Sustainable reintegration
What Fondation M6 has accomplished for prison inmates in its two years of existence

Germany
All-day schools and children’s TV habits

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Antena 3’s programmes now also on Xbox live

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New FremantleMedia UK label starts with series for ITV

Germany
Günter Wallraff exposes wrongdoing in the working world on RTL Television
The Bourg-en-Bresse penitentiary where a workshop on subtitling Groupe M6 programmes for the hearing-impaired was set up

By deciding to focus its sponsorship on prisoners and their reintegration into society, Groupe M6 entered uncharted territory and took on a real challenge – and yet it is a natural choice for a company that does its business in the audiovisual sector. For most inmates, their TV set is their main window on the outside world. However, the idea behind the foundation’s programme is not simply to offer detainees entertainment by broadcasting the programmes aired by Groupe M6, but rather to involve them, actively and directly, in the act of creating content and teach them various audiovisual professions.

Fondation M6 believes that in addition to serving their punitive role, prisons should also be places of regeneration and reflection, and should offer inmates help with their social reintegration. “Gaining self-esteem and receiving help with psychological rehabilitation by taking part in a project can help people find their place in society even after being cut off from social life for a long time,” explains M6 journalist and presenter Mélissa Theuriau, who supports the work of the foundation. Other M6 personalities also regularly lend a hand, like the journalist Georges Siciliano. “When the launch of the foundation was announced I immediately knew this could be my chance to get involved with a worthy cause,” he remembers, adding: “Every prison visit is a unique experience of sharing and a lesson in humility. Thanks to the foundation and the feedback we’ve received from the inmates, we really feel that we are opening up a window to the world outside, but this time a window without bars.”

Accordingly, training courses were organised to give prisoners a chance to try their hand at directing, writing a screenplay, editing, mixing, and related disciplines. In November 2011, a workshop on subtitling Groupe M6 programmes for the hearing-impaired was also launched at the Bourg-en-Bresse penitentiary. Commenting on this initiative, Chris Morette, Head of Fondation M6, says: “Companies often find themselves being criticised for setting up workshops in prisons or remand centres known for their cheap labour. The major plus with this project is that inmates are not only offered training and work, they are also paid the same as other Groupe M6 staff”. Laurence Chachay, who is in charge of subtitling at Groupe M6, adds: “As with our other suppliers, we expect the workshop to deliver subtitles for our programmes

“Improving the prison milieu and helping inmates reintegrate into society are issues that concern us all. Groupe M6 established the Fondation M6 to coach, educate and encourage prisoners before they return into society. France - 31 May 2012

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on schedule whilst working to the technical and editorial standards set by France’s Higher Audiovisual Authority, the CSA”.

To cope with the difficulties inmates can face as a result of being deprived of their freedom, Fondation M6 also offers them activities that include entertaining cultural events such as shows, concerts, seminars or debates with journalists, presenters and artists, film screenings, cookery workshops, as well as sporting activities and the chance to make films that introduce new inmates to prison life in hopes of minimising their shock at finding themselves locked up behind bars.

The cultural and sporting activities are actively supported by celebrities such as Grégory Cuilleron, the winner of Un diner presque parfait: le combat des régions, who leads cookery workshops, and the former French football champions Marius Trésor and Vikash Dhorasoo, who train future referees. “This is the first time I’ve been inside a prison and I can see that it’s a tough environment. (…). That’s why the foundation’s initiative is so good, because it makes the inmates think about their future. One day these people will leave jail and will have to find their place in society. This is why we need to improve their circumstances during their detention,” says Dhorasoo, who ran the referee training course in December 2011.

Fondation M6 also provides financial backing for a range of associations that have been active in the prison milieu for many years, like the non-profit organisation Relais Enfants-Parents which helps the – often neglected – parents and children of prisoners, as well as associations that help ex-prisoners along the path to social reintegration.

Fondation M6 is more than a mere corporate association, and over the past two years

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**Fondation M6 at a glance**

- The protocol was signed on 6 April 2010 by Nicolas de Tavernost, Chairman of the Management Board of Groupe M6
- The budget was set at €2.5 million, spread over 5 years
- The foundation is run by Yann de Kersauson, Deputy Director of Group Communications
- Two people report to Yann de Kersauson: Chris Morette, Head of Fondation M6, and Camille Burrus, project leader; both are assisted by around 20 volunteers, all staff at Groupe M6
- The foundation has a website at Fondationm6.fr and a Facebook page
Graduation time for the detainees of Arras penitentiary

Marius Trésor running a referee training course

the requests it has received for manpower, technical and financial support have tripled, further underscoring the perceived value of its activities. So the foundation has well and truly mastered the challenge it took on when the project was first launched. To date, more than 5,000 inmates have taken part in the various actions organised by the foundation, and 50 of the 191 prison establishments in France have been approached. The inmates of these jails are given a chance to escape their life as detainees and experience the outside world under exceptional circumstances, whilst being handed the keys to successful, sustainable integration along the way.

The story so far – Facts & Figures
Fondation M6’s work is grouped around two key priorities – facilitating ex-prisoners’ reintegration and improving inmates’ quality of life:

- 80 prisoners are currently being trained in 11 audiovisual workshops supported by Fondation M6 (all over France)
- 8 prisoners work full-time in the subtitling workshop for the hearing-impaired
- 3,130 prisoners attended the 39 entertaining cultural events (films and spectacles) staged in prison establishments spread throughout France
- 2 training courses for football referees led to 30 inmates being awarded qualifications
- a film on preparing for physical activities in prison was made by inmates and has been shown in the 191 French prisons
- 3 cookery workshops led by Grégory Cuilleron have been held

Three major projects for the end of 2012
Paris Diderot training course
The aim of this course is to give inmates a chance of obtaining a recognised qualification in ‘audiovisual activities in a prison establishment’. In a bid to ensure that the inmates’ know-how is properly accredited, Fondation M6 has teamed up with the University of Paris Diderot to adapt the training programme to the prison environment.

Working in prison
The intention here is to set up a new subtitling workshop where eight detainees will be trained and paid the same as other suppliers.

Production of films to help new inmates
This project will entail making a “welcome” film for a fourth penitentiary and also to make another film, in sign language, for new inmates who are hearing-impaired.
The proportion of all-day schools in Germany is growing steadily; some 64 per cent of German parents advocate this form of schooling. But what implications does all-day school have for children’s media usage? Data from England and France shows that more time spent in school does not necessarily mean less time spent watching TV. Quite the opposite: students at all-day schools watch more television.

More than a quarter of the foreigners who live in Germany are of Turkish descent. At this year’s ‘Kinderwelten’, data on the media usage of Turkish children was presented for the first time as part of a study on immigrants. One important insight: they prefer German broadcasters that make a big contribution to promoting language and integration. In her keynote speech, RTL Television presenter and author Nazan Eckes described her personal experiences as a daughter of Turkish immigrants.

‘Kinderwelten’ 2012 also gave an update on the media use habits and equipment owned by children and teens, as well as video usage patterns on mobile devices.

Detailed information is posted at Kinderwelten.tv, along with downloads of all the presentations given at the event.
New FremantleMedia UK label starts with series for ITV Daytime

The British broadcaster ITV has commissioned a new daytime drama series called *True Crime* from FremantleMedia UK’s new label Newman Street.

United Kingdom - 29 May 2012

Consisting of 20 x 60 minute episodes, the programme is shot as though a documentary crew are following the work of two police officers who become central characters to the series. The stories are inspired by real crimes which creates powerful and easily relatable human drama. Each episode provides a unique insight into the working methods of the experienced detectives as they investigate a case and uncover the truth. Each hour long stand-alone story will be shot in the same police station set – with CCTV and other crime-video inserts to provide extra authenticity to the story.

The drama is the first commission from FremantleMedia UK’s new label Newman Street, which joins the UK production arm’s Retort, Boundless, Thames and Talkback labels. Newman Street is headed up by Paul Marquess, who also acts as Executive Producer of *True Crime*.

"It's hugely exciting that our new label Newman Street has hit the ground running with such a significant commission for ITV Daytime," Paul says. "*True Crime* introduces a brand new way of telling stories about the police and criminal justice – and gives the genre an exciting human-interest focussed twist."

Speaking on the launch of the new label, FremantleMedia UK Chief Executive Sara Geater says: “I’m delighted to announce the launch of our new label Newman Street. This is a continuation of our strategy to put creative talent at the forefront of our business. We are delighted that Paul Marquess has joined the group as the Managing Director of Newman Street. Paul has an impressive track record, having produced a number of popular dramas and he has used his expertise to secure the commission by ITV Daytime of *True Crime*.”
Günter Wallraff exposed wrongdoing in the working world

RTL Television premiered a report by Germany's famous investigative journalist Günter Wallraff. The exact topic of his latest research remained under wraps until it was broadcast.

Germany - 30 May 2012

As the immigrant worker Ali he hit 'Rock Bottom' (Ganz unten). And as Hans Esser, he was Der Aufmacher (The Big Teaser) at the tabloid Bild. Not only the titles of Günter Wallraff's books are well-known in Germany and beyond. His research methods are also famous. The undercover specialist describes them as follows: “You have to disguise yourself in order to unmask society; have to deceive and dissemble to find out the truth.” On Wednesday 30 May at 21:15, RTL Television for the first time aired a report by Günter Wallraff.

Miserable pay, a high accident risk, and systematic exploitation: in his report, Günter Wallraff exposed the work conditions at the parcel delivery company GLS, and accuses the company of practicing “a form of modern-day slavery right here in Germany.” Among the young audiences Wallraff was explicitly targeting with the programme, no other broadcast drew as many viewers during prime time that day: 1.67 million 14- to 49-year-olds tuned in.

In the subsequent interview, the 69-year-old talks about the conditions under which he conducted his research. After the report, from 22:15 Wallraff was a live guest on Stern TV, the magazine show presented by Steffen Hallaschka. Here, he went into more detail about the grievances uncovered in his research. On 31 May, a matching article by Günter Wallraff was published in Zeit Magazin.
Mr Wallraff, this was the first time you went undercover for RTL. How did this collaboration come about and what moved you to do this?
I wanted to reach younger viewers and especially the kind of people whose working conditions I shared. They tend to watch RTL. I hope that there will be responses and repercussions, so that there is some fundamental change.

How was it to work with a commercial broadcaster?
I found it to be a surprisingly uncomplicated collaboration with very dedicated and courageous colleagues.

Why did you and the channel’s executives decide to divulge no information at all about the details of the content until the broadcast?
Because experience has shown that the people I criticise try to prevent a broadcast before even watching a single minute of the film.

Can you still give us a hint what it’s about in the broadest sense?
In this undercover assignment I exposed some serious wrongdoings. Here too, people’s health and finances are ruined as they are pushed beyond their limits. This can even destroy families and relationships. We as consumers also unwittingly contribute to the exploitation of workers in Germany because we always want to have everything ever faster and ever cheaper.

For your undercover reports, you have repeatedly assumed roles that involved you being disguised and made up beyond all recognition. How important was a good disguise this time?
Astonishingly not as important as I would have thought. Although I encountered hundreds of people, no one recognised me. You don’t look a coolie in the face...

How long did you do your undercover research and how time-consuming were your assignments?
I was ‘on assignment’ for about six months on and off – and it wasn’t just time-consuming, it was enormously exhausting.

How afraid were you of being unmasked this time, especially since you were working with a hidden camera?
In the beginning I was quite afraid – but then my fear dwindled considerably based on my day-to-day experiences in my role.

What repercussions do you hope your research results will lead to once they have become public?
A rethinking among the population and clear intervention from policymakers and public authorities.
Spain’s best TV programmes now also on Xbox live

Antena 3 has launched its Xbox live application, giving users access to the channel’s extensive catalogue of programmes.

Spain - 31 May 2012

Previous seasons of hit series such as Los Protegidos, El Barco or Bandolera can all be viewed on the Xbox live game console by accessing the channel’s webpage Antena3.com. Xbox live Gold subscribers can even watch the latest episodes of these series. The new app also allows users to share with their Facebook friends which episodes they are watching or have watched.

As the first private TV channel to offer its programmes on the Xbox in Spain, Antena 3 follows the lead of Groupe M6 in France, which launched a similar service in France last December. This initiative is a continuation of the channel's 3.0 strategy, which aims to make Antena 3 content available on all platforms.

In addition to the hit series, TV shows, feature movies, sports or musical programmes can be watched either live or on-demand. The ‘Kinect for Xbox 360’ feature and the Metro interface allow for more intuitive navigation while allowing users to make the best of the app by just using gestures and their voices to command the console.
At the ceremony held on 27 May, two FremantleMedia UK produced shows won each a British Academy Television Awards 2012. ‘Young Apprentice’ with Karen Brady, Lord Sugar and Nick Hewer (from left to right) as Jury members won the award for Best Reality & Constructed Factual, while comedy panel show Celebrity Juice won the YouTube Audience Award, which was voted for by the public.
The Belgian radio station duo maintains its leadership
According to the results of the wave for radio audiences published by CIM for the period January to March 2012, Bel RTL and Radio Contact are still the most listened-to radio stations in the Belgium's French-speaking Community.
Belgium - 25 May 2012

Game, set, and match
From 27 May to 10 June, RTL Radio in France brings its listeners the dramatic moments from the famous Roland Garros tennis tournament through several daily broadcasts.
France - 25 May 2012

Presenting ‘Hidden Champion 2012’ award for SMEs
Otto Bock Health Care GmbH, a midsize enterprise in Duderstadt, is the ‘Hidden Champion 2012’, having prevailed against about 100 other companies in the second edition of N-TV’s award for SMEs (small- and mid-size enterprises).
Germany - 29 May 2012

Football, more football, and nothing but football
RTL Télé Lëtzebuerg has obtained the broadcast rights to the Champions League’s next three seasons.
Luxembourg - 29 May 2012
Helping listeners fill out their tax returns
On 30 May 2012, consultants from France’s Public Finances General Directorate answered questions from RTL Radio listeners about their annual revenue declarations.
France - 30 May 2012

New branded gaming content deal for FME
FremantleMedia Enterprises (FME) has announced an agreement with the leading global branded play company Hasbro to develop Trivial Pursuit and Connect 4 branded slots.
United Kingdom - 30 May 2012

Something new in RTL Lëtzebuerg’s applications
Now faster and more user-friendly than before, RTL.lu’s new I-Phone and Android applications provide a comprehensive view of the news right from the start, in both Luxembourgish and French.
Luxembourg - 31 May 2012

Number one radio on the Web
On 25 May, the Médiamétrie / Net Ratings Internet panel published its results for the month of April 2012. With more than 3 million unique visitors, RTL.fr remains the number one radio website in France and registered its highest score since January 2011.
France - 31 May 2012