MEDIA CITY
LUXEMBOURG
A tale of an audiovisual city

North America
*Americas’ Got Talent* will return

Germany
Radio ratings in Germany

Luxembourg
RTL Group ends joint venture in India
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Cover
Cover of the Ons Stad magazine

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Think before you print
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The new edition of the cultural magazine *Ons Stad* is now available. Published by the City of Luxembourg and distributed as a cultural service to all homes in the Grand Duchy's capital, it focuses on Luxembourg's audio-visual media landscape and dedicates a significant portion to RTL Group and its history.

**RADIOSCOPY OF LUXEMBOURG’S AUDIO-VISUAL LANDSCAPE**

Luxembourg – 17 July 2014
RTL Group
Issue 106, which has just been published, explores Luxembourg’s audio-visual landscape, the centre of gravity and birthplace of which is Luxembourg City. “Audio-visual media dominate people’s everyday lives. Ons Stad has therefore naturally taken an interest, all the more since it was in the city centre that the Anen brothers had their first experiences. Furthermore, Luxembourg City plays host not only to several radio stations and the studios of RTL Télé Lëtzebuerg, but also to the headquarters of RTL Group, the leading European entertainment network, and, not to forget, the Villa Louvigny.” said René Clesse, Ons Stad’s Chief Editor.

This radioscopy extends from the early days of radio broadcasting in the 1920s to the current activities of the various audio-visual media, thus including the emergence of television in 1955 and the liberalisation of the airwaves in 1991. The spotlight is reserved for the history of RTL Group’s Luxembourg activities. In various articles, spread across approximately 80 pages, RTL Group Corporate Historian David Dominguez Muller takes a historical look at the emergence of Radio Luxembourg and its later phenomenal success, especially in Great Britain, France and Germany. The political ups and downs to which Radio Luxembourg was exposed, as well as its fate during the Second World War – when its installations were used as a propaganda instrument by the Nazis, then by the Allies – are discussed in several articles, including a piece by media historian Paul Lesch.

The tentative beginnings of Télé Luxembourg in the middle of the 1950s marks the start of the Group’s television adventure: today, RTL Group boasts no fewer than 54 television channels. The development of this historic channel is analysed by David Dominguez Muller in a separate chapter, while the magazine takes a nostalgic, and even a sarcastic look at the Luxembourgish language programme Hei Elei Kuck Elei, which was first broadcast in 1969. A detailed column based on thorough research about the Villa Louvigny (the historical headquarter of CLR/CLT, predecessor of RTL Group) completes this picture, along with an article about the creation of the famous Radio Luxembourg lion crafted by Grand Duchy artist Auguste Trémont.

Also included in the issue are the testimonies – sometimes tinted with certain nostalgia – of RTL Lëtzebuerg journalists (Caroline Mart, Christiana Kremer, Guy Kaiser), embellished with photos, including some that have never been published. Nic Jacob, former RTL Plus journalist and presenter, remembers in his article the difficult beginnings of the German-speaking channel. “It takes courage and youthful nerve to face several thousands of ARD and ZDF employees with a small inexperienced team. But gradually, the ‘wild bunch’ in Luxembourg was to become a serious competitor to the TV Establishment in Germany.”
Two photographers, **Guy Hoffmann** and **Vic Fischbach**, have also followed the RTL Radio Lëtzebuerg and RTL Télé Lëtzebuerg teams going about their work, giving rise to a gallery of ‘backstage’-type images. **Ons Stad** magazine also looks into the activities of other stations located in the City, namely Radio Ara, Radio Latina and sociocultural radio station 100.7. A separate article is devoted to the radio programme made by the pupils of the Lycée Michel Rodange.

Through this edition, **Ons Stad** consequently delivers an informative and entertaining piece of documentation of the ‘Media City’ which is Luxembourg, a status to which RTL Group has greatly contributed with its rich history.

Copies of this cultural magazine can be found within the KB1 and KB2 buildings of the RTL Group Corporate Centre and are made available to employees at the Kirchberg site. Employees not working in Kirchberg can order a copy by sending an email to history@rtlgroup.com marked ‘Ons Stad’, including their name and postal address. **Ons Stad’s** online edition can be consulted via the following link: [http://www.onsstad.lu/](http://www.onsstad.lu/)
LUXEMBOURG CITY

A city more than 1,000 years old (founded in 963), Luxembourg is the capital of the Grand Duchy and one of the capitals of the EU, home to institutions such as the Court of Justice of the European Union, the General Secretariat of the European Parliament, the European Court of Auditors and the European Investment Bank.

A fortress-town until 1867, Luxembourg was long coveted by European powers due to the strategic importance of its stronghold. Since then, the quasi-impregnable town defending itself from invaders has since been transformed into a welcoming city. Today, it has more than 100,000 inhabitants, 67.23 per cent of which are foreigners representing no fewer than 154 nationalities. Furthermore, over 100,000 cross-border workers commute to Luxembourg City on a daily basis to come to work. This has resulted in an incredibly cosmopolitan city, which is reflected in its ‘multiplicity’ visual identity. This multiculturalism is also reflected within RTL Group: 15 nationalities are represented amongst the 172 employees working in the Corporate Centre.
US network NBC has renewed FremantleMedia North America (FMNA) and Syco Entertainment’s production *America’s Got Talent* for its tenth series.

North America – 17 July 2014

The US version of the Guinness World Record-awarded reality format is the summer’s number one reality series in the US across the four biggest networks in all key demographics: adults, men and women 18-49, 18-34 and 25-54, as well as total viewers, kids 2-11 and teens 12-17.

Commenting on the renewal, **Trish Kinane**, President of Entertainment Programming, FMNA, says: “*America’s Got Talent* is the hit, feel-good show of the summer, which thoroughly deserves to celebrate its tenth-season commission. It has a unique place in the viewers’ hearts, showcasing the best variety of talent in America. We look forward to working with our partners Syco and NBC, and our brilliant crew and judges, to bring America even more gifted acts in its tenth year.”

**Simon Cowell** adds: “We are thrilled that *America’s Got Talent* will be coming back for its tenth year in 2015 and I would like to thank NBC for their continued support. This is great news following the Guinness World Record title for the ‘Most Successful Reality TV format in the World’. As always with this show, we hope to find a star and this year’s talent in America looks really, really good.”
Germans love listening to radio – especially to RTL Radio Deutschland’s stations. This was the result of the current radio audience survey MA 2014 Radio II.

Germany – 17 July 2014

While radio’s total reach has grown over the last years and remains at an impressively high level (79.7 per cent of people aged 10 and over listen to the radio from Monday to Friday), the net reach per hour – which is the key indicator for radio advertising sales – has shown a slight decrease of 1.9 per cent.

Here are this year’s highlights from RTL Radio Deutschland’s portfolio:

Antenne Bayern remains the most-listened to radio station in Germany, and continues to strengthen its leading position with 1.35 million listeners per hour and 4.2 million per day.

Radio NRW, a local radio station that provides North Rhine-Westphalia with framework programs, also recorded growth, consolidating its position as market leader in the area with a net radio media penetration of 1.63 million listeners.

RTL Radio Center Berlin’s radio stations are performing well in the most competitive radio market in Germany. 104.6 RTL is expanding its position as market leader in the capital. Despite slight losses, 105.5 Spreeradio has secured itself the third place in the list of Berlin’s most listened-to radio stations. Jam FM, the newest addition to RTL’s ‘family’ of radio stations, is already proving extremely successful: geared towards younger people in particular, Jam FM increases its listeners per hour by a sensational 28.1 percent.

RTL’s radio portfolio BCS, which is based in Saxony, was another winner of the MA Radio survey. BCS’s success is attributable to the large audience gains made by its sites in Leipzig, Dresden, Chemnitz, Zwickau and the Erz Mountain region.

Gert Zimmer, CEO of RTL Radio Deutschland, comments: “Despite a slight decrease in the reach relevant for radio advertising sales, radio is the regional mass media. This is clearly demonstrated by the fact that almost 80 per cent of Germans tune into the radio every day. The key to our success is delivering interesting and relevant content to our audience via all significant media distribution platforms. It is also becoming increasingly important to make radio programmes interactive.”
RTL Group has terminated the joint venture agreement with the Indian media company Reliance Broadcast Network Limited. The joint venture has run the male-oriented action channel Big RTL Thrill since November 2012.

Luxembourg – 16 July 2014

RTL Group already disclosed in its first quarter report on 8 May 2014, that – at the end of April – RTL Group notified its co-shareholder Reliance Broadcast Network Limited (RBNL) of the termination of the joint venture agreement in relation to “Big RTL” and required its co-shareholder to purchase all of its interests in the securities of Big RTL. This transaction closed in June.

On 15 July, Reliance Broadcast Network communicated that they intend to rebrand the action channel to Big Thrill as the brand “RTL” remains with RTL Group and cannot be used by the former partner in any future company.

Andreas Rudas, Executive Vice President Regional Operations & Business Development CEE and Asia at RTL Group, commented: “Since we launched Big RTL Thrill in 2012, we’ve always said that we’ve put a small, first flag into a new continent. India is a fascinating country with lots of opportunities – but it’s also a tough market, given its difficult political and regulatory environment. However, thanks to Big RTL Thrill we gained many insights into the Asian markets in a very short time frame and we met the colleagues from CBS Studios International with whom we launched RTL CBS Asia Entertainment network last year. It’s fair to say that without Big RTL Thrill there would be no venture with CBS Studios International for South East Asia. Clearly, RTL CBS Asia Entertainment Network has the bigger and more interesting potential for us.”
On 8 and 9 July, RTL Group held its RTL Group Orientation Day 2014. For two days, managers and executives across the Group had the opportunity to meet with RTL Group’s senior management and gain deeper insights into RTL Group’s organisation and strategy.

Luxembourg – 16 July 2014

The RTL Group Orientation Day has established itself as a must, not only for newly recruited managers and executives, but also for those who have been working at their company a bit longer and whose new function requires a better comprehension of the Group.

Organised once a year at the Luxembourg headquarters, the event returned on 8 and 9 July with 34 colleagues from 8 different countries, and representing 10 of RTL Group’s business units.

The event’s host, RTL Group EVP Human Resources Romain Mannelli, presented the current global picture of the Group, together with RTL Group CFO Elmar Heggen and RTL Group SVP Investor Relations Andrew Buckhurst, who joined him in diving into each of the Group’s Business Units and present the Group’s financial situation.
The first day ended with a chance for participants to attend a lecture by RTL Group Co-CEO Guillaume de Posch, who detailed RTL Group’s strategy and answered their many questions. RTL Group VP Strategy Giles Drew facilitated a workshop on “The MCN (multi-channel network) Challenge”. Participants were divided into groups to answer five strategic questions relating to RTL Group’s MCN strategy. Both de Posch and Drew were delighted with the quality of the presentation given by the participants and the creative ideas they came up with. One of the participants recalls “there was an amazing energy”.

After a day full of new impressions, the participants and the speakers enjoyed a nice and relaxing evening, during which they recharged their batteries watching the sensational World Cup semifinal: Germany v Brazil.

The second day was dedicated to specific examples of how to successfully put the strategy into practice. Romain Mannelli and Astrid Morawe, Strategy Executive RTL Group, began by presenting how colleagues work together at the Group, including a practical example of the Synergy Committees.

Stephen Flint, Director of Operations Worldwide Entertainment at FremantleMedia, explored FremantleMedia’s activities in greater depth and shared with participants his experience and passion for content, as well as ways to make formats new or old travel again and again. Bert Habets, RTL Nederland’s CEO, and Nicolas Eglau, RTL Ventures Director, explained the keys to RTL Nederland’s success and demonstrated what it means to be an entrepreneur.

The new agenda allowed more time for workshops and discussions, and was very well received, with 83 per cent of the participants indicating they were satisfied with the networking opportunities during the two days.

COMMENTS FROM PARTICIPANTS:

“Really good experience: regarding the speakers and their presentations, their accessibility and also regarding the participants- all very cool and interesting- Good initiative! Thank you.”

“The event was a real asset for me!”

“Now, I really have the feeling I belong to RTL Group too”

“I want to participate every year ;)”
4th star on her jersey!

In the midst of celebrating Germany’s 4th champion victory during the FIFA World Cup 2014, RTL Group Co-CEO Anke Schäferkordt (centre) brought her German national team football jersey to the RTL Group Corporate Centre, among the smiles of RTL Group Co-CEO Guillaume de Posch (left) and RTL Group CFO Elmar Heggen (right).
Promising overseas audience results
Fun Radio

Two years after its launch in Réunion, Martinique and Guadeloupe, Fun Radio is appearing in the audience ratings for these three territories for the first time and registering excellent results.
France – 11 July 2014

Undercover and behind bars
RTL Television

As of 14 July RTL Television will broadcast two new shows: Starting at 20:15, Stefan Henssler will attempt to teach prisoners how to cook, while Miriam Werning and Wolfram Kuhnigk go undercover in Germany at 21:15.
Germany – 14 July 2014

A score of five nominations
FremantleMedia

On 10 July 2014, the 66th Primetime Emmy Awards nominations have been announced. The ceremony will be held on 25 August 2014 in Los Angeles and FremantleMedia’s productions picked up five nominations.
United Kingdom – 14 July 2014

4 stars for Germany: The national coach up close and personal
Vox

On July 15 at 21.15 clock, Vox presented the hour-long documentary Joachim Löw – 4 Sterne für Deutschland (4 stars for Germany).
Germany – 15 July 2014

When the Ch’tis beat the Marseillais
W9

After six weeks of competition, Les Ch’tis won the battle against Les Marseillais, in the spin-off in which the two most emblematic teams of W9 were pitted against one another.
France – 15 July 2014
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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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