THINK GLOBAL, ACT LOCAL

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Cover
Group picture of the CR Network Meeting

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On 19 March 2014, about thirty Corporate Responsibility (CR) representatives from across the Group convened at the Corporate Centre in Luxembourg for the first RTL Group CR Network Meeting. They explored the status of CR-related activities throughout the Group, shared knowledge and best practice and agreed on possible future developments.

“CORPORATE RESPONSIBILITY OVER AND ABOVE SIMPLE COMPLIANCE WITH REGULATION”

Luxembourg – 20 March 2014
RTL Group
RTL Group Co-CEO Guillaume de Posch opened the meeting sharing his view about CR: "As a broadcaster, RTL Group is in quite a unique situation as TV clearly has a strong impact on society. I know very few industries which have such a powerful influence on the daily lives of people than TV. Corporate Responsibility often can mean anything or nothing. So your challenge in this network, will be to make CR for RTL Group as concrete as possible." Acutely aware of the Group's responsibility towards the audience and the importance of focusing on issues that are most relevant to the media industry, he then gave an overview of RTL Group's strategy across its three pillars broadcast, content, and digital.

In his turn, Romain Mannelli – in his capacity as Chairman of the RTL Group Corporate Responsibility Council (CRC) – warmly welcomed the participants and spoke about the current status of CR at the Corporate Centre: “In order to meet new stakeholder expectations for RTL Group to provide more transparency and increase performance on social and environmental matters, we recently saw a need to improve Group-wide coordination.” Beyond the sharing of knowledge and best practice, the new structure should allow the Corporate Centre to have a better understanding of the local on-going initiatives and prepare for the new EU Directive on non-financial reporting.

In the interest of addressing the topic over and above simple compliance with regulation, Romain Mannelli stressed his willingness to create additional value through CR, and thus contribute to the long-term development of the businesses throughout the Group. He said: “RTL Group being a decentralised organisation – the Corporate Centre will not dictate what you – as profit centres – should do regarding CR. I believe this is a journey we should all start together with passion and conviction”.

Marie-Luise Kühn von Burgsdorff, Senior Vice President Corporate Responsibility and Diversity Management at Bertelsmann, reported on CR activities and next steps at RTL Group’s majority shareholder: “The expectations on how companies do business in a responsible way are increasing in society. We see great potential and look forward to improving Bertelsmann’s CR performance in collaboration with RTL Group and the other divisions.” Barbara Kutscher, Director Corporate Responsibility, presented the external perspective on Bertelsmann’s CR performance according to various ratings and rankings as well as a sneak preview on the stakeholder survey among the 50 Bertelsmann top executives. “It’s never a company which says ‘I’m a responsible company,’” said Barbara Kutscher. “It’s always the stakeholders who determine if you are acting responsibly – or not. So it’s key knowing your relevant stakeholders and their expectations”.

In addition, the participants of the CR Network Meeting had the honour of welcoming Dame Gail Rebuck – Chair of the Board of Directors at Penguin Random House UK and Former Chair of the Bigger Picture (CR) Committee at Sky – who kindly spared her time to share her invaluable experience of CR at the two companies: “I’m not an expert, but I’m very passionate. I don’t know everything about CR, but I care a lot,” she told. Among other things, she highlighted the fact that CR comprised into the organisation’s DNA and a passionate top management are the prerequisite for a successful approach. James Murdoch being passionate about the environment, she then explained how Sky in the UK became a frontrunner in CR with three key topics: environment, sports (cycling) and arts.

Caroline Chartier, Communications Manager at RTL Group, gave an overview of a CR benchmark study conducted internally to provide a basis for comparison, which RTL Group could refer to in the development of its CR approach. Looking at RTL Group’s major competitors according to different criteria (e.g. definition of a CR strategy, measurement and disclosure of CR performance via regular status reporting), she explained how it
helped the Corporate Centre to get a clearer picture of RTL Group’s competitive position among peers. The afternoon was dedicated to the various CR representatives from across the Group who took turns to explain where their respective profit centres stand in the CR matter and share their expectations towards the CR Network. Among them: Thomas Kreyes, General Secretary at Mediengruppe RTL Deutschland; Yann de Kersauson, Deputy Head of Communications at Groupe M6; Jean-Michel Kerdraon, Chief Operating Officer at RTL Radio in France and Susana Gato, CR Manager at Spanish broadcasting company Atresmedia – who explained how CR has successfully become part of the company’s business mode, positioning it for sustainable competitive advantage.

The first RTL Group CR Network Meeting ended with an open discussion about possible future developments. “One of the major outcomes of our first meeting is that our profit centres are highly interested in developing a common RTL Group framework for CR – this would also serve as a guidance to further develop their local activities and establish the CR topic on the agenda of their management,” said Romain Mannelli. “I am very happy that everybody highlighted that they would like to further continue the meetings”. Plans for a second edition are already under way.

**RTL GROUP’S CR MILESTONES**

2008: - Creation of the environMINDteam in Luxembourg
    - First environMINDday in Luxembourg
2010: - The environMIND team expands Group-wide
    - First carbon footprint measurement
2011: - Creation of the CRC in Luxembourg
2014: - The CRC expands Group-wide
Launched in prime time on M6 in 2014, *Qu’est-ce que je sais vraiment?* (What do I really know?) has captured the interest of viewers of all ages, according to the ratings. It is the first quiz show on television that is a hundred-per-cent interactive.

France – 17 March 2014

Presented by Karine Le Marchand and Stéphane Plaza, the new quiz show drew 3.3 million viewers for a total audience share of 14.9 per cent, making M6 the number two channel with total audience.

The quiz show’s excellent scores allowed M6 to rank as the number one channel by far with housewives under 50, with a 26 per cent audience share. It was the best performance for a new programme with this target group in prime time since 2009. The channel was also the leader with viewers under 50, with a 24.2 per cent audience share.

For the first time in France, M6 launched a second-screen operation that allows viewers to respond in real time to the questions asked on the show and to compare answers with the on-air participants and in the rest of France. The threshold of simultaneous connections quickly reached the pre-set limit of 500,000 participants on the 6play application – a record for a second-screen application. A number of optimisations are being planned to support an increased flow of connections during the next broadcast.

*Qu’est-ce que je sais vraiment?* airs every Thursday at 20:55 on M6.

In *Réparer les vivants*, 46 year-old French novelist Maylis de Kerangal follows the journey of a heart destined for a young man who is brain dead. The novel takes place over a 24-hour period and ends with the transplant itself.

RTL Radio’s literary specialist Bernard Lehut had this to say: “Making a heart transplant the subject of a novel is brilliant, considering that there is no race against the clock more vital, no suspense more thrilling, no sweeping epic more admirable than a heart that migrates from one body to another in less than 24 hours. In *Réparer les vivants*, Maylis de Kérangal has produced a work as miraculous as the medical miracle that inspired it.”

The prize was officially handed out on 20 March at 19:00 at the opening evening of the Salon du Livre in Paris by the co-presidents of the Grand Prix RTL-Lire jury, Philippe Labro and François Busnels, RTL Radio’s News Director Jacques Esnous and Bernard Lehut.

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**ABOUT THE GRAND PRIX RTL-LIRE 2014**

Each year, a jury of professionals, booksellers and readers award the prize to the novel that has touched them the most. Under the co-presidency of Philippe Labro and François Busnel, director of the magazine *Lire*, the editorial departments of RTL and *Lire* selected five novels that were subsequently submitted to 20 bookshops in 20 cities in France. In turn, these bookshops made up regional juries from amongst their clientele. A total of 100 readers of all ages and socio-professional categories voted for the Grand Prix RTL-Lire 2014.
MISO FILM EXPANDS INTO SWEDEN

Miso Film, FremantleMedia’s Danish production company expands its Scandinavian footprint by opening a new office in Sweden to produce both feature films and TV-series for the Scandinavian and international market.

Sweden – 19 March 2014

Headed up by Sandra Harms, Miso Film Sweden already has a TV commission and feature film in the works. The company’s first TV-series is supported by Sweden’s TV4. Based on the novels of Norwegian thriller writer Anne Holt, Vik/Stubø will be an 8 x 45 minute series, adapted for TV by three-time Emmy award-winning writers Peter Thorsboe and Mai Brostrøm (Unit One, The Eagle, The Protectors). Shooting is expected to begin in Stockholm at the beginning of 2015.

The Swedish branch has also optioned the film rights for the book 438 Days by authors Johan Persson and Martin Schibbye, centred on the time the two journalists spent in an Ethiopian prison. The book is a bestseller with over 100,000 copies sold in less than six months. Development of the project has already begun, with the screenplay written by Peter Birro (Monica Z, How Soon Is Now?).

Peter Bose, co-founder of Miso Film comments: “With a number of highly successful films and TV series in the Norwegian and Danish market, it was an obvious next step for us to move into Sweden. The move allows us to expand our footprint in Scandinavia and build on our experience of working in Sweden through titles like Beck and Wallander.”

Jonas Allen, co-founder Miso Film adds: “It’s really important to us for Miso Film Sweden to become a strong independent company in its own right and not just a Swedish mailbox for our Danish company. That’s why we’re delighted to have someone of Sandra Harms’ calibre on board. Over time, we’ll be looking to expand the production team and the home-grown talent further.”

Sandra Harms says: “I’m delighted to be joining a company like Miso Film, which enjoys a reputation for quality at home and abroad. I’m very proud to be part of Peter and Jonas’ new venture and look forward to growing and developing the business in Sweden and maintaining the quality and calibre of the content that audiences come to expect of us.”

Harms previously worked for Sonet Film/SF, with a string of feature films to her name, including Princess (Teresa Fabik), Bekas (Karzan Kader) and Us (Mani Maserrat).
Happy anniversary to les Enfoirés

This year once again, RTL Radio rallied to support the Restos du cœur and offered listeners the chance to follow the entire 25th edition of the Enfoirés concert, live and simulcast on RTL Radio and TF1, on Friday 14 March at 20:50. For 25 years, Les Enfoirés – a group of French and francophone performers – have taken to the stage to perform a benefit concert for the Restos du cœur – an association that helps society’s most disadvantaged by distributing free meals. This year the show drew a sell-out crowd (12.2 million viewers), who gathered to watch some of the greatest performing artists, singers and comedians. For each CD and DVD of the show sold, 18 meals will be distributed by the Restos du cœur to people in need.
When men go shopping...

Vox

For the first time, four male celebrities stepped up to compete for the Promi Shopping Queen crown at Vox. The motto was “Be the Wedding Crasher at your ex-girlfriend’s wedding!”.

Germany – 14 March 2014

Victor Hugo’s classic gets Ugly

FremantleMedia

FremantleMedia International (FMI) and Oscar-nominated film director and writer Roland Joffé (The Killing Fields, The Mission) will co-develop Ugly, a TV series based on Victor Hugo’s renowned novel The Hunchback of Notre Dame.

United Kingdom – 18 March 2014

Suspects continues in 2015

FremantleMedia

Produced by the FremantleMedia UK label Newman Street, the crime drama series has been recommissioned by Channel 5. Suspects will return in the autumn and a new season will air in 2015.

United Kingdom – 18 March 2014

Mediamat’Thématik: Groupe M6 pay channels still at the top

Groupe M6

Médiamétrie has just published the results of the latest Médiamat’Thématik survey. Wave 26, from 2 September 2013 to 16 February 2014, shows that Téva is number one with housewives under 50 and that Paris Première was the most watched pay channel.

France – 19 March 2014

Grimme Award 2014 for UFA Fiction

FremantleMedia

The UFA Fiction production Grenzgang (Border Crossing), about the progressive failure of two disillusioned singles in the provinces, won this year’s 50th Grimme Award in the Fiction category.

United Kingdom – 20 March 2014
FremantleMedia UK (FMUK) announced two new appointments: Kat Hebden joins as Head of Interactive, FMUK Interactive and Charlie Campbell joins as Executive Digital Producer.

Kat Hebden replaces Peter Cassidy, and joins the team from Syco Entertainment where she was Executive Producer for Digital.

Hebden will take FMUK’s digital activities to the next level by focusing on a number of strategic initiatives:

- developing FMUK’s digital production capabilities and growing the portfolio of online video channels;
- working with FMUK’s labels to produce both original content and drive digital innovation within new and existing shows to enhance the audience experience;
- working alongside FremantleMedia’s global Digital & Branded Entertainment division to create content with partners such as Vice Media, Style Haul, Divimove and others;
- and opening FMUK’s digital expertise, distribution and brand partnerships to both established and emerging talent.

Sara Geater, CEO of FMUK comments: “This is a really important time for digital, and I’m delighted Kat is joining us to head up this department within FremantleMedia UK.”

Kat Hebden added: “I am delighted to be joining FremantleMedia UK at this exciting time. It’s a fantastic opportunity to lead digital across such a diverse and acclaimed slate including two of the biggest shows in the world.”

Former Endemol (Big Brother) digital producer Charlie Campbell also joins the FMUK Interactive team as Digital Executive Producer for The X Factor and Britain’s Got Talent.
FremantleMedia UK appoints Kate Harwood to head up new drama label Euston Films, joining the existing FMUK family of labels (Boundless, Newman Street, Retort, Talkback and Thames).

Kate Harwood, currently Head of Drama Production for England at the BBC, will be Managing Director of Euston Films, reporting to Sara Geater, CEO of FremantleMedia UK. Euston Films will sit alongside the existing FMUK production labels Boundless, Newman Street, Retort, Talkback and Thames.

Sara Geater comments: “I’m delighted to announce that we will be launching Euston Films as a new label as part of FremantleMedia UK. Our strategy is to produce high-end drama with global reach, and Kate’s appointment as Managing Director of Euston Films is a real coup. She brings a fantastic wealth of experience and knowledge, and will be a great asset.”

Kate Harwood adds: “I am delighted to be taking up the role of Managing Director of Euston Films and am really relishing the challenge of new ventures in drama in the independent sector after many happy years in BBC Production.”

Harwood’s early career began in in-house drama production at the BBC starting as script editor and then producer on shows such as Holding On, Charles II and Twenty Thousand Streets. She then became an Executive Producer on titles including Cranford, Lost World and Oliver Twist. Harwood was Executive Producer of EastEnders from 2005-2006 and then Controller of Series and Serials responsible for output such as Criminal Justice, Luther, Five Daughters, Silent Witness, The Musketeers, South Riding and In the Flesh.
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**‘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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For more information, don’t hesitate to contact the editorial team:

Backstage@rtlgroup.com