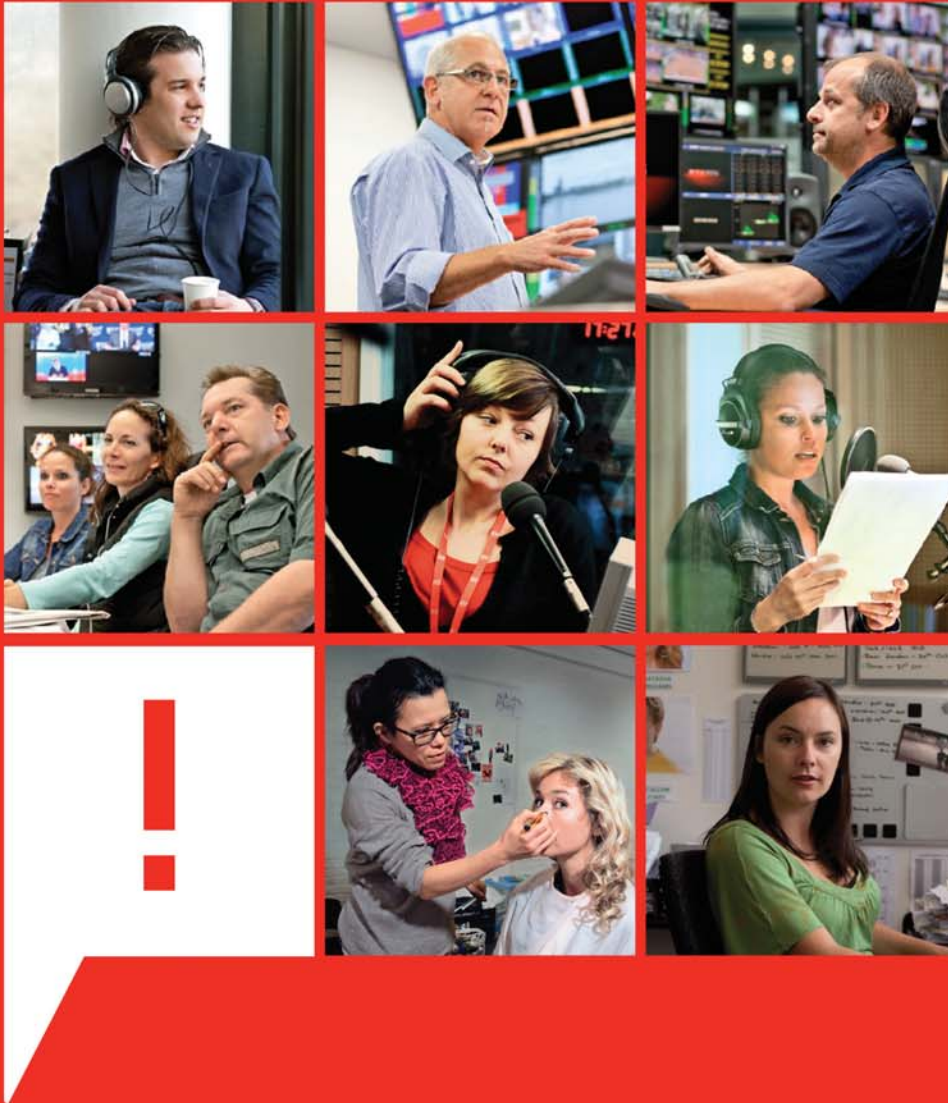


week 22 / 30 May 2013

backstage



TAKE PART! TAKE ACTION!

Everything you need to know about the Employee Survey 2013

Luxembourg / London

Rhys Noelke on
future-proofing TV

Germany

Super RTL partners
with Dreamworks

United Kingdom

Sharon Osbourne
returns to
The X Factor

India

'Indian Idol Academy'
to train aspiring
singers



Cover

Employee Survey's campaign key visual

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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“YOU CAN ONLY MAKE A DIFFERENCE BY EXPRESSING YOUR OPINION”

From 3 June to 17 June 2013, RTL Group employees will once again have the opportunity to rate important aspects of their working life and environment.

Luxembourg – 30 May 2013
RTL Group



June 3–17
Employee Survey 2013

Take part!
Take action!

Key visual of the Employee Survey 2013

Nearly 9,000 RTL Group employees around the world are invited to participate in the Employee Survey 2013 and give their opinions on how their job, company and ultimately RTL Group and Bertelsmann should look like in future. For the fourth time, they are asked to evaluate statements on topics such as 'working conditions', 'career development', 'remuneration' and 'supervisor'.

In a joint statement, RTL Group's Co-CEOs Anke Schäferkordt and Guillaume de Posch, underlined the relevance of the survey: "The Employee Survey is a very important tool for our organisation. It allows employees to anonymously express what they really think about their everyday work and their employer. And it is a key management tool for our managers to better understand their staff, think about their leadership style, and see where they personally need to take action. The higher the participation rate, the more meaningful the survey results will be, so we would like to encourage everyone to take part. We are convinced that the Employee Survey will lead to effective and sustained measures at all levels. Following the survey, we will personally follow up, with the senior management, the results and measures taken."



Anke Schäferkordt and Guillaume de Posch

To give employees the opportunity to contribute more frequently, the interval between the surveys has been shortened from four to three years. "We take the results of the survey very seriously. It is important to us that actions follow the results," says Romain Mannelli, Executive Vice President HR at RTL Group. "A higher frequency will encourage all of us to implement important measures following the survey more effectively. This new schedule will further increase the impact of the Employee Survey."



KAI BRETTMANN
President of the RTL Group European Works Council (EWC)

"The employee representatives have been very constructively involved in this Employee Survey. Every colleague at RTL Group should seize this chance to rate their working conditions, their team and the Group, and take part. Several new questions about the evaluation process should help the results of the Employee Survey be used even more clearly for specific improvements."

How does the survey work?

All employees receive their survey documents from their supervisor or the company survey representative. The questionnaire is available online at www.employeesurvey2013.com where employees can complete the questionnaire in one of 16 languages.

The access codes that employees use to participate online are printed on the survey documents. These codes prevent outside parties who are not company employees from completing the questionnaire online.

The access codes are assigned randomly. It is not possible to establish a connection between the code and the person who filled out the questionnaire. The documents with pre-printed access code can arbitrarily be traded within a company.



SEBASTIEN BISCH
IT Manager, RTL Radio in France

"This Employee Survey will be my first as a manager. I'd like to see a high participation rate from my teams, and that they take advantage of this survey as an opportunity to openly express their feelings about being part of RTL Group."

In addition, there is a supervisor's code to be entered in the questionnaire. The code makes it possible to assign the anonymous responses to a given supervisor's result report.



MARJUKKA HILBERT

PA to the Managing Director of FremantleMedia Finland

“It’s good that the survey is detailed and not on too general a level. This makes it easier to find out where and when we did well, as well as being able to point out things that could be improved. I appreciate the fact that the survey results are thoroughly discussed – this kind of communication helps all employees to understand and work towards the company’s future goals together.”



SZILVIA ALBERT

Programming Manager of RTL Klub in Hungary

“We all do our work in a rush day after day, ‘threatened’ by deadlines. I think it’s very important – at least once a year – to pause for a minute, to look at ourselves from the outside in, in order to evaluate our place of work and ourselves. In hopes that our comments are heard, the Employee Survey is the best platform to express our opinions freely and anonymously.”

The ‘Rule of 5’ ensures that a manager only receives a report if at least five employees have responded. In addition, there is the new ‘Rule of 3’ that allows each employee to decide for themselves whether the minimum number given for questionnaires should be reduced from five to three for their team (for example, when a small team would like a results report). This is why every employee is asked in the questionnaire whether they agree that the minimum size should be reduced. If this is not the case, the ‘Rule of 5’ applies as before.

The completed questionnaires are sent directly to an external data processing company that is not owned by RTL Group or Bertelsmann. All questionnaire responses will remain anonymous.

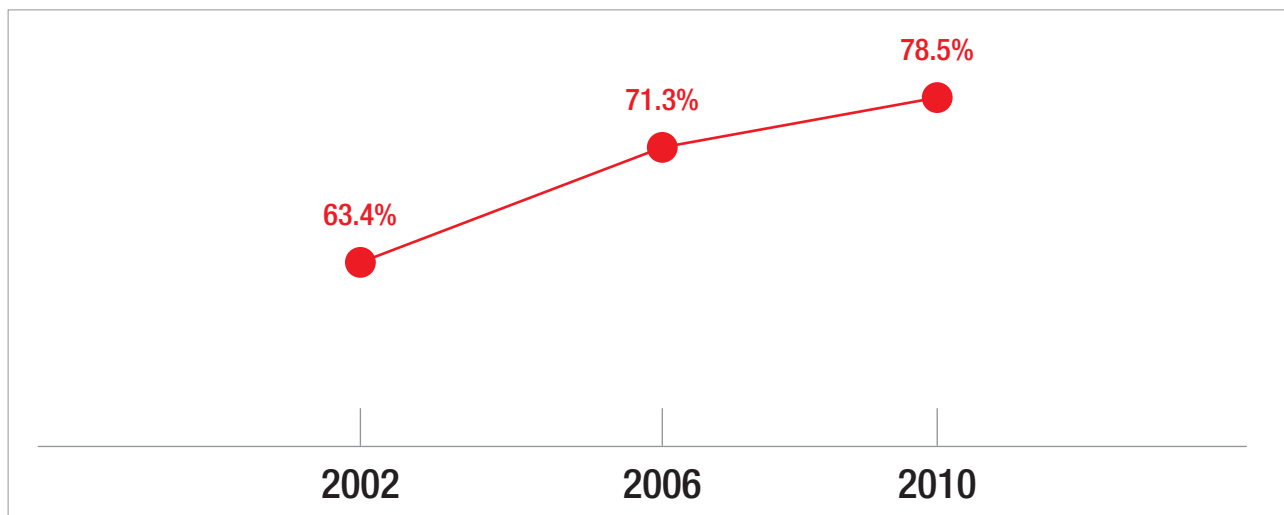
The results of the Employee Survey 2013 will be published in *Backstage* in September 2013. In addition to this, each company will enter into dialogue with its employees. Team supervisors will

discuss their results with their teams and together they will select topics to be jointly developed into specific measures.

What did the Employee Survey 2010 change?

In 2010, 78.5 per cent of RTL Group employees took part in the survey – up by 7 percentage points compared to the previous survey, conducted in 2006. Following the 2010 survey, more than 150 initiatives were launched at RTL Group’s companies, on top of the many actions that were taken at team and departmental level.

In Germany for instance, Mediengruppe RTL Deutschland set out to increase transparency with a new concept called Early Bird: once a month at 8:30, an executive from one of the subsidiaries discusses a specific topic related to his work or the unit’s strategy with employees from across Mediengruppe RTL Deutschland.

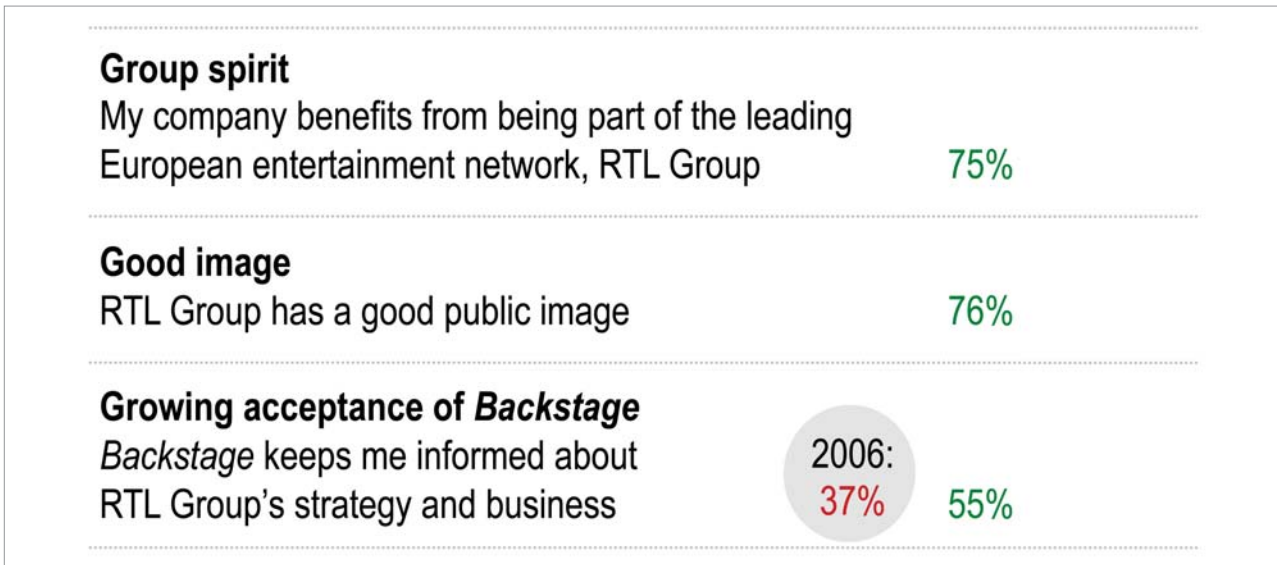


Evolution of the Employee Survey’s participation rate since 2002 at RTL Group

In the Netherlands, RTL Nederland focused on rolling out its Talent Management Policy, called RTL Academy, whereby employees are given the opportunity to take action for their own development and to improve and strengthen the company and their professional environment through internships, graduation programmes and trainee programmes.

Acting on the results of the Employee Survey, RTL Group's family of radio stations in France developed an action plan for sport at work.

Given RTL Radio's location in the heart of Paris, which makes it impossible to set up company sports facilities, the radio family offers €100 to every employee who joins a sports club, in addition to social activities management by the Company Committee ('Comité d'Entreprise'). Also, in accordance with the DIF (Droit Individuel à la Formation – individual right to training) that every employee possesses, the management sponsors enrolment in courses related to workplace health and wellbeing.



Some key findings from the Employee Survey 2010 from a communications perspective



AXEL GUNDOLF
Head of prime time at Super RTL in Germany

"I'm glad to work in an environment in which the opinion of employees is taken seriously. And you can only make a difference by expressing your opinion."



JAKOB UPIR
Senior media advisor at RTL Radio Center Berlin

"As we spend most of our daily lives at work, it's all the more important to feel good there and go along with the company's 'goals'. The Employee Survey gives us the opportunity to give our opinions on these goals and our daily work. By giving your opinion you can take part and so there's nothing left to stop you from shaping the company."

“WE NEED A COMMON STANDARD ACROSS THE INDUSTRY”

RTL Group



At the Connected TV World Summit in London, Rhys Noelke, Vice President Business Development at RTL Group, spoke about future-proofing TV with digital offers.

Luxembourg – 24 May 2013



At the Connected TV World Summit in London, Rhys Noelke spoke about future-proofing TV with digital offers.

In his presentation during the ‘Hybrid Broadcast Broadband comes of age’ session, Rhys Noelke started off by presenting some facts and figures about non-linear TV usage: “TV consumption is growing all over the world”, he said. “But non-linear viewing currently only accounts for less than 5 per cent of all the usage in the markets we operate.” This figure is on the rise and this creates business opportunities for broadcasters, Noelke added before presenting a variety of offers and approaches developed by RTL Group.

He underlined three major forces fostering growth in this field: Entertainment, especially when non-linear offers are available on the big TV screen in the living room; Engagement, by connecting to the viewers via the second screen, for example with the audio-synced M6 app; and Extending the reach and business via additional platforms. In recent months, RTL Group’s business units have signed several deals with different platforms to offer viewers whatever they want, wherever and whenever they want it. Its latest partnerships include the dissemination of the linear TV signal of Mediengruppe RTL Deutschland’s channels as part of Zattoo’s ‘HiQ’ pay package.

Noelke closed his session by saying: “The TV industry has good future prospects, and future devices and platforms will make viewers, programmes and broadcasters move closer together.” He emphasised that it is “crucial to define common technical standards” such as Hbb TV, which RTL Group actively supports because it improves the usability and experience for viewers, and to define rules of engagement that protect broadcasters and content owners from copyright infringements and signal abuse.

His presentation was followed by ‘Watching telly on your telly’ by Dave Price, Head of the BBC I-Player, and a discussion panel on ‘The market for HBB and its impact on TV’, before the event closed with the presentation of the Connected TV Awards 2013.

SUPER RTL AND DREAMWORKS ANIMATION SIGN LONG-TERM PARTNERSHIP

Super RTL



Jeffrey Katzenberg, CEO Dreamworks Animation

Super RTL and Dreamworks Animation, the world's largest independent animation studio (*Madagascar*, *Shrek*, *The Croods*), have signed a comprehensive five-year programme supply agreement.

Germany – 27 May 2013

At the LA Screenings, Dreamworks Animation CEO Jeffrey Katzenberg said: "Super RTL is the ideal partner. The leading children's channel in Germany provides our animation stars with a suitable environment in which they will feel very much at home."



Claude Schmit, CEO Super RTL

The Cologne children's and family channel will exclusively broadcast numerous spin-off series, blockbuster movies like *How To Train Your Dragon* and *Turbo*, the animation highlight planned for the upcoming autumn season, as well as any new series developments from the US studios. Super RTL, Germany's market leader in children's television for 15 years, will also receive access to the complete Dreamworks Animation series portfolio and thus secure a supplies of series well beyond the year 2020.



How To Train Your Dragon is one the highlights planned for the upcoming autumn season

"For us, this strategic partnership is a milestone in the channel's history," says Super RTL's Managing Director Claude Schmit. "With Dreamworks Animation and Super RTL, two heavyweights of children's and family entertainment have joined forces. This will significantly raise our profile as the favourite channel among young viewers. We are well equipped to compete with old and new competitors."

A VERY FAMILIAR FACE...

FremantleMedia / Thames



Sharon Osbourne

ITV recently announced the return of Britain's most talked about entertainment show, *The X Factor*, for its tenth season. The legendary Sharon Osbourne will join Gary Barlow, Nicole Scherzinger and her pal Louis Walsh on the 2013 judging panel.

United Kingdom – 27 May 2013

Outspoken and unpredictable Sharon was one of the original *X Factor* judges from 2004 to 2007 and has more than 30 years' experience in the music industry, managing some of the biggest bands in rock. Speaking of her return Sharon Osbourne says: "I couldn't be happier about coming back for the tenth anniversary of *The X Factor*. I can't wait to give Gary Barlow a big hug, sit next to the gorgeous Nicole, and of course throw water on dear Louis. Yay!"

Speaking of her return, Simon Cowell adds: "Three words I never thought I'd say: Welcome back Sharon!"

THAT'S NOT ALL THAT'S CHANGED...

In the first of an exciting range of new changes for the 10th series of *The X Factor*, hopefuls will – for the first time ever – have to tackle two sets of auditions. First, they will face the judges eyeball to eyeball in an intimate audition room.

If they receive three or more yesses here, they will then have to perform for the judges once more, this time in an arena, to prove they can also impress an audience before securing a coveted place for the next stage in the competition.

Richard Holloway, Managing Director of Thames, says: "Sharon's countless years in the music industry along with her passion and her previous time on the show make her the perfect addition to the judging panel. Her return coupled with our new auditions mean this series of *The X Factor* is sure to be packed full of great singing and lots of entertainment for everyone."

Much loved host Dermot O'Leary will preside over the action once more: "We've got a great line-up this year, and Mrs O is always a riot and a brilliant mentor, it should be fun."

The judge's auditions will start on 4 June in Glasgow before heading on to Birmingham, Manchester, London and Cardiff.

“THE ACADEMY GRADUATES WILL BE FULLY PREPARED FOR A LIFE ON THE STAGE”

FremantleMedia

FremantleMedia and KarmYog Media Education Network are to launch the first ever ‘Indian Idol Academy’, a network of performing arts academies for young people.

India – 30 May 2013

Inspired by the hit TV show *Indian Idol* the Academy will offer aspiring singers practical workshops and talent-development programmes. The programmes will use feature multimedia and technology-driven learning experiences to improve their star quality and prepare them for future live performances, competitions and auditions. Students will be taken through a curriculum of exercises that focus on vocal improvement, personality development, stage presence, performance and communication skills, as well as lessons in lifestyle.

KARMYOG MEDIA EDUCATION NETWORK (KEN)

KEN is at the center of an ecosystem designed to scale effective vocational learning throughout India and other emerging economies through media-and-technology-based learning tools. Sourabh J Sarkar, chairman of the KEN board, is a visionary pioneer in numerous areas of learning and training development.

Gautam Talwar, Vice President Business Development at FremantleMedia Asia said, “Indian Idol Academy is inspired by the real-life stories of *Indian Idol*. This pioneering training and development programme will not only assist and groom young singers to cultivate their love of performing, but also instil in them the skills, confidence and self-belief to continue on their path to stardom. Under the guidance of the masters of *Indian Idol* and our industry and the time-tested learning methods from KarmYog, the Academy graduates will be fully prepared for a life on the stage.”

The first Indian Idol Academy centres will launch in September 2013, as a part of a nationwide plan for centres in multiple cities across India including Delhi, Kolkata, Lucknow, Ahmedabad, Pune and Mumbai.



INDIAN IDOL

The past six seasons of *Indian Idol* have enjoyed a succession of strong ratings on Sony TV, and a brand new *Indian Idol Junior* series with participants aged 5 to 15 is set to launch on the channel in June 2013.

A big day for the little ones

1 June is 'International Children's Day' – a good occasion for Super RTL to make children's wishes come true by giving its little viewers the chance to win a theme day with their favourite presenter. Nina Moghaddam, Florian Ambrosius and Padday (left to right) will ensure that 'International Children's Day' is also reflected in the family channel's programming, with a special line-up including a film selected by popular request.



SHORT NEWS ^{1/2}



The French-language Belgian radio market, January to Marchy

Bel RTL / Radio Contact / Fun Radio

According to the radio audience results in Belgium's French Community, published by the Centre d'Information sur les Médias (CIM) for the period covering January to March, Radio Contact and Bel RTL are still the top two French-language radio stations. Fun Radio showed the highest increase, all radio stations included.

Belgium – 28 May 2013



“Familien Duell has attained cult status”

Grundy Light Entertainment

Grundy Light Entertainment will produce four new episodes of *Familien Duell* (Family Feud) – as special celebrity editions. Daniel Hartwich will host the elaborate remake of the cult show.

Germany – 21 May 2013



Decoding society for 20 years

M6

Zone Interdite, one of French television's most emblematic news magazines, has just turned 20. To celebrate two decades of investigative journalism, M6 had a special evening in store for viewers on 26 May 2013.

France – 24 May 2013



Centro de Estudios de Seguridad Vial

Ponle Freno founds institute for traffic safety

Atresmedia

Ponle Freno ('Step on the brakes'), the traffic safety initiative of the Spanish Atresmedia group, has established a research institute for traffic safety together with the Axa insurance group.

Spain – 24 May 2013

SHORT NEWS 2/2



UFA Sports to market the Lotos 70th Rally Poland

UFA Sports

UFA Sports has been appointed by the Polish Automobile and Motorcycle Federation as the exclusive marketing agency for all commercial rights to the 2013, 2014 and 2015 editions of the Rally Poland.

Germany – 28 May 2013

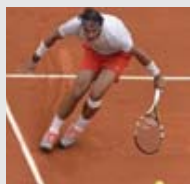


Weather and Traffic – Two in one

RTL Nederland

RTL Nederland recently created a new department, RTL Weer & Verkeer (RTL Weather & Traffic), by merging its weather forecast unit RTL Weer with Buienradar, the weather forecast platform it acquired in 2011.

Germany – 29 May 2013



Tune in to Roland Garros with RTL Radio

RTL Radio

Until 9 June 2013, RTL Radio in France will share dramatic moments from the famous Roland Garros tennis tournament with its listeners in several daily broadcasts.

Germany – 29 May 2013



Smart TV research without media breaks

IP Deutschland / RTL Interactive

Following the successful introduction of the *I love MyMedia* research app for mobile phones last year, this year IP Deutschland teamed up with RTL Interactive to develop a survey tool for smart TV.

Germany – 30 May 2013



RTL 2 moves into the Olympia

RTL 2

On 19 June 2013, RTL 2 stages a 'Very Very Private Concert' at the Olympia in Paris. Five major artists from the pop/rock music scene have announced their participation, including Dido, Madness and Lou Doillon. A special campaign has been set up to promote the event.

France – 30 May 2013

PEOPLE

PHILIPP KLOSE

RTL Group

Luxembourg – 27 May 2013



Philipp Klose

RTL Group announces the appointment of Philipp Klose to the newly created position of Vice President Investor Relations, with effect from 15 July 2013. In this role, he will report directly to Andrew Buckhurst, Senior Vice President Investor Relations.

As Vice President Investor Relations, Philipp will support Andrew Buckhurst in representing RTL Group towards the financial community. In this function Philipp Klose will be in charge of preparing financial analysis and presentations geared at the financial markets, and will participate in managing the relationship with RTL Group's main institutional investors.

Philipp Klose joined RTL Group in May 2010 as Senior Internal Auditor, reporting to Ursula Schmidt, Senior Vice President Internal Audit. In this function, and lately as Senior Audit Manager, Philipp successfully managed operational and financial audits across the Group. Additionally, he was in charge of the consulting function of the Internal Audit department. Previously, he held successive positions at various major international audit companies where he gained extensive experience in the field of audit related services for clients in Europe and the USA. He is a qualified Certified Public Accountant (CPA) in the USA and has followed a number of other professional studies.

Elmar Heggen, Chief Financial Officer of RTL Group and Head of the Corporate Centre, comments: "With our recent listing on the Frankfurt Stock Exchange and given the larger free-float, we are experiencing a growing interest from the financial community. This in turn means we have to strengthen our Investor Relations function."

Andrew Buckhurst, Senior Vice President Investor Relations says: "Philipp's financial expertise and deep understanding of the Group will be invaluable in his new role. I look forward to working with him, and wish him every success in his new position."



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.

backstage.rtlgroup.com backstage.rtlgroup.fr backstage.rtlgroup.de

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