“Window to the free world”
Two exhibitions focusing on RTL Group’s legacy

Luxembourg
- RTL Group publishes new brochure: 24/7
- RTL Group hosts fifth environMINDday

Germany
- Punkt 12 celebrates 20th anniversary
- Verbotene Liebe tells socially relevant story
Cultural heritage

Exhibitions in Warsaw and Luxembourg are dedicated to the significance of RTL and Radio Luxembourg – from two different perspectives.

Luxembourg - 6 June 2012

In Warsaw, an exhibition entitled ‘Wspominając Radio Luksenburg w PRL’ (Remembering Radio Luxembourg in the People’s Republic of Poland), is currently showing in the salons of the Embassy of the Grand Duchy of Luxembourg, under the patronage of HRH the Grand Duke of Luxembourg and the President of the Republic of Poland, Bronisław Komorowski.

The idea for this initiative came to Conrad Bruch, the Ambassador of the Grand Duchy of Luxembourg in Poland. “During my first courtesy calls to Polish politicians, high-level civil servants and businesspeople, I was struck by the fact that so many people spontaneously associated my country first and foremost with Radio Luxembourg,” says Bruch. “I personally believe the influence of rock and pop groups like the Rolling Stones, the Animals and many others on the monumental historical processes leading to the end of the Cold War in Europe and to the lifting of the Iron Curtain should not be underestimated.”

There is no denying that many of the people who make up Poland’s political, economic and cultural elite today listened to Radio Luxembourg in their youth. According to the Polish newspaper Gazeta, Honorary Minister of State and Chairman of the Board of CLT-UFA, Jacques Santer, who attended the official opening of the exhibition as a guest of honour, said: “When I first met Margaret Thatcher in my capacity as prime minister, she exclaimed: ‘Oh, Radio Luxembourg!’,” Santer told Backstage: “The exhibition provides an attractive and instructive illumination of a facet that is often neglected in Radio Luxembourg’s history. With its programmes of musical entertainment, the broadcaster served as a gateway to the free Western world for many young Poles during the Communist years. Their thirst for freedom was shared by an entire generation of youths in other Eastern bloc countries among whom Radio Luxembourg enjoyed great popularity – a popularity that is remarkably well reflected in this exhibition.”
The excellent reputation that Radio Luxembourg and the Grand Duchy itself enjoy in Poland dates back in part to the Cold War period, during which many young Poles listened regularly to Radio Luxembourg programmes, especially its English programme, the famous “Two-O-Eight”. In spite of reception problems, and often using improvised antennas, young, non-conformist Poles enjoyed listening to the “Station of the Stars” as Radio Luxembourg was called, which allowed them to discover popular Western music and the counterculture of the 1960s and 70s. Says Bruch: “Under the Communist dictatorships in Poland and in other Central European countries, the younger generations were yearning for the freedoms and lifestyles of their peers in the West. Especially during the late 1960s and early 1970s, when unrestricted travelling was impossible for Polish citizens, Radio Luxembourg offered a window to the free world for many young people in Poland.”

For the exhibition, Anna Malewska-Szalýgin from the Department of Ethnology and Cultural Anthropology at the University of Warsaw, and her team interviewed some 30 personalities about their memories of Radio Luxembourg. One of them is Maria Szablowska, a Polish music journalist. She says: “This was music from beyond the Iron Curtain and inevitably when it reached us, maybe it wasn’t something banned but it definitely carried some freedom of expression. Freedom and something new, something modern.”

In the exhibition, each letter of the alphabet stands for a topic that is presented in facts & figures, photos, film and audio, and objects – sometimes serious, sometimes humorous, but always informative. The R stands for RTL, as RTL. Especially Radio Luxembourg helped to make one of the world’s smallest nations a household name.

Marie-Paule Jungblut, curator of the exhibition and Deputy director of the City of Luxembourg’s Museums of Art and History, says: “When you mention Luxembourg abroad, people mention Luxembourg’s prosperity and RTL or Radio Luxembourg as its foremost media export in one breath.”

The centrepiece of the RTL exhibit is a green box setting, which gives visitors an opportunity to experience the atmosphere of a studio and try their hand at being a TV presenter. In addition, there is original studio material on display, including record players, tape players and cameras from the collection of a former staff member and the BCE, as well as documents and objects from the RTL Group archives. They convey a very authentic impression of the technical devices used at RTL over the course of history. A ‘collage’ of RTL’s various logos over time was created to communicate the evolution and diversity of the broadcaster.

The Musée d’Histoire de la Ville de Luxembourg will be showing the ABC exhibition until 31 March 2013.
RTL Group around the clock

Based on the photo story Backstage in RTL Group’s Annual Report 2011, the Group has now published an image brochure titled 24/7, which provides a glimpse behind the scenes of a typical RTL Group day... from dawn till dusk.

Germany - 6 June 2012

It all starts at 7:00 at RTL Radio’s Studio Bayard in France, where France’s most listened-to morning show RTL Matin has just started airing. The presenters, who have been on the premises for several hours reviewing and writing news scripts, are offered coffee by a colleague to keep them awake and lift up their spirits. The next picture shows presenters Dirk Bach and Sonja Zietlow in front of the cameras in the Australian jungle being filmed for Ich bin ein Star – Holt mich hier raus! (I’m A Celebrity… Get Me Out Of Here) in the early morning hours.

Oliver Herrgesell, Director Corporate Communications at RTL Group, says: “This brochure is devoted to all those whose passion, hard work and dedication make RTL Group’s programmes so popular and fun to watch.”

Throughout the photo story showcasing the company’s creativity and diversity, readers can see that the leading European entertainment network is always on – around the world, from the US to Australia, day-in day-out, broadcasting news, documentaries, entertainment shows, series, films and reality formats on its 46 TV channels and 29 radio stations, in nine countries. RTL Group’s content arm FremantleMedia has over 320 titles in production in 24 countries, making it a truly global business.

After a variety of behind-the-scenes images from news magazines, hit series and rehearsal pictures of talent shows such as The X Factor USA, The Voice of Holland, Das Supertalent, the photo story finishes with an on-scene picture of international star Kelly Rowland performing with her dancers at the finale of the German version
of The X Factor. On a daily basis, a great deal of passion, hard labour and top-notch technology are brought to the job by RTL Group employees and personalities, so as to deliver the best and most entertaining programmes possible.

The brochure ends with a summing-up of why TV has become an essential part of our lives – and why the future of TV is TV, also in the digital world: TV is about emotions. It addresses people’s hearts and minds and captivates people in a way no other medium can. TV is the true social medium, bringing people together and providing food for thought and conversations. It can reach mass audiences like no other medium and it can be accessed whenever, wherever, and on any number of mobile devices.

The brochure has been produced in the same handy format as RTL Group’s At a glance and thematic brochures on news, corporate responsibility or children’s TV.

The image brochure 24/7 can be downloaded as a PDF file from RTLGroup.com. Printed copies may be requested (free of charge) using the order form on the website or by writing directly to jennifer.rubly@rtlgroup.com.
Protecting the environment depends on everyone doing their part: a journey not taken by car, a page not printed, a lamp not switched on – there are many opportunities to contribute at home and work. As a reminder of this responsibility, the United Nations has designated 5 June as World Environment Day since 1972.

By partnering with this initiative, RTL Group invited all colleagues in Luxembourg to think and act together in tackling environmental challenges. While previous environMINDdays have each targeted a specific theme (Food, Mobility, carbon footprint) and proposed activities to mobilise the largest number of employees, this year’s event was more focused on the employees most dedicated to the environmental cause.

Under the principle “No one can do everything, but everyone can do something,” this day dedicated to the environment began with ‘Bike to Work’. A dozen RTL Group employees decided to take a break from using their car and do their bit for the environment by cycling to work together. On arrival, each participant was offered an organic breakfast prepared by the company restaurant partner. And as it does every year the company offered an organic, locally sourced lunch in the company restaurant.

As employee involvement is one of the prerequisites for developing an environmental approach in the company, a ‘Lunch talk’ with the environMINDteam was organized to recruit eco-volunteers. “In two years, we have reduced our consumption of paper by 20 per cent, our consumption of video cassettes by 70 per cent and we’ve increased recycling by 57 per cent,” said Tun Van Rijswijck, Environment Chief Officer at RTL Group. “Yet it is essential that we keep up our efforts to further reduce our environmental impact. The aim of the ‘Lunch Talk’ was to appeal to the employees most involved at the site to share our ideas in the near future and work together as a driving force in this area.”

To reduce the environmental impact of our company cars, RTL Lëtzebuerg is considering integrating the Renault Twizy electric vehicle into its fleet. All employees at the site had the opportunity to test the vehicle during lunch in the presence of an expert from the carmaker. From now on, all employees at the site can use them to travel into the city for work purposes, as part of a test whether this mode of transport meets the needs of the local teams.

In addition, in the lead-up to World Environment Day, the environMINDteam had sponsored several workshops at the traditional RTL Group garden party, which took place on Sunday 3 June. Among other things, Children and their parents were able to try their hand at
gardening by making hanging herb and spice gardens from the bases of used plastic bottles. The environMINDteam also invited children aged under 12 to express their creativity in an environment-themed competition that involved making a drawing or collage from leaves, seeds, twigs and other natural materials.

RTL Group’s major subsidiaries participated in environMINDday again this year. Mediengruppe RTL Deutschland employees organised a day devoted to paper consumption, with an information session presenting the environmental initiatives and results of the past year. At RTL Belgium, the focus was on the cafeteria, with a menu comprised 100 per cent of produce from fair-trade sources. A poster campaign in collaboration with the company’s energy supplier focused on everyday power consumption. The RTL Nederland company restaurant served an organic meal, and all computer screens that day showed wallpaper with environmental advice for the office.

In Germany, RTL Radio Deutschland’s intranet published recommendations for a prudent use of natural resources and employees had the opportunity to attend activities organised by Bertelsmann in Berlin. Finally, RTL Radio in France focused on the theme of mobility. In particular, the radio station has associated itself with the first public-service electric car-share scheme in the capital and the bike share service by giving subscriptions to its employees. Because of a national holiday, FremantleMedia will organise its day of action on 27 June.

The 5th environMINDday was held in Luxembourg as part of the 3rd ‘be green Day’ organised by Bertelsmann. A number of the multinational’s divisions also organised a day of action on 5 June 2012.
Initially planned as a half-hour programme, *Punkt 12* was allotted another 30 minutes starting March 1999. Its broadcasting time was doubled once again in mid-October 2007, when *Punkt 12* was stretched to two hours. In the 20 years since it was launched, RTL Television’s lunchtime journal has racked up 3,776 shows. Its highest total audience share to date was 4.41 million viewers (on 6 January 2003).

Presenter Katja Burkard celebrated a small anniversary of her own: the 46-year-old has been the face of the information magazine since April 1997 – or for some 3,100 shows – and has enjoyed great success especially among younger viewers (14 to 49); In 2011, the average market share in this demographic was 25.3 per cent. No other factual show on German TV gets better ratings.

“*Punkt 12* covers the most diverse topics of any information show on German television,” says Managing Editor Volker Kutz. He explains that 72.5 per cent of the people who watch RTL Television’s lunchtime journal are women aged 14 to 49, “so every day, we try to tailor our topics to the interests and lives of our female viewers. We keep asking ourselves the questions that women, mothers and their children ask. And yet, we also include men’s topics in our show, making sure to keep a balanced mix.”

The anniversary was celebrated on a grand scale – and with a firm focus on the show’s viewers: for example Jenny Möllnitz from Werder (Havel) was treated to one day of the VIP lifestyle, on which she was professionally styled and dressed, and then accompanied Katja Burkard to the Lifeball, a society event in Vienna. Another viewer shadowed Burkard for a full day at the editorial offices – from the first morning conference to the finished show – and even presented a story on that day’s show. The editors have decided to forego throwing a big party for themselves and instead will be donating a huge children’s party worth more than €20,000, with lots of surprises, and guest appearances by the stars of *DSDS* (Idols), to an organisation proposed by viewers.

Presenter Katja Burkard adds: “We’re the quintessential goodie-bag. We have the latest news, celebrity updates, self-help, medical trends and longer reports. There’s nothing that *Punkt 12* doesn’t have. A lot of work and passion goes into making sure of this. We want viewers to have a lasting benefit from every show, so we cover a lot of service topics – news you can use.”
Verbotene Liebe has become synonymous with great and glamorous love stories, intrigues and schemers. In the months ahead the Grundy UFA series will also devote itself to a sensitive topic: dementia. At the very latest since German football legend Rudi Assauer went public with the fact that he suffers from Alzheimer’s, the disease has been an ever-present issue in the media and in society. In Germany alone, some 1.3 million people suffer from moderate to severe dementia and can no longer handle their day-to-day lives on their own as a result.

Using the story of the popular character Arno Brandner (played by Konrad Krauss, 74) – who has been a fixture on the series as a lovable father figure and good friend since it first went on air in 1995 – Verbotene Liebe will tell the sad tale of dementia – the suffering of the patient, his family and friends, their fears and worries and the realisation that there is no hope for a cure. The authors received support from the German Alzheimer Society in developing the scripts.

Guido Reinhardt, Grundy UFA Chief Creative Officer and Producer, explains how important it is to explore such topics in-depth: “We are about far more than just entertainment. In all our series, we tell socially relevant stories and in doing so we gladly and responsibly fulfil the role-model function that German TV has alongside the church and politics. TV, after all, is where we reach millions of people each day.”

It all begins quite innocuously. Arno Brandner, a building contractor, starts misplacing things, forgets appointments, and tells the same stories over and over without realising it. His best friend Charlie Schneider (Dr. Gabriele Metzger) and ex-wife Elisabeth von Lahnstein (Martina Servatius) are worried. Arno, fearing the worst, refuses to go for a check-up. His neighbour Jessica Stiehl (Jana Julie Kilka) turns out to be a friend in need, having suspected for some time that Arno has contracted Alzheimer’s…
On 2 June, Vox aired its big Saturday Documentary ‘Thank You For The Music – 40 Years of Abba.’ 1.98 million viewers tuned in to watch the documentary, for an audience share of 12 per cent among viewers aged 14 to 49.
The German TV market in May
Mediengruppe RTL Deutschland’s channels jointly attracted 32.7 per cent of the viewers aged 14 to 49 in May, outperforming the ProSiebenSat1 (28.7 per cent) by 4.0 percentage points. RTL Nitro, the new channel launched in April, is not yet included in the ratings.
Germany - 4 June 2012

Highest increase in May
M6 scored good ratings in the month of May, with a 10.4 per cent total audience share – a 0.6 point increase over May 2011.
France - 5 June 2012

The Dutch TV market in May
In May, RTL Nederland confirmed its market leadership by attracting a combined market share of 33.1 per cent among viewers aged 20 to 49. The public broadcasters and the SBS Group attracted 27 and 22 per cent of in the same demographic respectively.
The Netherlands - 4 June 2012

4,500 and still a crowd-puller
On 1 June 2012, RTL 4 broadcast the 4,500th episode of its hit series Goede Tijden, Slechte Tijden (GTST).
The Netherlands - 1 June 2012

Antena 3 acquires feature film package from Miramax
Antena 3 has announced the completion of a new licensing deal for Miramax movies. Under the terms of the agreement, Antena 3 has secured rights to a number of iconic films in the Miramax library including Pulp Fiction, Sin City and Chocolat.
Spain - 4 June 2012
Summer with the sounds of Bob Sinclar
Contact mobile offers a new mobile phone plan in collaboration with international DJ Bob Sinclar.
Belgium - 4 June 2012

More than 3.5 million downloads
Since its launch, the Buienradar app for Android, I-OS, Blackberry and Windows Phone has been downloaded more than 3.5 million times in the Netherlands. RTL Nederland's Web sites also reported good traffic figures for April 2012.
The Netherlands - 5 June 2012

Good times online, too
*Gute Zeiten, schlechte Zeiten* has become Germany's second daily series with more than a million Facebook fans.
Germany - 6 June 2012

UFA Sports Poland is Polish Olympic Committee's marketing partner
The Polish Olympic Committee (PKOI) and UFA Sports Poland have signed a long-term partnership deal making UFA Sports Poland the PKOI's exclusive marketing partner until at least 2016.
Germany - 6 June 2012
Gary Carter to leave FremantleMedia

United Kingdom - 1 June 2012

FremantleMedia has confirmed that current Chief Operating Officer (COO) Gary Carter has announced his intention to leave the company in six months. In the meantime, Gary Carter will work closely with incoming Chief Executive Officer (CEO), Cécile Frot-Coutaz, to ensure a smooth transition.

Gary Carter, COO, FremantleMedia said: “After eight fantastic years I have decided that it is time for me to look for new challenges. I have thoroughly enjoyed the time I have spent working at FremantleMedia, and I leave in the knowledge that the company is in a very strong position and will continue to thrive in the coming years. Since joining FremantleMedia, I have been fortunate enough to experience many parts of this company, but believe that it is now time for me to seek out new experiences”.

Tony Cohen, CEO, FremantleMedia said: “Gary’s extraordinary creative drive and leadership over the last eight years has made a tremendous contribution to the company. His passion for television and commercial instinct has helped to build FremantleMedia into the market leading company it is today. I am very grateful for all he has done. It has been a pleasure working alongside him for the best part of the last decade and on behalf of the company I would like to wish him well in his future endeavours.”