

week 14 / 4 April 2013

backstage



“A TRULY GLOBAL NEWS PROVIDER”

How Enx is transforming from technical service into content provider

Luxembourg
Bertelsmann
to reduce its
shareholding
in RTL Group

Germany
RTL Now app
now offers
live TV feed

United States
Married to Medicine
kicks off well

The Netherlands
RTL Nieuws wins
Tegel awards

RTL
GROUP



Cover

Montage with Vincent Regnier, Henning Tewes and Uwe Böhler
in London (from left to right)

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QUICK VIEW



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THE SYNERGY VEHICLE FOR NEWS

Backstage met with Henning Tewes, Uwe Böhler and Vincent Regnier at the Enex Executive Committee meeting in London to talk about how Enex is transforming from technical service to content provider and becoming a global player in the news field.

Luxembourg – 4 March 2013
Enex



Henning Tewes



Uwe Böhler



Vincent Regnier

“Ladies and Gentlemen, we interrupt our broadcast for important breaking news...” When a programme on RTL Television or M6 is interrupted with this sentence, it is often followed by footage from the European News Exchange (Enex). In the past year, the RTL Group company has undergone a huge transformation: having started as a technical service platform, it is now a news provider. Coordinated by the Enex Centre in Luxembourg, Enex will deliver over 23,000 news video items to its members this year. Vincent Regnier, Information Magazines Director at M6 and Vice Chairman of the Supervisory Board of Enex: “In the beginning, Enex’s selling point was the combined purchasing of satellite frequencies for its members. Now, with the possibility of sending huge amounts of data via the internet, we are changing it to becoming a content provider on par with the large players in international news.”

Enex gathers daily news stories from its members in a news pool – over 60 per day. Uwe Böhler, Head of Production Management & Information Services at Info Network and Chairman of the Supervisory Board of Enex, says: “Our journalists use Enex material in the same way they use agency material. But there is one difference. Enex material is content that originates from broadcasters who know how to tell stories and don’t just collect material and distribute it. Therefore, the quality on Enex is much higher than the material delivered by news agencies.”

Henning Tewes, Managing Director of Enex since 1 July 2012, adds: “If we try to cover the financial and economic crisis in southern Europe and provide a story about a family that lives somewhere in Spain, Greece, or Italy, which used to live on 2,000 Euros a month and now lives on 700 Euros – this story makes viewers understand and feel what’s going on in the world. This way our broadcaster members’ news coverage becomes more emotional, more vivid and gets closer to the viewers. The Enex network allows you to broadcast that kind of story without sending a journalist there, which of course is always the best option – but, unfortunately, not always affordable.”

Additionally, all content from Enex is exclusively offered to its members. To ensure exclusivity of the content, Enex has implemented the rule that only one channel per territory is allowed to join.

On the one hand, all Enex shareholders are RTL Group companies, the members of the Enex association on the other hand do not need to be part of the leading European entertainment



Enex members saved 48 per cent of costs compared to the cheapest commercial provider for a Live Position at the Royal Wedding in London in 2011

network. Henning Tewes adds: “We have 36 members worldwide. It’s a smart way of partnering with other big broadcasters in order to cover news in an innovative way. It’s a synergy vehicle: premium, exclusive content on the one hand, low cost on the other. Operationally it does not make a difference if you are a RTL Group company or any other member.”

Looking ahead, Tewes says: “Now the challenge is to replicate the success we’ve achieved in the technical field, in the field of content. In order to do that, we will grow our content offering and globalise our network. Europe is our history, our core, but the future of Enex has to be global.”

Enex welcomed Sky News Arabia, which covers the whole of North Africa and the Middle East, as a member in the summer of 2012. Later the same year, the first members from Latin America joined. “We are very happy with the footage that Enex members have received from South America thanks to this expansion – just think about the Pope from Argentina or the footage from Venezuela on the day Hugo Chavez died. These examples testify to the fact that the Enex model of cooperation fits the times and is scalable to other regions of the world. Everyone wants exclusive content at affordable prices,” says Tewes.

One of the most recent members is the French news channel BFM TV. As M6 was one of the founding members of Enex in 1993, the channel has a veto right when it comes to additional member channels in France. As BFM TV is a news channel, it is not in direct competition with M6. Vincent Regnier explains: “In the contract, M6 protects its exclusivity in its home territory. This means: if M6 shares its content with Enex and BFM TV wants to use this material in France, they will have to contact M6 and compensate the channel as they would without

Enex. This is a model that can also be adapted for other territories.”

Since 2012, Enex has expanded its membership base by 25 per cent. At present, the organisation is in discussions with channels in Asia, Africa, additional partners in South America, as well as further partners in the Middle East and Central Asia. Says Tewes: “We need to find the right channels, and within the right channels we have to find the right people to see if they are reliable, suitable partners for Enex in the future.”

The ultimate goal is to offer all member channels a real alternative to established news agencies in terms of content – but at a lower price, thanks to the synergies. “Enex as an organisation does not exist to maximise profits,” says Tewes, “but to help our members get the best content and save costs. When you decide to apply for membership, you apply for access to all the news material from all members, live and taped, and the right to use the archive for as long as you are an Enex member.”

Vincent Regnier smiles: “This is an exciting period for Enex and its shareholders. We set our target on strategic change early in 2012; now, we see the benefits coming through. I am very optimistic about what this organisation can do for RTL Group’s broadcasters and for other members.”

Uwe Böhler concludes: “Next year, Enex celebrates its 20th year of operation. This means that at most of its member companies, two or three generations of managers have known Enex and are aware of the advantages of being a member of this organisation. As RTL Group news executives, we drive and encourage Enex’s growth towards becoming a truly global news provider.”

THE BUSINESS MODEL: WHY IS ENEX PRICED SO COMPETITIVELY?

All Enex members pay a yearly membership fee – the amount depends on the size of the channel, the size of its market, its contribution to the Enex content pool, and the use of satellite time. Each member submits material from their own-produced news programmes to the Enex content pool without receiving any financial compensation. In return, they can use all material from this pool for their programmes – free of charge. This way, it is possible to keep the membership fee low, resulting in significant cost savings for the channels compared to a classic agency model.

HISTORY OF ENEX

On 14 December 1993, managers from RTL Television, RTL Belgium, RTL Nederland, M6 in France, and CLT (Compagnie Luxembourgeoise de Télédiffusion or CLT, later to become RTL Group) met in Luxembourg to found the European News Exchange. The initial goal was to combine the resources of the different TV channels and to reduce costs by sharing news footage, technical facilities and satellite space. It started operating in 1994.

In 1996, Enex merged with the “News Consortium” consisting of CBS, Sky News, VTM Belgium and TBS Japan. The members of the News Consortium joined Enex, now operating one digital and one analogue satellite channel. Ten years after its inception, 30 Enex members were making tens of thousands of bookings on 10 satellite channels and exchanging more than 5,000 news stories per year.

In 2003, Enex digitised the picture exchange; all news stories are now recorded on a server. The following year the number of items nearly doubled when footage from CBS Newspath was added. In 2005, Enex introduced News Link, a system for the transmission and exchange of content via the internet on a file-sharing basis.

Today, Enex has 36 members and operates 16 satellite channels on Eutelsat 16A. All Enex members contribute and receive content from all over the world via News Link HD. In 2012, Enex members delivered an all-time high of over 22,000 items of video content.

BERTELSMANN CONFIRMS ITS INTENTION TO REDUCE ITS SHAREHOLDING IN RTL GROUP BY WAY OF A SECONDARY PUBLIC OFFERING

RTL Group

The information contained herein is not for publication or distribution in or into any jurisdiction in which publication would be prohibited by applicable law.

Public share offer envisaged to substantially increase free float of RTL Group shares – RTL Group intends to apply for listing on the Frankfurt Stock Exchange.

Luxembourg – 4 April 2013

Further to the announcement on 31 January 2013, the Board of Directors of RTL Group has been informed that Bertelsmann intends to continue with the preparations for the reduction of its shareholding in RTL Group through a secondary public offering of ordinary shares, while maintaining a qualified majority of at least 75 per cent.

HIGHLIGHTS

- RTL Group intends to apply for listing of its shares on the Regulated Market (Prime Standard) of the Frankfurt Stock Exchange, in addition to the existing listings on the Luxembourg Stock Exchange and Euronext Brussels.
- The first day of trading for the offered shares is expected before the summer break.
- The reduction of Bertelsmann's shareholding is envisaged to significantly increase the free float of RTL Group shares.
- RTL Group shares are expected to be offered to private and institutional investors in Germany and Luxembourg through a public offering. Outside of these countries, it is intended to offer shares to institutional investors via private placements.
- Bertelsmann is the majority shareholder of RTL Group, currently holding 92.3 per cent of the voting rights. Bertelsmann would maintain a qualified majority shareholding of at least 75 per cent in RTL Group.
- The shares would be offered by Bertelsmann. RTL Group will not raise new capital in connection with the public offering and will not receive any of the proceeds from it.



Anke Schäferkordt (left) and Guillaume de Posch

Joint statement from Anke Schäferkordt and Guillaume de Posch, Co-Chief Executive Officers of RTL Group:

“We are pleased to announce RTL Group’s intention to gain admission to the Frankfurt Stock Exchange.

Bertelsmann is and will remain the majority shareholder in RTL Group – and will continue to support the strategic development of our business. The reduction of Bertelsmann’s shareholding would significantly increase the free float of RTL Group shares, enabling a more diverse ownership base to share in our success.”

DISCLAIMER

This document and the information contained herein are for information purposes only and do not constitute a prospectus or an offer to sell or a solicitation of an offer to buy any securities in the United States or in any other jurisdiction.

Any securities referred to herein have not been and will not be registered under the U.S. Securities Act of 1933, as amended, (the “Securities Act”), and may not be offered or sold in the United States absent registration or pursuant to an available exemption from registration under the Securities Act. Neither RTL Group nor its majority shareholder intends to register any securities referred to herein in the United States.

This document contains forward-looking statements. These statements are based on the current views, expectations and assumptions of the management of RTL Group and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Actual results, performance or events may differ materially from those described in such statements due to, among other things, changes in the general economic and competitive environment, risks associated with capital markets, currency exchange rate fluctuations and competition from other companies, changes in international and national laws and regulations, in particular with respect to tax laws and regulations, affecting RTL Group, and other factors. RTL Group does not assume any obligations to update any forward-looking statements.

Any potential offer will be made exclusively through and on the basis of a published prospectus.

No money, securities, or other consideration is being solicited, and, if sent in response to the information contained herein, will not be accepted.

“RTL ANYTIME AND ANYWHERE, IN A SINGLE APP”

RTL Interactive

RTL Television presents the new RTL Now app: live TV feed and broadcasts for on-demand viewing in a single app.

Germany – 29 March 2013



RTL Now app on several devices

RTL IS UN-MISSABLE:

- Since 2007, users can watch TV shows they've missed, online at *RTLNow.de*
- Since 2010, RTL Interactive has offered 24/7 live TV signal on the RTL app
- That same year, the RTL Now app launched with the ability to view items for seven days following the TV broadcast on I-Phone or I-Pad
- The new RTL Now app makes mobile use of 'pre-TV' content possible for the first time
- In addition, immediately after the so-called 'seven-day catch-up' phase, numerous RTL formats may now be retrieved from the archives on mobiles, too

The new RTL Now app combines RTL Television's linear TV signal with the video-on-demand range on RTL Now. For the first time, viewers can view RTL Television's programming live or on-demand in a single app. And for the first time, the app also gives users access to content prior to the TV broadcast, as well as to RTL Television series in the archive.

Matthias Büchs, Head of Online/Mobile/Teletext and a member of the RTL Interactive Management Board, comments: "For two years now, we have offered the live TV signal and our video-on-demand offering in two separate apps. With the systematic further development of the offering, we merge these two successful apps and augment them with new features. The new RTL Now app gives its users RTL Television's programming anytime, anywhere, in a single app."

The app can be downloaded from the Apple App Store for I-phone, I-pod touch and I-Pad. The version for Android smartphones and tablets will be available in the Google Play Store shortly.

ATLANTA'S MEDICAL SOCIETY

FremantleMedia North America

FremantleMedia North America recently launched *Married to Medicine*, a new reality show that follows doctors and spouses of doctors as they juggle their demanding careers in the drama-filled social scene of Atlanta.

United States – 2 April 2013



The ladies of *Married to Medicine*: Jacqueline Walters, Quad Webb-Lunceford, Toya Bush-Harris, Mariah Huq, Kari Wells and Simone Whitmore (from left to right)

The docu-series premiered on Bravo Media on 24 March to a total audience of 1.9 million viewers, making it the network's highest-rated series premiere since October 2010, as well as the most-watched non-spinoff series premiere in network history.

Married to Medicine airs Monday nights at 21.00 on Bravo. The series is produced by FremantleMedia North America and developed by Purveyors of Pop with Matt Anderson, Nate Green and Maty Buss serving as Executive Producers.

PERCEPTION IS EVERYTHING

Set within the fast-paced and drama-filled social scene of Atlanta's exclusive medical inner circle, the show follows the lives of six of Atlanta's most dynamic and successful women, including doctors and wives of doctors, as they juggle bustling careers, family, and social calendars. From baby deliveries to some of Atlanta's largest charities, these women are united by medicine, but often struggle to maintain friendships in the face of their world's rigid hierarchy. These passionate and dynamic women prove that in the capital of the South, and the world of medicine, perception is everything and it's not enough to be just any type of doctor or doctor's wife.

THE VOICE KIDS NOW ON TOUR

RTL 4

After the final was broadcast on 15 February 2013 on RTL 4, fans of the talent show can catch another glimpse of the finalists on their tour.

The Netherlands – 29 March 2013



For more information on
The Voice Kids On Tour,
please visit RTLTickets.nl.



Laura van Kaam, winner of *The Voice Kids* season 2

The tour kicked off in Studio 21 in Hilversum on 31 March with performances by winner Laura and five other finalists: Jesse, Jurre, Silvana, Irene and Joep, in an intimate theater setting. Now the tour will travel the whole of the Netherlands until the end of May, with a total of 11 dates scheduled. Each show will last an hour and a half, and will see the former candidates perform – alone, in twos and in threes – the singles from the show that made it onto the Dutch charts.

Produced by Talpa, *The Voice Kids* is based on the number-one show *The Voice of Holland* also broadcast on RTL 4 and features kids between the ages of 6 and 14. Season two was broadcast from December 2012 to February 2013 on RTL 4, attracting an average 2.6 million viewers each week.

DID YOU KNOW?

The Voice Kids On Tour is produced by RTL Nederland's Live Entertainment. The new unit, created in September 2012 and led by René Smit, is the fourth business unit of the Hilversum-based company, after Television, Digital and Ventures.

RTL NIEUWS WINS TWO TEGEL AWARDS

RTL Nederland

At the Tegel awards ceremony on 21 March 2013 at Den Haag's de Koninklijke Schouwburg, *RTL Nieuws* won two accolades to the quality of its journalism.

The Netherlands – 2 April 2013



Eric Smink and Brechtje van de Moosdijk collect the award

The Tegel is the most prestigious journalistic prize in the Netherlands, awarded to reports or teams that have brought important issues to light and unveiled the often untold truth. RTL Nederland's news department came away from the 2013 awards with two Tegels.

The first one went to *RTL Nieuws*' Den Haag-based politics desk in the category 'News'. Its story on budget cuts in the Netherlands won over the judges, who described it as "news reporting with great impact". Kees Berghuis, Head of Den Haag's news desk, and political anchor Frits Wester collected the prize.

A second Tegel was awarded to the *RTL Nieuws* team based in Jerusalem for their coverage of the Gaza war. The 'audience' prize determined by public vote was accepted by Brechtje van de Moosdijk, foreign news editor and deputy foreign news editor and Eric Smink. Van de Moosdijk dedicated the prize "to all journalists working in conflict areas".

Celebrity swap

For ten years now, *Frauentausch* (Wife Exchange) has provided good 'family' entertainment on RTL II. In the upcoming season, TV stars and starlets get ready to swap, with the first episode featuring Micaela Schäfer of the German edition of *I'm A Celebrity – Get Me Out Of Here*, and Schäfer Heinrich, of German *The Farmer Wants A Wife* fame. The first season of *Promi Frauentausch* premieres Sunday, 7 April, at 20:15 on RTL II.



SHORT NEWS 1/1



The German TV market in March

Mediengruppe RTL Deutschland

Mediengruppe RTL Deutschland's channels together attracted 31.0 per cent of the 14- to 59-year-old viewer demographic in March, 6.5 percentage points ahead of ProSiebenSat1.

Germany – 3 April 2013



The Dutch TV market in March

RTL Nederland

In March, RTL Nederland's achieved a combined audience share of 32.4 per cent in the 20- to 49-year-old target demographic, ahead of the public broadcasters (26.9 per cent) and the SBS group (20.1 per cent).

The Netherlands – 4 April 2013



Celebrating 20 years in style

Groupe M6

For its 20th anniversary, Série Club has special programming in store for viewers, along with an ad campaign and new website.

France – 29 March 2013

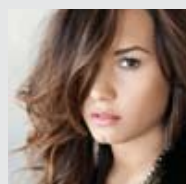


Pékin Express has its revolution in Cuba

M6

A new season of *Pékin Express* made its debut on 3 April 2013 on M6. This year the race takes the participants to the heart of the Caribbean, from Havana to Miami. 20 per cent of the housewives under 50 tuned in.

France – 3 April 2013



Demi Lovato returns to *The X Factor* judging panel

FremantleMedia North America

Platinum-selling global sensation Demi Lovato will return to her seat on *The X Factor* jury for season three of the hit talent show, airing this autumn on Fox.

United States – 3 April 2013

PEOPLE

PATRICK KLINK

RTL Digital

The Netherlands – 4 April 2013



Patrick Klink

Patrick Klink has been named Manager, Product Development in RTL Nederland's Digital department with effect from 1 April 2013.

In his new role, Klink will be responsible for the development and launch of digital products. He replaces Jan Willem Borsboom who on 1 January was promoted to Director, 538 Digital at the 538 Group. Klink has served as the interim manager since Borsboom's departure.

Arno Otto, Managing Director, Digital Media comments: "Patrick demonstrated his strong commercial and technical abilities while working on our different digital projects. His previous involvement with RTL Nederland is the perfect basis to help bring our digital activities to an even higher level."

Klink began his career at AT&T, then joined Sanoma Digital as Chief Technical Director. Before joining RTL Nederland, he was a co-owner of the consultancy Legian.



More about *Backstage*

BACKSTAGE IS AVAILABLE IN THREE LANGUAGES

You can read *Backstage* in your preferred language – in English, German or French.

DAILY NEWS FROM ACROSS THE GROUP – DIRECTLY IN YOUR INBOX

In addition to the weekly newsletter we offer to registered users a daily newsletter available in three languages.

‘AT RTL GROUP, WE CARE’

RTL Group is committed to effectively combine business success with socially responsible actions towards local communities and to protect the environment. Visit the Corporate Responsibility news section on *Backstage* (CR news) and find out how RTL Group aims to improve the societies in which we operate.

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