WHAT IF...?

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In the second season of Das Jenke-Experiment, RTL Television reporter Jenke von Wilmsdorff once again experiences socially relevant issues first-hand.

“YOU CAN ONLY UNDERSTAND OTHERS IF YOU’VE FELT IT YOURSELF”

Germany – 13 March 2014
RTL Television

Jenke von Wilmsdorff
Jenke von Wilmsdorff has worked as a reporter, writer and editor for RTL Television since 2001. His investigative and entertaining reports from all over the world (Jenke als...; Das Jenke-Experiment) have long since become an institution on the magazine Extra. The hardcore reporter often ventures into controversial situations. Whether in the most dangerous city in the world, Ciudad Juarez (Mexico), in contaminated Fukushima after the nuclear disaster in Japan, or undercover on a refugee boat from Africa to the Italian island of Lampedusa – von Wilmsdorff does not shy away from danger and is willing to go the extra mile and transcend borders and boundaries. His diverse reports and full-on commitment keep making headlines and are well received by fellow journalists and viewers alike.

An investigative approach
Viewers especially love to watch the reporter act as a human guinea pig in his investigations: more than a million viewers tuned in to see von Wilmsdorff struggling to cope with someone else’s family as a ‘single mother’, or investigating the impact of weeks of malnutrition, followed by radical weight loss, on the human body as part of a major nutritional experiment. In April 2012 von Wilmsdorff published his first book Brot kann schimmeln, was kannst Du? – Meine wildesten Jobs (Bread Can Go Mouldy, What You Can Do? – My Wildest Jobs; Piper Verlag), an account of his experiences trying out different jobs all over the world for numerous Extra reports. His latest book Wer wagt, gewinnt. Leben als Experiment (No Guts, No Glory. Life As Experiment; Lübbe Verlag) will be presented on the evening of 13 March 2014 at the Leipzig Book Fair.

Most recently, in four prime-time episodes of the documentary format Das Jenke-Experiment last spring, von Wilmsdorff carried out experiments on himself. Whether he was trying out the life of an alcoholic, a homeless person, an old man, or a woman, TV audiences loved watching von Wilmsdorff: 4.25 million tuned in for the episode on the theme of alcohol, for a 17.3 per cent market share in the 14 to 59 demographic – higher than the channel’s average.

The new season
On 17 March 2014 at 21:15, RTL Television broadcasts the first of four new episodes of Das Jenke-Experiment: The 48-year-old also remains true to his credo – “You can only understand others if you’ve felt it yourself” – as he tackles the themes of drug use, physical disability and death in his own unique way. These are topics that “concern us all because they are socially relevant,” says von Wilmsdorff. “And I don’t just talk about them, but always convey them with an experiment that I physically experience and endure first-hand.”

Jenke von Wilmsdorff received input for the new experiments on his Facebook page, where he invited his fans to suggest topics for new experiments. The first Jenke-Experiment of the new series is all about cannabis, aka marijuana. In the wake of the controversial debate about its potential for addiction, its healing effects and possible legalisation, von Wilmsdorff first wants to learn what effects the drug actually has. For five days, von Wilmsdorff moved into a flat owned by a coffee shop in Harlem, Holland, and proceeds to consume the full range of its products. Says von Wilmsdorff: “During the course of my research, there are moments where you think things could get difficult. But the real boundaries that you need to cross can’t be seen until you are actually in the situation. This keeps things exciting and I become extremely curious about crossing these boundaries. Of course I have my limits too, and there are things I wouldn’t do. But I was happy to cross most of these boundaries during filming because by doing so I gained a lot of insight into myself and the respective subject. That is the driving force behind each individual story.”

The reporter was also given a clear answer by the German government’s new drug officer, Marlene Mortler, to the question of whether cannabis will be legalised in Germany anytime soon: “Alcohol is a legal drug, and as the government’s drug and addiction officer I’m trying to encourage a massive reduction in consumption, so I can’t then massively encourage the use of cannabis and other illicit drugs.
Their impact on health can be so severe that I won’t be any party to that, and neither will the German government."

And more
To accompany the first episode of the new series of Das Jenke-Experiment, RTL Television has organised a panel discussion on “How dangerous is smoking weed, really?” with Hans-Christian Ströbele (The Greens), Stephan Mayer (domestic affairs spokesman for the CDU/CSU), Edelhard Thoms (Department of Child and Adolescent Psychiatry, University of Leipzig), Andreas Müller (juvenile court judge) and Jenke von Wilmsdorff. It will air on N-TV on Tuesday 18 March 2014 at 22:10 following the repeat broadcast of Das Jenke-Experiment.

AWARDS
On 18 October 2012, Jenke von Wilmsdorff won the Juliane Bartel Media Prize for his 7-part weekly series for Extra – Das Jenke–Experiment: Jenke als alleinerziehende Mutter (Jenke As A Single Mother). The award has been presented annually since 2001 to authors who make a contribution to gender equality or shed light on role conflicts and grievance. Shortly before this, Jenke von Wilmsdorff was nominated for an International Emmy Award in the Current Affairs category for his Extra feature, Das gnadenlose Geschäft mit der Flucht aus Afrika (The Merciless Business Of Escaping From Africa).

OTHER EXPERIMENTS

Jenke in a wheelchair:
Jenke von Wilmsdorff experiences what it is like to sit in a wheelchair for five days. His legs were taped with special bandages for the experiment. Among other things, he moves into a flat suitable for disabled people and experiences first-hand the problems faced on a daily basis by around 1.6 million wheelchair users in Germany, and how they cope with everyday life. At the end of his experiment he visits the German Television Awards to see whether the event accommodates guests in wheelchairs.

Encounters with death:
Jenke von Wilmsdorff moves into a Berlin hospice for a week and speaks to people who don’t have much time left. In one experiment he tries to access a past life.

Living with a handicap:
For five days in each case, the RTL reporter experiences what it is like to be blind, and then deaf: an experiment that brings him to the brink of depression. He meets people who do not bemoan their fate, but live a full life despite their handicap. For example, a blindfolded von Wilmsdorff joins a blind person in downhill alpine skiing. Later, he meets 18-month-old Alex, who has been deaf since birth, who is about to have an operation that could finally allow him to hear. His parents want nothing more than for their son to finally hear their voices. Will it succeed?
Event-scale programmes, new US series highlights, high-quality documentaries, new in-house formats featuring celebrities, and popular movie classics await viewers.

Germany – 10 March 2014

Vox Managing Director Bernd Reichart says: “The Vox productions now cover a wide variety of genres – from high-quality documentaries to Shopping Queen to Sing Meinen Song – Das Tauschkonzert. We can very flexibly develop innovative formats in this area to advance the development of the whole channel. This custom-tailored programming makes up the charm and uniqueness of Vox.”

Sing Meinen Song – Das Tauschkonzert makes its debut on Vox on 22 April. “The new music event series Sing Meinen Song is a high-calibre meeting of minds in the German music scene,” says Bernd Reichart. “Together with Xavier Naidoo, we were able to win six exceptional artists for the show’s unique concept. This kind of format stands for strong personalities and a TV programme with a unique selling proposition.” The cast: Xavier Naidoo, Sarah Connor, Andreas Gabalier, Sasha, Roger Cicero, Sandra Nasic and Gregor Meyle. The only requirement is that each of the stars bring their greatest hits – which will be covered by the other stars on location, live, against a backdrop of stunning views, in a casual, relaxed atmosphere and peppered with anecdotes and personal experiences.

At Eastertime, Vox presents another highlight for viewers: the ten-hour event-scale series The Bible. At 20:15 on 17 April, 18 April and 19 April, the channel will broadcast the visually stunning screen adaptation of the best-selling book in the world. It features the best-known stories from the Old and New Testaments, accompanied by music by the Oscar-winning film composer Hans Zimmer.
In-house commissions already account for about 70 per cent of Vox’s programme content. The new season will see the addition of new productions, while successful franchises will be continued with new episodes: One of the new productions is the internationally popular show Die Höhle der Löwen (Dragons’ Den in the UK), which launches on Vox in 2014. Meanwhile Detlef Steves, the amateur gardener of Ab ins Beet! fame, will be sent off on a European tour following last summer’s successful pilot episode of the new format Detlef muss reisen: Tuesdays at 20:15, since 11 March.

Star designer Guido Maria Kretschmer and dog lover Martin Rütter will continue to prove their prowess on Vox. In the new reportage format Der Hundeprofi unterwegs, animal psychologist Rütter ventures beyond his usual territory and visits people who have a very special relationship with dogs. Guido Maria Kretschmer has quickly become an audience favourite, and viewers can look forward to new episodes with the charming fashion star in 2014.

On Thursday evenings, Vox offers captivating documentaries in combination with first-rate movies. Among other things, audiences will be treated to the award-winning film My Week With Marilyn as a free-TV premiere, followed by a documentary about legendary screen beauty Marilyn Monroe.
To mark International Women’s Day 2014, RTL Radio in France teamed up with the magazine *Marie Claire* to elect the 2013 Woman of the Year. The title went to Marion Larat for her fight against the latest generation of contraceptive pill.

France – 11 March 2014

Marion Larat’s work brought the dangers associated with the latest generation of the pill to the attention of the general public. Four years after suffering a stroke in 2006 which left her handicapped, she discovered that her condition had been caused by the pill, Méliane, a third-generation contraceptive. So Larat sued its manufacturer, Bayer, and the National Security Agency of Medicines and Health Products (ANSM) for unintentionally undermining her human dignity. Had it not been for her actions, the latest generations of the pill, which are far more dangerous than their predecessors, would still be being prescribed today. Marion Larat chose to go public with her ordeal turned fight, primarily by writing a book, which she titled *La pilule est amère* (The Bitter Pill), published by editions Stock.

Marion Larat was awarded her prize by Christopher Baldelli, Chairman of RTL Radio France’s Executive Board, and Jean-Paul Lubot, Associate Chief Executive Officer of the *Marie Claire* Group. The ten women in the running for the award included Duny Bouhacen, the creator of Women Equity Growth, who meticulously went through the accounts of 5,000 small and medium-sized businesses run by women (and won 13 per cent of the votes); Isabelle Maurer, who stood up to the President of the Union for a Popular Movement (UMP), Jean-François Copé on France 2’s TV programme *Des paroles et des actes* (Words And Actions), (who won 11.5 per cent of the votes); and Latifa Ibn Ziaten, the mother of one of the three soldiers killed by Mohamed Merah, who received the same proportion of votes.

Members of the public tuning into RTL Radio or reading *Marie Claire*, were given 15 days to vote for their 2013 Woman of the Year on the respective media’s websites.
A Croatian version of the FremantleMedia format *Family Feud* – called *Pet na pet* (Five Against Five) in Croatia – airs on RTL Televizija weekdays in access prime time. In its first week, *Pet na pet* recorded an average 23.3 per cent share of 18- to 49-year-olds.

Croatia – 7 March 2014

With an average audience share of 28 per cent, the show is particularly popular among 18- to 24-year-olds, as well as among women aged 35 to 49, where it attracts 26.5 per cent of that demographic.

Unlike other game shows, *Pet na pet* focuses on one thing and one thing only – entertainment. Anyone can take part – regardless of educational background, general knowledge or experience.

Entire families from all over Croatia have been cast for the show, and will be welcomed by host, Davor Fretar Drele – one of Croatia’s most popular TV and radio personalities.

*Pet na pet* inherited the access prime time slot from previously-aired game show, *Pointless*, and has increased the slot’s average audience share by 20 per cent.
UK broadcaster ITV has recommissioned a further series of hit comedy classic *Birds Of A Feather*, produced by FremantleMedia UK label Retort. Originally broadcast from 1989 to 1998, the sitcom’s return to ITV early in 2014 recorded a 31.9 per cent total audience share and was thus the channel’s highest-rated sitcom launch in a decade.
Geo Television launches on May 8

Mediengruppe RTL Deutschland

Geo Television, a new Mediengruppe RTL Deutschland special-interest channel, is being produced in collaboration with Gruner + Jahr’s reportage magazine Geo. Deutsche Telekom is its first distribution partner.

Germany – 10 March 2014

The French TV market in February

Groupe M6

In February 2014, M6 achieved a total audience share of 10.1 per cent. With a 4.4 per cent audience share, W9 ranked as the number one DTT channel with viewers under 50, while 6ter registered a record month for new DTT channels with housewives under 50.

France – 7 March 2014

The Dutch TV Market in February 2014

RTL Nederland

In February, RTL Nederland achieved a combined audience share of 32.0 per cent in the commercial target group of viewers aged 20 to 49 – almost two per cent higher than the same month during the last Winter Olympics in 2010 (February 2010: 30.2 per cent) – and ahead of the public service broadcasters and the SBS Group.

The Netherlands – 10 March 2014
RTL's radio stations report powerful reach
RTL Radio Deutschland

The latest Media-Analyse (MA 2014 Radio I) proves once again that RTL's radio holdings in Germany are absolute favourites with the country's listeners. Every hour, an average 4.79 million people tune in to RTL Radio Deutschland stations.

Germany – 7 March 2014

RTL Lëtzebuerg receives the Investigative Journalism Award
RTL Lëtzebuerg

The Luxembourg Journalists Association (AJL) recently staged the first ever Journalism Awards in Luxembourg. Among the 11 nominees were four journalists from RTL Lëtzebuerg, two of whom ended up winning awards.

Luxembourg – 11 March 2014

Atresmedia fights forest fires with WWF
Atresmedia

As part of Atresmedia's CR initiative Hazte Eco (Become Eco), 3,000 trees were planted at the Parque Nacional de Cabañeros (Cabañeros National Park), one of Spain's National parks that was ravaged by forest fires in 2012.

Spain – 12 March 2014
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For more information, don’t hesitate to contact the editorial team:

Backstage@rtlgroup.com