BRUSHING ASIDE PREJUDICES

How Groupe M6 wants to change our views of the disabled

Luxembourg / London
Guillaume de Posch
at the 2012 Noah conference

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The Klitschkos continue to box on RTL Television

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N-TV launches catch-up service

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Think before you print

Cover
Montage with the Mission Handicap logo

Publisher
RTL Group
45, Bd Pierre Frieden
L-1543 Luxembourg

Editor, Design, Production
RTL Group
Corporate Communications & Marketing

backstage.rtlgroup.com backstage.rtlgroup.fr backstage.rtlgroup.de
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Disabled Workers Week will run from 12 to 18 November 2012 in France. Groupe M6, an event partner right from the start, is preparing to roll out a new campaign to raise awareness within the company and on the air. Backstage wanted to find out more about the company’s on-going commitment.

“BEING DISABLED SHOULDN’T BE A HANDICAP”

France – 8 November 2012
Groupe M6
Groupe M6 has long been aware of its responsibility not only to educate, but to respect those who are different. Non-discrimination is central to the company’s Organisation and Human Resources Division, which promotes diversity in the broad sense of the term – as witnessed by multiple initiatives taken, specifically focusing on equal opportunities for men and women at the workplace and the employment of senior citizens. As part of Disabled Workers Week – an event organised since 2007 by AGEFIPH (an association promoting the employment of disabled people in France) – Groupe M6 opens its doors and welcomes disabled job-seekers as part of its professional experience day entitled ‘Un jour, un métier en action’.

‘Un jour, un métier en action’ is part of the company’s Mission Handicap, an initiative launched five years ago and led by Sébastien Fablet, Head of HR Development and Mission Handicap at M6, along with Marianne Descamps, Director of HR Development, Norouda Benali, Head of Personnel Administration and Compensation, the company physician and Nadine Ménard, the company nurse. Mission Handicap promotes the recruitment of disabled individuals, deploys campaigns to train employees and raise awareness, awards contracts to disability-friendly businesses and helps people keep jobs after they become disabled.

“We’ve been part of ‘Un jour, un métier en action’ right from the start, every year inviting around ten disabled people to come in and learn about our working environment,” says Sébastien Fablet. The concept is simple: Groupe M6 invites a disabled job-seeker to spend a day on-site accompanied by an M6 ‘mentor’, so that he (or she) can learn about the TV industry, develop his skills and help him validate the relevance of his career choice. By proactively taking part in the initiative, Groupe M6 aims to demystify the taboos surrounding handicaps and raise employee awareness about the inclusion and integration of disabled people. “The operation is very well received in-house,” he explains. “The mentors spend a lot of time ensuring the richest possible experience for our guests. Despite their heavy workload, they like being able to take a step back and look at their job from an outsider’s point of view and to take the time to explain what they do.”

The mentors and guests start the day with a snack so they can get to know each other. The mentors talk about what is going to happen that day and show a film about the company. The snack is prepared by a company that employs disabled people. At the end of the day, the guests are invited to a follow-up meeting to talk about they might be able to do within Groupe M6. “Throughout the year, we keep an eye out for job-seekers in our industries, mainly via employment organisations, forums and unsolicited applications,” Fablet explains. “In November, if they are still looking for a job, we contact them to see if they want to attend our initiative”.

“OUR ASSESSMENT OF JACQUES’ VISIT IS VERY POSITIVE. HE SHOWED US JUST HOW LITTLE ROOM WE TEND TO LEAVE FOR DIVERSITY AND DIVERSITY IN OUR STEREOTYPED WORLD.”

Jean-Philippe Doux, Journalist and Columnist at 100% Mag (an ‘Un jour, un métier en action’ mentor in 2011)
For its part, W9 has been focusing on Disabled Workers Week since 2010. The channel’s presenters have even joined forces to record a clip in sign language. Special programmes on the topic of handicaps and the disabled are aired throughout the week. This year will see season two of *J’en crois pas mes yeux* (a previously unaired mini-series that deals with non-visible handicaps in a humorous way), *Maria la battante* (a TV film about paraplegics), as well as clips by French performers such as Florent Pagny, Grand Corps Malade and Calogero whose works deal with handicaps.

While Groupe M6 is especially active during Disabled Workers Week, it does not rest on its laurels the rest of the year when it comes to recruiting, training or raising awareness. “One of our best examples of integration is Michael at M6 Web,” says Fablet. “Michael is deaf and his arrival meant making some changes, such as setting up a video conferencing service to communicate by phone, courses in French Sign Language (LSF) for the team he works with, and the use of one or more interpreters for each departmental meeting.” Since March 2012, Michael has also been translating the children’s show *Kid & toi* into French Sign Language. “In 2010, we met Rebecca, a lawyer for whom we joined forces with Pôle Emploi – an organisation in charge of promoting employment in France – to put together a training programme specially geared to the TV industry so she could fill an open position,” he adds. “That was possible thanks to a manager who was open to diversity.”

In 2011, Mission Handicap also organised ‘Handicap: Challenge Week’. Every day, Groupe M6 employees took a different handicap-related challenge. For example, during the Taste Challenge, a cooking event was organised with Grégory Cuilleron (winner of *Dîner presque parfait: le combat des régions* and a candidate on *Top Chef 2010*), who himself has a physical disability. A Paralympics table tennis champion helped with the Agility Challenge while a choreographer in a wheelchair led the Rhythm Challenge. “But raising awareness is an everyday commitment – or more like an on-going struggle,” says Fablet. “While 2011 featured plenty of awareness-raising events, an increasing number of event contracts have been awarded to disability-friendly businesses in 2012, including: cocktails and snacks for meetings, goodies, and the printing of the Groupe M6 annual report.”
**KID ET TOI…GETTING VIEWERS ON BOARD**

- *Kid et toi* is a children’s programme that airs on *M6 Kid* on Saturday mornings at 7:50.

- It features kid-friendly reports that tackle topics ranging from fun to serious. Examples include: *How to be Fashionable this Winter, How to Deal with Bullies* and *How to Surf the Web Safely*.

- M6 started airing the show in French Sign Language (LSF) on 31 March 2012. The translation is provided by a deaf employee.

- In 2011, *M6 Kid* won the Media Youth Prize, a Media Youth Kids Mention, and a Media Youth Mention for specific episodes of *Kid et toi*, as well as a Special Mention for all of the show’s topics.

Mickael translates children’s show *Kid et toi* into French Sign Language (LSF)
At the 2012 Noah Conference in London, RTL Group’s Co-CEO Guillaume de Posch joined a panel discussion with other media executives on “The future of free-TV” – and explained why RTL Group is pro-actively investing in online video activities “to hedge our bets” in a rapidly developing digital media world.

Luxembourg / London – 7 November 2012

Since its launch in London in 2009, the Noah Conference has become one of the most distinguished European events for internet entrepreneurs, executives and investors to assess the state of the internet industry, to share insights into the latest digital business models and also to initiate new business relationships.

Philipp Freise, the head of the European Media Industry Team at private equity investor KKR, opened the panel discussion on “The future of free-TV” by asking Guillaume de Posch why television has coped so much better with digitisation than the music industry. “First, our core business of advertising-financed TV is free for
the consumers – and nothing beats free. Second, the recorded music industry was basically a physical retail business, based on selling CDs. TV is already an all-digital business,” replied Guillaume de Posch, referring to the switchover from analogue to digital broadcasting on all major distribution platforms (terrestrial, cable, satellite).

Together with the CEOs of the online video companies Viewster and Preview Networks and ProSiebenSat.1’s Chief Executive Thomas Ebeling, Guillaume de Posch discussed topics such as audience fragmentation, the steadily growing non-linear TV viewing – in particular among young viewers – the importance of copyright protection, and television’s still unrivalled power to reach mass audiences and promote consumer brands.

Asked about the future challenges for the TV industry, Guillaume de Posch explained that the internet and technology companies entering the audiovisual segment are all operating on a worldwide basis. “For us, our core business of TV broadcasting has mainly been a national business. But these global players don’t care about Europe’s Schengen frontiers anymore, as I like to call it. However, even if distribution is ‘King’ in the digital world, content will remain... ‘King Kong’. And the good news is that we are a content Group, with both our broadcasters and with FremantleMedia. Just look at the high amounts of money that Netflix has to pay to get access to premium content,” de Posch said.

As a consequence, he continued, TV will always need to offer a premium viewing experience for viewers, with the best shows and live events – in particular, as the production quality of online video networks is constantly improving, even though they are mainly targeted at small niche audiences. “The second consequence: we at RTL Group have to reach our viewers on all platforms and second, third or any number of screens. With linear TV that we continue to develop with new channels and with our own on-demand services. And we also have to operate in the growing segment of ‘next generation TV’. That’s why FremantleMedia has been launching Youtube-funded channels. And that’s also why RTL Nederland recently acquired Videostrip, the country’s leading online video advertising network: We know very well how to sell TV commercials, but we also have to further develop our targeted advertising capabilities,” RTL Group’s Co-CEO concluded.
The two world champions Vitali and Wladimir Klitschko will continue boxing on RTL Television after RTL Head of Sport Manfred Loppe and Bernd Bönte, Managing Director of Klitschko Management Group (KMG), signed a TV contract to this effect.

Germany – 7 November 2012

As with the past five Klitschko fights, the new contract covers whichever of the two brothers enters the ring. The world championship fight between the IBF and IBO World Heavyweight Champion and WBO and WBA Super Champion Wladimir Klitschko on 10 November 2012 against the Pole Mariusz Wach is the first under the new agreement.

The contract extension continues the highly successful six-year partnership between KMG and RTL Television. RTL Television has broadcast all of the Klitschkos’ last 21 championship fights and victories in succession since 12 November 2006, when Wladimir Klitschko beat the American Calvin Brock at New York’s Madison Square Garden. With audiences of up to 16 million viewers and audience shares of 50 per cent and above, RTL Television has been able to achieve extraordinary TV ratings that are only otherwise achieved by the German national football team’s European Championship or World Cup matches. The broadcast of the fight between Wladimir Klitschko and Britain’s David Haye in July 2011 won a German Television Award for Best Sports Broadcast of the Year.

Manfred Loppe says: “The Klitschkos and RTL Television have been joined for six years in a very professional, creative and successful collaboration. Together, we turned the world championship fights into big TV events. We know what we have in the two world champions and they know what they have in us. With this in mind, we are pleased that the new TV contract gives us have long-term shared prospects.”
N-TV Now has been online since the beginning of November. The new video-on-demand platform for the news channel’s magazine shows and documentaries is the latest addition to the Now portfolio of Mediengruppe RTL Deutschland.

Germany – 5 November 2012

To celebrate the launch, a first highlight is available for free online viewing at N-TVnow.de: the documentary Home – Die schönsten Bilder unserer Erde shows the wonder and fragility of our planet in impressive aerial footage.

N-TV Now gives free access to full-length N-TV magazine programmes and documentaries directly after the TV broadcast. With each passing day the video-on-demand range becomes bigger, more exciting and more entertaining. It makes the news channel’s magazines and documentaries available for easy download to home computers at all times.

Hans Demmel, CEO of N-TV, says: “N-TV Now makes our prime-time and weekend line-up available flexibly and at all times. Our news portal N-TV.de and our successful smartphone apps ensure that viewers don’t miss any important news. And from now on, with N-TV Now viewers won’t miss any exciting full-length documentaries or magazine shows either. Besides, as a member of the Now family, we will benefit from this additional reach and increase awareness of our prime-time content.”

Marc Schröder, CEO of RTL Interactive, adds: “True to the motto ‘anytime, anywhere’, the Now sites let our viewers access Mediengruppe RTL Deutschland content wherever they are, whenever they want. N-TV Now, the new site for time-shifted viewing of TV content, completes our Now family. And now that users can view programmes from all Mediengruppe RTL Deutschlad free-to-air TV channels online via the respective Now sites, we will soon be bringing the first Now offers to TV screens in TV quality.”

N-TV Now is the latest addition to Mediengruppe RTL Deutschland’s Now family, which already included RTL Now, Vox Now, Super RTL Now, RTL II Now, RTL Nitro Now. This latest site was jointly produced by RTL Interactive and N-TV, and is marketed by IP Deutschland.
Ten days after its release on 20 October, the new I-Pad application for RTL Radio in France already ranks as the number one free application in the App Store’s ‘News’ category.

France – 2 November 2012

The I-Pad application for RTL Radio ranks ahead of those for other media – television, print and radio. Some of its main functionalities include allowing users to listen to RTL Radio live, receive news bulletins in real time when a major event occurs and find all the articles on the RTL.fr website. It also offers a rich Replay selection, with all programmes available for re-listening, some of them in video, as well as concerts filmed in the RTL Grand Studio. Users can also access the station’s blogs.
In the first nine months of 2012, Groupe M6 generated consolidated revenues of €993.8 million (minus 2.4 per cent). Advertising revenues of the channel M6 accounted for €466 million of this (minus 4.8 per cent).

France – 7 November 2012

At the end of September 2012, Groupe M6’s advertising revenues were down 3.6 per cent to €578.6 million, while non-advertising revenues decreased slightly by 0.8 per cent to €415.1 million. In the third quarter of the year, a deteriorating economy resulted in a decline of Groupe M6’s consolidated revenues, which amounted to €283.0 million (minus 5.2 per cent).

Groupe M6’s advertising revenues (the channel M6, digital channels, and internet) were down 7.1 per cent, resulting from an unfavorable year-on-year comparison given that they had increased in Q3/2011. Non-advertising revenues were down 2.9 per cent.

In October 2012, M6 reported the strongest audience growth among all French channels, scoring a total audience share of 11.2 per cent compared to 10.7 per cent in October 2011.

Third-quarter revenues from digital channels (advertising revenues and distribution revenues) were down 2.6 per cent in a difficult economic environment. W9 retained its DTT leadership in the target demographic, with average audience share of 4.3 per cent in October 2012. W9 confirmed its rank as the top DTT channel across all target demographics during the strategic 17:00 to 24:00 timeslot.

Diversification and audiovisual rights revenues came to €116.3 million in Q3/2012, down 5.3 per cent. The limited number of new cinema and video releases led to a decrease in audiovisual rights revenues from €19.7 million to €15.6 million. The Girondins de Bordeaux football club benefited from its participation in the Europa League, which was reflected in a 7.0 per cent rise in revenues.

In this deteriorating economic climate, Groupe M6 will continue to optimise its operational costs while maintaining the dynamic performance of its programmes. The company has declared it a priority to increase the audience of its different channels, and will launch its third free-to-air channel, 6ter, on 12 December 2012.
Grupo Antena 3 published its financials for the nine-month period January to September 2012. As the Spanish TV advertising declined significantly, the company’s revenue, operating profit and net result were down year-on-year.

Spain – 2 November 2012

In the reporting period January to September 2012, Grupo Antena 3 had to operate in a very difficult economic environment as the Spanish TV advertising market – the company’s main source of revenue – was estimated to be down 18.3 per cent year-on-year. As a result, Grupo Antena 3’s net revenue decreased by 11.2 per cent to €512.9 million (January to September 2011: €577.5 million). The company’s operating profit (EBITDA) declined by 70.2 per cent to €23.7 million (January to September 2011: €79.6 million). The net profit of Grupo Antena 3 for the reporting period was €4.6 million, down from €52.0 million in the previous year.

However, the Antena 3 family of TV channels continued to outperform the challenging market and increased its advertising market share by 3.2 percentage points to 33.5 per cent. At the same time, the Antena 3 family of channels also increased its total audience share to 17.9 per cent (January to September 2011: 16.8 per cent). This improvement was mainly driven by the strong performance of the flagship channel Antena 3, which was also the only major Spanish TV channel to gain audience share.
On 7 November, RTL Radio in France exceptionally rescheduled its morning show RTL Matin (7:00 to 9:30) to the time of the US election. Laurent Bazin and his team were live from the US Ambassador’s residence. Along with many guests, they deciphered the ballots and analysed the consequences of the new president’s election.
The German TV market in October

Mediengruppe RTL Deutschland

In October, Mediengruppe RTL Deutschland channels achieved a combined audience share of 33.7 per cent among the younger audience (14 to 49), putting them 6.0 percentage points ahead of the channels of ProSiebenSat1.

Germany – 5 November 2012

The Dutch TV market in October

RTL Nederland

RTL Nederland’s channels together attracted 33.9 per cent of the country’s 20- to 49-year-old audience in October, an increase over the previous month (33.1 per cent) which put them well ahead of the public-service broadcasters (26.7 per cent) and the SBS group (20.8 per cent).

The Netherlands– 6 November 2012

Celebrating Paris

Paris Première

Throughout the month of November, Paris Première celebrates the most beautiful city in the world, as some say, with a special schedule that includes a short programme, several thematic evenings and magazine shows that bear the colours of the French capital. The special programming runs until 3 December.

France – 2 November 2012

Workshop on Information Security and Intrusion Testing

RTL Group

RTL Group hosted its first workshop on ‘Information Security and Intrusion Testing’ at the Luxembourg premises. The GTRS department led the session, which was attended by representatives from 12 Business Units.

Luxembourg – 7 November 2012
Number one source of information

RTL Television

In the first hours of the exciting US election night, RTL Television did very well with its extensive coverage, especially among young viewers. The one-hour *RTL Nachtjournal* special from midnight with Ilka Essmüller, and RTL Television and N-TV’s joint special programme *Amerika wählt* immediately afterwards at 1:00 was watched by more 14- to 49-year-olds than ARD and ZDF’s respective election specials.

Germany – 7 November 2012

100 per cent social

Fun Radio

Achieving 21 per cent of its audience via new digital media, Fun Radio is France’s leading radio station on this criterion. To consolidate this success, the station has launched a totally revamped version of its website *Funradio.fr*.

France – 8 November 2012
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