Searching for First Moments

How *Enquête Exclusive* has established its reputation as *the* investigative magazine

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Bernard de La Villardiére in action
22:45 on 11 September 2005: Viewers who tuned in to watch M6 that Sunday evening were treated to the premiere of the first edition of the channel's new news magazine. The monthly programme was called *Enquête Exclusive*, and its presenter, Bernard de La Villardière, was already a familiar face to Sunday evening viewers, because from 1998 until that date he had fronted *Zone Interdite*, a primetime show that aired alternately with *Capital*. For the first edition of the new Sunday evening programme, the date of which coincided with such a poignantly sad anniversary, the channel treated its viewers to a report not previously broadcast on French television, entitled “On the trail of Al-Zarqawi: The new face of terror”.

The question many people were asking at the time was why launch a new news magazine? Bernard de La Villardière reveals the answer: “*Enquête Exclusive* was born of the channel's desire to air more news magazines because providing information is in M6's DNA. It already had the magazine *Zone Interdite* covering social issues, and *Capital*, an economic affairs magazine, but it did not yet have a magazine that opened up a few windows on the world.”

Since 2005, the magazine has certainly opened up its fair share of windows, having visited more than 42 countries and arranged in excess of 550 encounters to produce its impressive string of reports. In addition, Bernard de La Villardière and his team have exposed themselves to countless risks by travelling to places reputed to be the most dangerous or inaccessible areas on the planet in order to inform the public and expose serious situations for what they are. Indeed, it is for this reason that many editions are filmed partially or even completely using hidden cameras.

This first edition of *Enquête Exclusive* can be seen as a “signature”-production, as it indicated the shape of things to come. Reporters went to Iraq and Jordan, following the trail of Abu Musab al-Zarqawi, the man who was the United States’ public enemy number one at the time. In Iraq, al-Zarqawi had become famous by broadcasting footage of the decapitations of hostages and masterminding numerous attacks. *Enquête Exclusive* tried to find out how a small-time hoodlum from the suburbs of Amman had become the leader of the most radical Islamic terrorists. The programme included previously unshown interviews with people who had known him and were best placed to explain what made al-Zarqawi tick and how he had risen to such notoriety.

Several other expeditions to dangerous places followed, including North Korea, Afghanistan, Colombia, Cuba and Pakistan. In January 2007, the magazine was given a weekly slot owing to its popularity with viewers and in May 2010 given the strength of the brand it was extended to primetime in a “grand format” version. Since its beginnings *Enquête Exclusive* duly continues to lift the lid on the most secret or unusual milieus, like the worlds of arms dealers, military juntas, the Neapolitan mafia, motorcycle gangs, Mormons or U.S. university campuses. No subject, is too risky for Bernard de La Villardière and his team. So the motto of the programme, in a nutshell, is this: “*Enquête Exclusive* covers any events that take place on the other side of the world but will affect us all in the near future”. It is a formula that works well, because during the latter part of every Sunday evening an average audience of over 1.6 million viewers tunes in to watch Bernard de La Villardière’s investigative reports from the four corners of the world.
De La Villardière recounts some of his most unforgettable experiences: “The first moments are always the ones that leave their marks on you”, he says. “One programme we did about drug traffickers in Colombia made a particularly deep impression on me. I took part in dismantling a cocaine laboratory. We took off by helicopter at the crack of dawn, accompanying Colombian anti-drug forces, who are like a second army. And we landed at a laboratory in the heart of the jungle. It was incredible”, he continues: “We also shot a film about the consequences of the wars in Iraq and Afghanistan in the United States, meeting the families of US soldiers killed in action, and I was deeply moved by their pain, their restraint and their dignity”.

As a truly committed, field reporter, Bernard de La Villardière is not afraid of taking risks when it comes to spotlighting disturbing and sometimes forgotten situations in order to inform and raise the awareness of the programme’s audience. “Another strong experience for me was Cuba. We worked underground the whole time. It was like a cat-and-mouse game”, explains de La Villardière before continuing: “We got to interview a dissident who took us to his home. After a long talk, he pulled the curtain of his living room and showed us men from the Cuban secret services who watched him day and night.” In fact, for de La Villardière, the riskiest or most unexpected topics that bring him face to face with people fighting for their rights are his favourites.

In its primetime “grand format” version the magazine is aired during the week as and when events merit it. These shows have a special signature, with Bernard de La Villardière involved from start to finish, and are more geared towards ‘exploration’, whereas the slant of the regular editions of the magazine is more investigative. So far eight grand formats of the programme have been aired, covering topics as diverse as cities of the future, escort girls, hazing of first-year university students and people cohabiting with dangerous or wild animals. *Enquête Exclusive* has won two prestigious French Laurier radio and television awards, firstly in 2008 for a report on Darfur, and again in 2011 for a hidden-camera investigation shot in North Korea. Laurier awards, which are bestowed annually by the jury of the Audiovisual Club of Paris, honour audiovisual programmes that make the most striking contributions to disseminating French culture.

**Facts & Figures:**

- On 20 November 2011 the magazine celebrated its 200th edition by airing a report on French Islamists in Yemen and broadcasting interviews conducted by Bernard de La Villardière in Guantanamo Bay

- The magazine’s biggest audience this season was 2.2 million viewers for a programme on drugs trafficking and counterfeiting in Marseilles broadcast on 16 October 2011

- The edition of *Enquête Exclusive* on the return of extremists in Europe aired on 15 January 2011 drew 2.1 million viewers

- The “grand format” version, which is aired at primetime, reached a record 3.1 million viewers on 27 December 2011, who that evening wanted to see how some humans cohabite with wild and dangerous animals

- *Enquête Exclusive*’s Facebook page has nearly 65,000 followers

- Bernard de La Villardière is accompanied by a team of four when making his reports: a journalist assigned to produce sets and direct interviews, two cameramen and a sound engineer

- The topics that will be covered over the next few weeks include: “Obesity: Taking a close look at XXL America”, “The Franco-Belgian border: a frontier for all kinds of trafficking”, and an investigation into arms dealers trading weapons between the countries of the former Yugoslavia and France
FremantleMedia Enterprises signs deal with Netflix

FremantleMedia Enterprises (FME) announced on the 25 January 2012 a new digital licensing agreement with Netflix Inc, to bring a raft of classic comedy and drama titles to Netflix members across the UK and Ireland.

The deal will see classic British comedy content such as Men Behaving Badly and the Emmy Award winning drama The Naked Civil Servant available to Netflix members to stream over the Internet to connected TVs, tablets, game consoles, computers and mobile phones. “Having previously partnered with Netflix in the US and Latin America, we are thrilled to now be working with the world’s leading subscription service in the UK as well,” commented Justin Hatfield, SVP Sales UK, Eire & Scandinavia, FME.

Netflix has acquired 115 hours of FME’s extensive programming catalogue including Australian crime series, The Strip; and sizzling drama, Falcon Beach. Additionally, Netflix members in the UK and Ireland will be able to watch the exclusive UK premiere of Australian drama Satisfaction.

New structure to increase growth

On 25 January 2012, Bertelsmann announced that it is reorganising the print activities of its Arvato division, to focus the division more on the services businesses. The resulting new print unit will have annual revenues of €1.2 billion.

The new structure, which will be implemented during the first half of this year, involves grouping the gravure operations and all of Arvato’s international printers into a separate unit outside the Arvato division. The Bertelsmann AG Supervisory Board approved the Executive Board’s plans to this effect at a meeting in Gütersloh on 25 January.
Groupe M6 sells its shares in Summit Entertainment

On 18 January 2012, Groupe M6 announced that it has disposed of its shares in the American film production and distribution company Summit Entertainment following the sale of the studio to Lions Gate on 13 January 2012.

France - 20 January 2012

The transaction was valued at between 334 million dollars and 412.5 million dollars, corresponding to a maximum amount of 37.5 million dollars. Groupe M6 had acquired a 9.1 per cent shareholding in Summit Entertainment on 19 April 2007, for 15 million dollars. The capital gain of this operation will be accounted for in the 2012 fiscal year.

The Groupe M6 subsidiary SND, a shareholder and historical partner of the studio, has already distributed 24 cinema movies produced by Summit Entertainment, such as the Twilight saga, Knowing, Red, Bridge to Terabithia or Michael Clayton. The Summit movies distributed by SND account for more than 22.5 million theatre tickets sold in France.

The exclusive distribution deal between Summit Entertainment and SND will continue despite the change in the shareholder structure, so SND will distribute future Summit movies including The Cold Light of Day with Bruce Willis and Sigourney Weaver, The Impossible with Naomi Watts and Ewan McGregor, The Perks of Being a Wallflower with Emma Watson, Now You See Me with Morgan Freeman and Mélanie Laurent, and the last opus in the Twilight saga, Twilight 5 - Breaking dawn – Part 2.

Launching interactive I-Pad newspaper

The new RTL Nieuws 365 app for the I-Pad now gives Dutch users comprehensive access to RTL Nieuws, RTL Sport and RTL Boulevard.

The Netherlands - 20 January 2012

"Developing the app took longer than expected," said Editor-in-Chief Harm Taselaar at the unveiling. "But now we have the cross-media application we’ve always wanted. We have our own digital newspaper. The idea is to have up-to-date content that users can interact about," says Taselaar.

RTL Nieuws 365 offers lots of content, with a magazine section and a wide range of regular features, including the Joke of the Day as a video, a column by Rick Niemann, stock-market updates, the latest gossip and rumours with Albert Verlinde, and weather information from Buienradar, the company bought up by RTL Nederland last year. There is also a live stream of RTL Z.

The app is now available from the App Store. An Android version is in the works.
In his new show Thomas Gottschalk is more than just a presenter: he mediates, gets actively involved, speaks his mind and even posts it on the Internet for discussion – direct, frank, and with the courage to contradict and be contradicted. *Gottschalk Live* picks up on a wide range of topics from culture, entertainment, business, politics and current events. They are discussed with experts and the people involved or affected, and, where appropriate or necessary, there will be feeds from where events are unfolding.

Ute Biernat, managing director of Grundy Light Entertainment, says: "We are entering uncharted territory with *Gottschalk Live*. There has never been a show like it on German television. We do, however, benefit from our experience in the production of live shows and our entertainment expertise. The new show is a combination of journalistic content and entertaining elements. To put this programme concept into practice, the editorial team is composed of veteran print, TV and online journalists and creative entertainment professionals."

Viewers can become part of the programme on its homepage, Facebook or Twitter. Thomas Gottschalk picks up on their comments, videos and photos and will even occasionally get into a Skype discussion with his audience. "We hope that there will be a lively discourse – both with viewers and with the open team of editors," said producer Jens Bujar in an interview with the DWDL industry newswire. "This can result in some pretty humorous situations, as when Gottschalk asks an editor about David Guetta and she explains to him that Status Quo hasn’t been at number one in the charts for about 38 years. We’re bound to see the kind of clash of generations that takes place daily in living rooms all over Germany."

*Gottschalk Live* is produced by Grundy Light Entertainment and airs Mondays through Thursdays at 19:20 on ARD, since 23 January.
For the second time since 2001, RTL Belgium is lending a helping hand to future talents in journalism. “In 2001, it allowed us to discover some truly talented people who are active today at RTL, including Sébastien Rosenfeld, Julien Modave and Samantha Mansveldt,” explains Director of Television Stéphane Rosenblatt.

Named after the late Marie-Rose Armesto, a journalist with RTL Belgium who was a brilliant reporter, special correspondent and defender of causes, this scholarship will allow students in their final year of journalism at Belgian or French-language schools and universities in Europe to be part of a team at RTL-TVI, Bel RTL or RTLinfo.be for three months.

“Candidates will be judged through a number of tests designed to evaluate their journalistic qualities and their ability to express these qualities in several media, targeting a wide audience,” explains RTL Belgium’s News Director Laurent Haulotte.

The deadline for filing applications is 28 February 2012. The tests will be held between 1 and 25 May at RTL Belgium’s headquarters.
For three years RTL Radio has been striving to help the French in their search for work by regularly holding Job Creation Days. “We have never had so many people looking after employment, as does RTL. You are the only station to play the game this far,” said Laurent Wauquiez, Secretary of State for Employment, who was in the rue Bayard studios for the launch of the initiative back in March 2009.

This 35th edition saw 5,600 offers posted on the RTL.fr website and Labour Minister Xavier Bertrand was the guest on the programmes RTL Midi and Les auditeurs ont la parole, during which he discussed the difficult employment situation in France and answered questions from listeners.

As for the previous editions, the switchboard was open in partnership with consultants Randstad services group to direct listeners in their efforts to find work. RTL Radio also invited Internet users to share their stories. These were people who found a job thanks to this initiative. One of them was Alain, a 50 year old electrician. “On Wednesday I met the boss and on the following Monday I was hired. In the space of a week, I found a job” he says. RTL Radio also informed listeners on trades in sectors where companies are struggling to recruit because of a shortage of candidates.

Since the creation of this initiative, an average of 13,000 positions to be filled are posted each month on the RTL.fr website. This represents a total of more than 400,000 ads posted on the site to date.

Inspiring stories

On 23 January 2012, with the unemployment rate in France continuing to rise, RTL Radio organised a special initiative for the third anniversary of Job Creation Days (‘Journées RTL Emploi’).

France - 25 January 2012
RTL-TVI loves Belgium...

...and so does Belgian superstar Plastic Bertrand who performed at the launch of the all-new 100 per cent Belgian entertainment show J’aime mon pays on 22 January 2012. The special-event programme is an adaptation of Dutch format Ik hou van Holland.
Releasing new app for Windows Phone and Lumia

Antena 3 has become the first Spanish TV channel to release a new app for Windows Phone 7.5 and the new Nokia Lumia, giving users of these systems mobile access to the broadcaster's programmes and series.

Spain - 20 January 2012

ITV commissions prime time series

Talkback, a FremantleMedia UK label, will produce a brand new family comedy entertainment series for ITV featuring Keith Lemon (aka Leigh Francis) as host: *Keith Lemon’s Lemonaid*.

United Kingdom - 23 January 2012

A weekend of good performances

From 20 to 22 January, M6 scored good ratings with its programming and succeeded in placing some of its shows at the top of the podium for the most-watched programmes that weekend.

France - 24 January 2012

Funky Fashionista Rebecca Bonbon returns

Following a license deal signed with high-quality stationery manufacturer Goldbuch, FremantleMedia Enterprises is launching a range of Rebecca Bonbon branded products in Germany, Austria and Switzerland.

United Kingdom - 24 January 2012

‘Most popular’ in the social network scene

The RTL II format *Berlin – Tag & Nacht* has managed an unprecedented feat among German TV formats: its Facebook page now has a million fans.

Germany - 24 January 2012
Moving movies
Accounting for about 40 per cent of Spanish cinema’s gross takings in 2011, Antena 3 Films produced the most-watched movies of the year in the country.
Spain - 25 January 2012

Mediating head-strong parties
After an excellent debut on 29 November 2011, the show *On ne choisit pas ses voisins* (You can’t choose your neighbours) was back on M6 for a new episode on 25 January.
France - 25 January 2012

Silent movie star Jean Dujardin talks
On 24 January, French actor Jean Dujardin, who had freshly been nominated for an Oscar in the Best Actor category for his role in *The Artist*, was interviewed on RTL Radio.
France - 26 January 2012

A goodie bag like no other for fashion addicts
The mobile provider Sizz has an uncommon surprise in store for some of the people attending the Amsterdam International Fashion Week, which takes place from 25 to 29 January 2012: a digital goodie bag.
The Netherlands - 26 January 2012