ACTIONS SPEAK LOUDER THAN WORDS

RTL Group’s new brochure shows how it gives back to society

United Kingdom
FremantleMedia International brings drama to the Middle East

Germany
Brand new mobile offers

France
An alliance for digital radio distribution
ACTIONS SPEAK LOUDER THAN WORDS
RTL Group's new brochure shows how it gives back to society

United Kingdom
FremantleMedia International brings drama to the Middle East

France
An alliance for digital radio distribution

Germany
Brand new mobile offers

Cover
Montage with the visual of the new brochure

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
QUICK VIEW

FremantleMedia International brings drama to the Middle East
FremantleMedia International
p.9

Brand new mobile offers
RTL Interactive
p.10

The biggest Fun radio DJs celebrate summer
Fun Radio
p.11

“At RTL Group we care”
RTL Group
p.4–8

Big Picture
p.12

SHORT NEWS
p.13

“AT RTL GROUP WE CARE”

Luxembourg – 10 July 2014
RTL Group

RTL Group’s philosophy is simple: actions speak louder than words
“RTL Group is in an excellent position to champion a wide range of good causes and to help bring to the public’s attention important social problems that might otherwise go unnoticed,” reads the introduction to the brochure, where Co-CEOs of RTL Group Anke Schäferkordt and Guillaume de Posch, are quoted.

As a means of standing out from previous editions, the new RTL Group Corporate Responsibility brochure comes in an A5 format, with rounded corners – similar to the At a glance mini brochure and the 2013 Annual Report – and drops the former variations of green from previous brochure covers for a red-orange-yellow shading-off that is closer in spirit to RTL Group’s corporate red. This change in appearance comes from the decision to clearly reflect the full spectrum of RTL Group’s Corporate Responsibility initiatives, complemented with a statement from the Co-CEOs, a foreword from RTL Group Corporate Responsibility Council Chairman Romain Mannelli, and a report on the first RTL Group CR Network meeting which took place in March 2014. The usual selection of Corporate Responsibility initiatives throughout the Group is also featured in the brochure.

“At RTL Group, we care”

RTL Group’s philosophy is simple: actions speak louder than words. Taking their cue from this declaration of principle, in their joint statement for the CR brochure RTL Group Co-CEOs Guillaume de Posch and Anke Schäferkordt explain: “Responsibility towards the audience and society has always formed an integral part of our business and been deeply rooted in our values. At RTL Group we don’t just talk about making a difference. We put our words into action.” For instance, in recent year RTL Group has strengthened its position in the digital world, and decided to put more efforts in this area. This includes initiatives, like the Co-CEOs’ accession to the European’s CEO Coalition to make the Internet a safer place for kids, and Mediengruppe RTL Deutschland’s digital entity, RTL Interactive, signing the ‘Sicher online gehen – Kinderschutz im Internet’ (Going online safely – protecting minors on the Internet) charter as a clear commitment to strengthening the protection of minors on the Internet.

Guillaume de Posch and Anke Schäferkordt conclude: “We strongly believe that corporate responsibility should be an integral part of our everyday business activity – a topic to be lived.”
RTL Group’s CR efforts focus on three main areas of impact – media content, society and employees, and the environment – and many great initiatives were carried out at various locations across the Group during 2013. In his opening statement, RTL Group Corporate Responsibility Council Chairman Romain Mannelli talks about some of the CR highlights of the previous year, such as call for donations for the victims of Typhoon Haiyan in the Philippines by RTL Group channels, and flagship charity events, RTL Spendenmarathon in Germany and Télévie in Belgium and Luxembourg, which respectively raised €7.8 million and €9 million to support children in need around the world, and to finance research into cancer and leukaemia. Romain Mannelli concludes: “In the future, we will continue to organise concrete initiatives, and discover how – over and above simple compliance with regulations – we can create additional value through CR, and contribute to the long-term development of the businesses throughout the Group”.

Think global, act local

Also featured in the brochure, is RTL Group’s first CR Network meeting. On 19 March 2014, around 30 representatives from across the Group convened at the Corporate Centre in Luxembourg. Each presented their Corporate Responsibility projects, explored the status of CR-related activities throughout the Group, and agreed on possible future developments.

Special guest speaker Dame Gail Reubuck – Chair of the Board of Directors at Penguin Random House UK and Former Chair of Bigger Picture Committee at Sky – shared her invaluable CR experience at the two companies, highlighting that the prerequisites for a successful approach are a passionate management team and CR embedded into each organisation’s DNA.

Plans for a second meeting are already underway as every participant expressed the desire to continue these meetings.
RTL GROUP’S CR MILESTONES

2008
Creation of the environMINDteam in Luxembourg
First environMINDday in Luxembourg

2010
The environMINDteam expands first Group-wide
First carbon footprint measurement

2011
Creation of the CRC in Luxembourg

Screenshots from the brochure
OTHER FEATURES: CASE STUDIES

A selection of different Corporate Responsibility initiatives within the Group have been depicted in the form of the following case studies:

- RTL SPENDENMARATHON
- TÉLÉVIE & TÉLÉVIE CHALLENGE
- DIVERSITY IN MANAGEMENT AT RTL RADIO DEUTSCHLAND
- ATRESMEDIA – CR as part of its business model
- TYPHOON HAIYAN RELIEF EFFORTS
- RTL GROUP’S ENVIRONMENTAL FOOTPRINT DEPICTING DELICATE ISSUES (ON DUTCH TV)
- and many more

Read the RTL Group Corporate Responsibility brochure: How RTL Group Gives Back to society

The new edition of the brochure How RTL Group Gives Back To Society is available on RTLGroup.com, on the third floor of the KB1 Corporate Centre building and can also be ordered via the website or by writing directly to cordula.eilts@rtlgroup.com
FremantleMedia International (FMI) has announced a deal with Now Consulting Group for the distribution of Croatian daily dramas Tajne (Deceptions) and Ruza Vejtrova (Wind of Love).

United Kingdom – 4 July 2014

The deal grants Now Consulting Group the exclusive rights to distribute the FM produced dramas within the Middle East and North Africa, and marks the first time that both dramas will travel beyond the Balkans.

Anahita Kheder, SVP Middle East, Africa and South Eastern Europe FMI, comments: “FremantleMedia has a strong history in developing daily dramas worldwide and with the gripping storylines featured in both Tajne and Ruza Vejtrov, audiences across the Middle East and North Africa are in for a treat. We’re pleased to be working with Now Consulting to take these dynamic Croatian dramas to new viewers.”

Ohana Abou el Fettouh, Now Consulting Group Managing Director, adds: “We strongly believe that the two dramas will do very well in the Middle East and we are quite excited with this agreement with FMI.”

SECRECY AND DECEPTION

Produced for RTL Televizija, Tajne follows an intriguing and turbulent family saga that tells a timeless story of love, murder, mystery and revenge spanning three generations. Tajne increased its total audience by 52 per cent in its first six months and grew its share for the commercial target of adults 18- to-49 year old by 32 per cent.

Ruza Vejtrov, also produced for RTL Televizija, tells the story of two families, united against their will by a relationship ignited between young lovers. The drama follows a gripping tale of conflict and resolution, secrets and revelations, upstanding morals and corruption. Ruza Vejtrov exceeded RTL Televizija’s prime time and increased its total audience by average 43 per cent.

Tajne (Deceptions)
BRAND NEW MOBILE OFFERS
RTL Interactive

With the introduction of the brand new mobile offers on RTLSpiele.de, Mediengruppe RTL Deutschland continues to cater to gamers whilst enhancing its portfolio.

Germany – 4 July 2014

These mobile games can be accessed through smartphone and tablet, on both iOS and Android systems, via HTML 5 for best graphics and gameplay. The portfolio consists of various free Casual Games such as ‘Majong’ and ‘Diamond Party.’ In addition, recommendations and offers for game apps will be made available to users. The offer aims mainly at the target group of women aged 20 or older.

Michael Heise, Head of Games and Product Innovation at RTL Interactive: “Gamers are increasingly using smartphones and tablets as mobile game consoles, which positively affects the mobile gaming industry. We are participating in this trend with a hybrid business model. On one hand, we are benefiting from app sales and on the other hand, from the well timed mobile advertising on our free mobile games.”
RTL Radio in France and NextRadioTV, NRJ Group and Lagardère are entering an alliance in order to create the Radio Platform association, the primary objective of which is to offer, on the commencement of the next academic year, a shared radio listening platform: Direct Radio.

France – 5 July 2014

While the practice of listening to the radio by digital means is becoming more and more widespread, this new application should make it possible to combat the advance of global platforms, notably those of American origin, that frequently fail to respect their rights. The Direct Radio application represents a response to these service providers to offer connected listeners a means of listening to the radio digitally.

“This is a very important action in terms of monitoring distribution in France,” declares Christopher Baldelli, CEO of RTL Radio in an interview with the daily newspaper Les Echos. “The goal is to offer a digital radio in your vicinity.”

This platform will allow users to listen online to all of France’s most widely-listened-to premium radios of the member groups. It will initially be available on the Android and iOS environments (smartphones and tablets). It is then destined to be offered on all new listening media.

Direct Radio will offer an enhanced listening experience, with the associated data and a simplified interface to become a true digital radio. For example, users will be able to administer and receive reminders for their favourite programmes.
Going the extra “height” for job hunting

Every Wednesday at 18:20, Belgian flagship channel RTL-TVI airs the programme *Y’a du boulot* (There’s work). Presented by Sandrine Corman (pictured), the programme is aimed at steering youth toward jobs that have a difficult time recruiting workers. On the episode of 9 July, Corman went on the discovery of the crane operator profession.
**Best June ever for RTL Telekids**

**RTL Telekids**

The Dutch children channel achieved in June an audience share of 9.8 per cent among its core target group of viewers aged 3 to 9.

The Netherlands – 7 July 2014

---

**Expanding format production in Norway**

**FremantleMedia Norge**

Managing Director of FremantleMedia Norge (FMN) Petter Testmann-Koch talks about the Norwegian TV market and the challenges of its development process.

Norway – 8 July 2014

---

**At the heart of the Tour de France 2014**

**RTL Radio / RTL Lëtzebuerg / RTL 7**

From 5 to 27 July 2014, the former champion cyclist Laurent Jalabert and journalists from the sports team will keep RTL Radio listeners in France informed of news from the 101st Tour de France. Like their French neighbours, fans from Luxembourg and the Netherlands will be able to follow the entire 2014 edition of the Tour de France. RTL Lëtzebuerg and RTL Nederland will broadcast the event from 5 to 27 July.

France – 8 July 2014

---

**Filming for Die Schlikkerfrauen has begun**

**UFA Fiction**

UFA Fiction has begun filming the new comedy film *Die Schlikkerfrauen* for Sat 1.

Germany – 9 July 2014

---

**Mediamat’thematik: Paris Première strong in the evenings**

**Paris Première**

Sweep 27, which measured audience figures from 30 December 2013 to 15 June 2014, revealed that the Groupe M6’s TV channel has no reason to be envious of its competitors – quite the opposite in fact.

France – 10 July 2014
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

For more information, don’t hesitate to contact the editorial team:
Backstage@rtlgroup.com