick-me-up’. The laptop is multifunctional and mobile. It offers great flexibility both at home and while travelling and is therefore also often used for relaxation. Due to the screen size, laptops are often used to watch longer programmes. Long-form formats are therefore suitable for longer, emotive spots. Smartphones are used for short islands of relaxation, for small video ‘snacks’ consumed for time-outs and to pass the time. The small mobile devices are therefore best suited for ‘situational mood management’ – a perfect setting for short spots featuring humorous, surprising content that encourage interaction. With their high-quality design, high-resolution images, compactness and easy handling, tablet PCs or I-Pads are brilliant devices with a high fun factor. The branding benefits especially from the image of the device and makes people particularly curious about the advertised product. User interaction is also extremely easy.

The study concludes that switching between different devices, and consequently changed media consumption, has become commonplace. The motto is ‘always online’, so advertising has to be surprising – especially on the new devices, where expectations are very high.
## Promoting tolerance

Organised for the seventh consecutive year, the *Concert pour la Tolérance* 2011 was held on the beach of Agadir on Saturday 15 October 2011. Presented by Sandrine Corman and Karima Charni, this free event draws about 200,000 people every year and is a true expression of diversity.

Every year the concert is punctuated by messages of tolerance and peace from all the artists who are present. This year, the organisers were able to count on performers such as BB Brunes, Anggun, Élisa Tovati & Tom Dice, Inna Modja, Collectif Métissé, Magic System, Rachid Taha and Cheb Bilal.

The concert was first broadcast on 12 November with re-broadcasts scheduled for 31 December on M6 and on 7 and 15 January 2012 on W9. In addition to this, Internet users will be able to watch the concert on M6 Replay one hour after the broadcast on M6, and for 14 days thereafter.

## Changing the way the disabled are viewed

To mark “La semaine pour l’emploi des personnes handicapées” (The week for the employment of the disabled), W9 is providing special programming.

For the second consecutive year, the channel is mobilising and joining in this campaign to raise awareness. The campaign aims at defending the cause of disabled people. The sponsor of the campaign is Yann-Alrick, the winner in the first season of *La Meilleure Danse*, who is deaf.

Every weekday evening at 19:30, viewers can watch an exclusive broadcast on W9, *J’en crois pas mes yeux* (I Can’t Believe My Eyes), a mini-series starring a blind and an able-bodied person, which attempts to change people’s behaviours when faced with disabled people using humour. The mini-series’ objective is simple: to forge a link between the able-bodied and the disabled and erase the awkward feelings between them.

In a similar vein, every day throughout the campaign, along with a teaser featuring Yann-Alrick, the channel will broadcast messages from W9 presenters that are registered in sign language, encouraging viewers to change the way they see the disabled.

W9 also broadcast the made-for-TV film *Des mains en or* (Hands Of Gold), which tells the story of a surgeon who attempts an operation designed to separate conjoined twins. *Vies Croisées* took a look at the day-to-day lives of families who live with disabilities, in a show entitled *S’aimer malgré le handicap* (Loving Despite Disability).
The Brandon Tartikoff Legacy Award is named after Brandon Tartikoff, a former Programme Executive at the US network NBC who was responsible for famous shows such as *The Cosby Show*, *Cheers*, *Seinfeld*, *Alf*, *Knight Rider*, *The A-Team*, and *Miami Vice*, all of which became hit formats around the world. It was created to recognise a select group of television professionals “who exhibit extraordinary passion, leadership, independence and vision in the process of creating television programming.”

Alongside Cecile Frot-Coutaz, CEO of FremantleMedia North America (FMNA) and Executive Producer of shows like *American Idol*, *America’s Got Talent* and *The X Factor*, the 2012 Brandon Tartikoff Legacy Award will also be presented to the creator of *Ugly Betty*, Fernando Gaitán; Matthew Weiner (*Mad Men* series Creator and Executive Producer); and Dennis Swanson (President of Station Operations for Fox Television Station.).

Rick Feldman, President and CEO of the National Association of Television Programme Executives (Natpe) says: “Our honorees for 2012 have lived, worked and travelled all over the globe. Their common interest and the reason we have chosen them, is their passion for great TV programming.”

In 2011, Gerhard Zeiler, CEO of RTL Group, became the first Non-American to receive the prestigious Brandon Tartikoff Legacy Award. The 2012 awards ceremony will take place at the Natpe Market & Conference in Miami, on 24 January 2012.
Episodes of Goede Tijden, Slechte Tijden are now available on RTLXL.nl prior to broadcast on TV.

Digital offer expanded

Since 14 November 2011, viewers can preview episodes of Goede Tijden Slechte Tijden on the video-on-demand platform RTLXL.nl.

The Netherlands - 15 November 2011

Fans of the RTL 4 soap Goede Tijden Slechte Tijden (GTST), which airs weekdays at 20:00, can now preview the upcoming episode on the digital video platform RTLXL.nl. This service which was previously available only as a pilot project for other RTL Nederland shows such as Oh Oh Cherso and Spartacus, was expanded to the hit series as of 14 November. Other popular soaps including As The World Turns and The Bold And The Beautiful will soon follow.

Arno Otto, Managing Director Digital Media at RTL Nederland, says: “The availability of future episodes is an added service for viewers, and an expansion of a service already provided by the VoD platform RTLXL.nl. Fans who don’t want to wait for the upcoming episode now have the option of seeing what happens after the cliffhanger. For €0.99, viewers can access the next episode.”

RTLXL.nl is RTL Nederland’s digital video library. It offers users access to content such as films, series, video snacks, promotional and backstage material. The platform, which contains both free and paid content, features the RTL Gemist service which allows viewers to catch up on missed episodes of their favourite shows.

For more information, visit RTLXL.nl.
Worldwide there are still 150 million children between the ages of 5 and 14 who work daily in difficult conditions and have no opportunity to attend school. RTL Nederland and Unicef are calling on the Dutch public to take action to stop child labour. From Sunday 13 November to 20 November, RTL 4 is broadcasting various programmes to build awareness for this issue.

For example, RTL Boulevard is reporting on the campaign daily. In addition, Unicef goodwill ambassador Paul van Vliet will be a guest on Koffietijd. Goodwill ambassadors Renate Gerschtanowitz and Jörgen Raymann form a team on Wat Windt Nederland? Viewers who want to support the campaign can send an SMS with the keyword “Unicef” to Dutch speed dial 4333 to make a donation of €1.50. Radio 538 is also promoting the campaign in its programmes. The preliminary results of the fundraiser will be announced on Miljoenenjacht on 20 November.

RTL Nederland and Unicef will use the money raised to systematically help children in the gold mines of Burkina Faso, where underage workers often have to perform dangerous work, climbing into narrow, unstable shafts, breaking rocks and breathing in dust. The money from the campaign will ensure that young children who are there with their mothers are cared for while their mothers work. Furthermore, the organisation ensures that the children will stop working and attend school. Older children are given the opportunity to learn a profession and the families are supported financially, if necessary.
Hosting the big names

On 16 November 2011, Georges Lang welcomed distinguished guest Lenny Kravitz on RTL Radio’s ‘Les Nocturnes’, who shared his impressions, joys and doubts about his latest tour ‘Black and White Europe’.
Energy savings week at Spreeradio
Under the heading ‘We help you save energy – and a load of money’, Spreeradio is devoting the entire week of 14 to 18 November to the topic of saving energy and money.
Germany - 14 November 2011

The most famous vampires in the world on M6
As the fourth instalment of *Twilight* is released in cinemas, M6 broadcast the first film in the saga as a television premiere. 3.8 million viewers tuned in for a total audience share of 14.6 per cent and an audience share of 26.2 per cent among viewers younger than 50.
France - 14 November 2011

Continued Expansion
FremantleMedia Enterprises presented new products at the Licensing Market in Munich and announced that it is marketing *Sonic the Hedgehog* for Sega in Germany, Austria, Switzerland and Eastern Europe from now on.
United Kingdom - 11 November 2011

All eyes on football
Uefa has appointed UFA Sports as its authorised sales agent for the Uefa Euro 2012 Corporate Hospitality Programme ‘Club Prestige’ in Czech Republic, Slovakia and further Central and Eastern European countries.
Germany - 14 November 2011

High definition for Paris Première and Téva
After M6 HD and W9 HD, Groupe M6 launched Paris Première HD and Téva HD in preview on Canalsat.
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France - 11 November 2011
Queen of DTT
On 13 November 2011, W9 achieved a total audience share for the day of 5.4 per cent – an unprecedented performance in the DTT world. Thus it was the number five national channel in France and the leading DTT channel. With an audience share of 8 per cent among viewers under 35, it was the number three channel in this demographic.
France - 15 November 2011

Searching for America’s lost treasures
Original Productions is producing a new ten-episode series for the National Geographic Channel, which aims to discover the valuable artifacts hidden in homes across America, and find out the fascinating stories behind them.
North America - 15 November 2011

Belgium falls for the farmers’ charms as well
Airing in its third season since 3 October 2011 on RTL-TVI, L’Amour est dans le pré is a ratings hit. On 14 November, the show drew 619,500 viewers, representing a market share of 32.9 per cent.
Belgium - 17 November 2011

Spartacus leads the revolt on W9
France - 17 November 2011
Valeska Homburg will present sports on the N-TV news channel from 10 December.

Valeska Homburg is bringing her experience of many major sporting events to N-TV. Homburg served as a reporter and presenter for ARD at football’s 2006 and 2010 World Cups and the 2011 Women’s World Cup. Together with Dieter Thoma she has also presented ARD’s ski jumping coverage since 2007. During the 2008 Summer Olympic Games in Beijing, Homburg presented the daily Olympia-Telegramm, among other things, and at the 2010 Olympic Winter Games in Vancouver she covered the ski jumping, the Nordic combined competitions, and bobsled.

Homburg has worked for ARD and SWR for almost ten years, including as a presenter on the state news programme Baden-Württemberg Aktuell, on Sport im Dritten and the Tagesthemen sport news. From December 2011 Homburg will also present Liga total. The sports science graduate has also worked for broadcasters such as RTL Television, ZDF, Deutsche Welle – and N-TV, where she is now returning to present the latest news from football, boxing, and Formula One. Says Homburg: “N-TV’s mission is to provide viewers with quick, up-to-date information. The attractions for me are the short lines of communication and quick decision-making.”

N-TV Editor-In-Chief Volker Wasmuth is happy to welcome the new sports presenter on board: “In Valeska Homburg we are gaining a proven expert for our sports team. Our viewers can look forward to a very likeable and experienced journalist.”