FOOD: TO THE RESCUE!
How M6 has joined forces with famous chefs to raise awareness of food waste

Germany
Mediengruppe RTL Deutschland acquires Econa Shopping

France
Rising Star premiere a hit in France

Spain
Atresmedia acquires Uefa Champions League until 2018

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Mobilisons-nous face au gâchis !
Mardi 7 octobre à 20h50

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PUT AN END TO FOOD WASTE

M6 and five renowned chefs go on the counter-attack

France – 2 October 2014

M6

Gaspillage Alimentaire: Les Chefs contre-attaquent to be broadcast on M6 on Tuesday 7 October 2014 at 20:50
The European Parliament has designated 2014 the European Year against Food Waste. Concerned about the amount of food being wasted, M6, RTL Group’s French flagship TV channel, and chef Cyril Lignac have decided to spotlight this societal issue, by airing a special programme in prime time on 7 October 2014. It addresses this modern-day scourge under the title: Gaspillage Alimentaire: Les Chefs contre-attaquent (Food Waste: Chefs Go On The Counter-Attack).

The show sees five renowned TV chefs – Cyril Lignac, Philippe Etchebest, Ghislaine Arabian, Yves Camdeborde and Florent Ladeyn – team up with M6 to raise awareness of the problem of food waste. Together, they do their bit alongside French viewers by spending a week fighting food waste. They go to people’s homes, to shops and markets throughout France, to try to understand why so much food is wasted at all these levels. Their goal is to convince and win over as many people as possible for the cause and prove to every one of us how easily bad food-waste habits can be changed. The show culminates with the challenge of preparing a large-scale public people’s banquet in Lille, the home of Florent Ladeyn, a finalist in the fourth season of Top Chef, where the chefs will cook using only wasted food products.

DID YOU KNOW THAT…

16 October is both the French Anti-Food-Waste Day and World Food Day.

ON WHICH SHOWS HAVE I SEEN BEFORE THE CHEFS?

Cyril Lignac
Le Meilleur Pâtissier (M6) and Top Chef (M6)

Yves Camdeborde
Masterchef (TF1)

Ghislaine Arabian
Top Chef (M6)

Florent Ladeyn
finalist in 2013 Top Chef (M6)

Philippe Etchebest
Cauchemar En Cuisine (M6) and Top Chef (M6)
William Lebugle, Deputy Director of External Productions of M6, explains: “We have brought together a ‘dream team’ of chefs for the occasion, to raise public awareness about this troublesome trait of our consumer society. This is the first time that a programme has brought together this many great media chefs, supported, thanks to the social networks, by many volunteers and food brands who share the belief that food waste can be avoided. For several years now, and in particular with Cyril Lignac, M6 has tackled many food related issues that affect French society: in families, at work and at school. So raising awareness among the French about the issue of food waste is a logical continuation of its efforts.”

As food waste is a huge social, economic and environmental issue, the programme’s storyline takes a look at the three levels of society where food waste behaviour needs to change: the consumer level, the municipal level and the national level.

Phase 1: The consumer level
40 per cent of food waste is generated by private households, so it is only natural that chefs Cyril Lignac and Philippe Etchebest should visit families living in a residential estate in the Parisian suburbs. There, foraging in the bins outside the apartment buildings, then going door to door to ask individuals about their habits, the chefs will find out for themselves just how much food is being wasted by the families.

The M6 chefs will then rise to their first challenge: to show the families in question how to cook a decent meal using the ingredients they are about to throw away.

Phase 2: The municipal level
Scaling things up for this second phase, M6 chefs Cyril Lignac and Philippe Etchebest, joined by Ghislaine Arabian and Yves Camdeborde, will make the rounds at local shops and supermarkets to collect products that are destined for the rubbish heap. Their challenge consists of using whatever produce they manage to save to feed customers in their four restaurants during one mealtime service, thereby putting their own reputation on the line.

Phase 3: The national level
In this last phase, the chefs head off to all four corners of France to meet farmers and fishermen, visit wholesalers and speak to major distributors to figure out exactly how so much food comes to be wasted across the country. Florent Ladeyn joins the action by inviting the four chefs already campaigning against food waste to visit him on his home turf in Lille. Here they proceed to feed an entire city using food that would otherwise go to waste. This challenge will take the form of a huge people’s banquet, organised on Place du Théâtre in Lille and presented by Stéphane Rotenberg. The M6 chefs receive valuable assistance from aspiring chefs at one of the city’s catering colleges, who help them prepare the banquet. Countless meals will be served up in the presence of France’s Agriculture, Agrifood and Forestry Minister, Stéphane Le Foll, as well as a whole host of celebrities from the Nord-Pas-de-Calais region, with everyone rolling up their sleeves and tucking in.

The chefs’ counterattack against food waste also serves up some very tasty solutions. Throughout the programme, they share tips and recipes to be used in the ongoing battle against food waste. In addition,
the chefs introduce to the TV viewers the men and women who, day after day, fight to save food that is still fit for consumption from being unnecessarily thrown away and distribute it to the needy instead. These daily heroes move heaven and earth in a bid to change things.

Will M6 and its five chefs be able to master all these challenges? Find out on M6, on 7 October 2014 at 20:50.

A FEW SIMPLE IDEAS FOR COMBATTING FOOD WASTE ON A DAILY BASIS

Give your food products a second chance before throwing them away

- If your fruits or vegetables are past their best, why not turn them into something else that you do fancy eating? You can do this by peeling, mashing, crushing, juicing or liquidising them, for example. In fact, there are innumerable solutions that can prevent you from throwing them away.
- Has your bread gone stale? Then turn it into breadcrumbs, croutons or use it to make a sponge cake.
- Has your cream cheese reached its sell-by date? Then use it as a basis for the sauce to serve with your meal.

Shop responsibly

- Only buy the quantity you really need.
- Don’t be afraid to buy less attractive fruit or vegetables; they will taste just as good as the rest.
- Buy fruit and vegetables that are in season.
- In your supermarket take the nearest yogurts off the shelf; you should have plenty of time to eat them. By choosing from the back of the shelf you may be condemning the items at the front to the dustbin.

Avoid falling into the Best-If-Used-By-Date trap

- The “best-if-used-by” date is the “best before” date indicated on food packaging. Yet that date does not mean that the product in question will no longer be healthy to eat, merely that its taste may be slightly altered.
- Natural yogurt and some hard cheeses must have a use-by date, but will remain perfectly edible for another ten days or thereabouts if they still look okay.
HERE ARE A FEW STRIKING FOOD WASTE STATISTICS

1,300,000,000
1.3 billion tonnes of food are lost or thrown away each year around the world
(Source: the United Nations’ Food and Agriculture Organisation – 2013)

3.3
Each non-consumed food product has a carbon footprint of 3.3 tonnes of CO₂
(Source: the United Nations’ Food and Agriculture Organisation – 2013)

17,000,000
A massive 17 million tonnes of food goes to waste in France every year, enough to provide every French citizen with one meal a day for more than 12 months
(Source: Interim report of a study on food waste commissioned by the Ministry of the Ecology and Sustainable Development – 2011)

400,000
Every year, 400,000 tonnes of food are wasted at our markets (380,000 tonnes by local markets and 20,000 tonnes by supermarkets)
(Source: Interim report of a study on food waste commissioned by the French Ministry of the Ecology and Sustainable Development – 2011)

Food waste: A rough breakdown

40% PRODUCTION
20% CONSUMPTION
40% PROCESSING AND DISTRIBUTION

1/3
An incredible one third of the world’s food products end up in our dustbins!
(Source: the United Nations’ Food and Agriculture Organisation – 2013)

3
Food waste is responsible for the third largest amount of CO₂ emissions, after the USA and China
(Source: the United Nations’ Food and Agriculture Organisation – 2013)

400
An average family of four wastes food worth €400 every year
Mediengruppe RTL Deutschland has announced its acquisition of Econa Shopping GmbH. The move further strengthens the Group’s online couponing business, as Econa operates curated advice and recommendation platforms for online shopping.

Germany – 26 September 2014

In 2012, Mediengruppe RTL Deutschland had acquired Smart Shopping and Saving, the company that operates www.gutscheine.de, another platform in this segment. Like Smart Shopping and Saving, Econa Shopping will continue to operate under the management of its founders. The two companies will work closely together in the future. The transaction is subject to approval by the Federal Cartel Office.

Marc Schröder, Managing Director of RTL Interactive and member of the Mediengruppe RTL Deutschland management responsible for strategic business development, said: “The acquisition of Econa shopping significantly expands our successful online couponing business. It gives a significant boost to Mediengruppe RTL Deutschland’s non-advertising business and facilitates their continued growth. We are delighted that we were able to persuade the founders to team up with us in pursuing their long-term expansion.”

A joint statement by Daniel Engelbarts and Christian Lang, founders and CEOs of Econa Shopping, reads: “Our business still has immense potential and we have therefore decided to take our company to the next level with a strategic partner. Mediengruppe RTL Deutschland is the best possible partner for us, and already has a great deal of expertise in the couponing segment.”

Consumers can, for example, access free coupon codes via various websites such as Sparwelt.de and redeem them in the online stores of the respective vendors. The platform is financed by the commissions it receives from merchants when consumers redeem the deals and coupons.
On 25 September 2014, the commitment to innovation paid off for the French version of *Rising Star*, attracting 3.8 million viewers with a peak audience of 4.7 million viewers, in other words, a 29 per cent audience share among housewives under 50 (M6 channel average in 2013: 16.2 per cent).

France – 29 September 2014

With the launch of the new interactive show *Rising Star*, M6 has revolutionised the television experience. This was the best launch for a programme on M6 since 2007. On the digital front, the 6play app registered over 3 million votes.

*Rising Star* was also broadcast on Belgian channel Plug RTL, attracting an audience share of 20.7 per cent among the target 18 to 54 age group (Plug RTL channel average in 2013: 3.8 per cent).

*Rising Star* is a singing contest open to all age groups and musical genres. Singing alone, as part of a duo or group, as an amateur or professional, any artist can stand in front of the *Rising Star* wall.

Four music experts, Cathy Guetta, David Hallyday, Cali and Morgan Serrano, have preselected singers from all backgrounds and have taken a chance in putting them in front of the famous removable wall. For each performance, viewers can decide to raise this wall, thus allowing the various artists who deserve to progress in the competition to qualify. They vote instantly and at no charge, thanks to the 6play app, and have the chance to see their photo displayed on the wall. If the singer gets more than 70 per cent “yes” votes, the wall is lifted and the singer proceeds to the next stage.

The next episode of *Rising Star* is on 2 October 2014, with presenters Faustine Bollaert and Guillaume Pley, along with the four experts, at 20:50, live on M6 and Plug RTL.
Atresmedia has acquired the broadcasting rights for the Uefa Champions League 2015/16, 2016/17 and 2017/18 seasons.

Spain – 30 September 2014

Commenting on the renewal of the broadcasting rights, General Director of Atresmedia Television, Javier Bardaji, said: “The main beneficiary will be the viewer, because with this acquisition we guarantee free access to the Champions League until 2018. And of course the Champions League transmissions rights gives Atresmedia the opportunity to broadcast mayor sporting events, strengthening our commitment to quality and diverse programming.”

In the three years until 2018, Atresmedia Television will also broadcast the Uefa Champions League finale, as well as the Uefa Super Cup, which sets the winner of the Champions League against the winner of the Europa League.

The most watched sporting event

The Uefa Champions League is the most watched sporting event in Spain, with nearly 7 million viewers during its last season. The Champions League 2013/14 season has averaged a 36 per cent audience share, and seven games were among the Top 10 most watched transmissions on the day of broadcast.

RTL Group owns a 19.2 per cent stake in Atresmedia.
The establishment of this editorial cooperation, as from 1 October 2014, will allow M6 Info to create a new offering, providing users with a greater degree of education and the keys to understanding current affairs.

France – 2 October 2014

M6, on the back of the success of its news programmes and magazines which are the most watched on the French broadcasting scene among the target group of housewives under 50, and regularly the most watched bulletin among the commercial target market, and Yahoo, a major Internet player attracting more than 800 million Internet users worldwide every month, will focus on providing a rich informational offering, built around video, TV interactivity and exclusive content produced by the M6 editorial team.

This means that in the newly created section devoted to **M6 Info**, Internet users will have exclusive access to **Yahoo Actualités**, the 12:45 and 19:45 news bulletins as well as the magazine news programmes *Capital*, *Zone Interdite*, *Enquête Exclusive* and *66 Minutes*. All of the reports by the M6 editorial team will complement, enrich and illustrate the major topics covered by Yahoo. Video content that users can also find on the *Yahoo Screen* video platform.

As interactivity is fundamental to each of the partners, this will be developed and enhanced on Yahoo and M6 Info’s dedicated space with *La Question du jour* asked during the two news bulletins, and the participative format *Expliquez-nous*, integrated into the 19:45 bulletin. Short versions of the *Expliquez-nous* videos broadcast on M6 will be made available on Yahoo. Furthermore, through the joint initiative of the M6 Info and Yahoo teams, new interactive tools will become available throughout the partnership.

M6’s editorial information will also remain accessible and available on all media, at all times and in all places, on the social networking sites Facebook, Twitter, and from the free M6 Info app.
Off to a running start!

On Saturday 27 September 2014, season 8 of Das Supertalent premiered with an average of 3.76 million viewers and an audience share of 24.9 per cent among viewers aged 14 to 59, taking the number one spot against ZDF, Sat.1 and ProSieben.

Returning judges Lena Gercke, Guido M. Kretschmer, Bruce Darnell (pictured, right) and Dieter Bohlen (pictured, left) pressed the “golden buzzer” as dance choreographer Atai Omurzakov and his students performed a robot dance, making them the first finalists of Das Supertalent.
W9 Home Concerts in festival version

For the third consecutive year, W9 and Home will get together to create a unique musical experience on 26 and 27 September 2014, where artists will once again perform at concerts in secret apartments in Paris, Lille, Lyon, Bordeaux and Rouen.

France – 26 September 2014

Radio audience figures in France for July and August

Over the July to August 2014 period, despite less favourable geographical coverage during the summer holiday period, RTL Radio remained France’s top radio station in terms of audience share, listening time, and average per quarter hour.

France – 29 September 2014

‘Be Healthy’ 2014

Helping employees stay healthy keeps RTL Group healthy too – and that is the idea behind the ‘Be Healthy’ initiatives at RTL Group in Luxembourg. The 2014 campaign offers all Luxembourg-based employees an accurate evaluation of their current weight.

Luxembourg – 30 September 2014

Antena 3 Internacional debuts in the US

Antena 3 Internacional, Atresmedia’s main international channel, has signed a historic agreement with American Hispanic pay-tv provider Dish Latino for its expansion in the US.

Spain – 1 October 2014
FremantleMedia’s new drama label Euston Films has appointed Noemi Spanos to the role of Head of Development.

Kate Harwood, Managing Director of Euston Films, commented: “I’m delighted Noemi is joining Euston Films. She brings a wealth of experience and ideas. We’re really looking forward to building a brand new and exciting development slate of high profile dramas.”

In recent years, Noemi has worked both within the BBC and independent sector, undertaking development executive roles for BBC Drama Production, Kudos Film & Television and BBC Wales. Working across a broad cross section of shows at every stage of the development process, some of Noemi’s most prominent drama series include Hustle and Waterloo Road.

Euston Films relaunched on 8 September 2014 as a new label to join the existing FremantleMedia UK family of labels (Boundless, Newman Street, Retort, Talkback and Thames).
As announced on the Backstage Weekly Newsletter N° 39, the RTL Group intranet Backstage has launched a short online survey, to determine how you view and use Backstage and the Daily Newsletter and how your user experience can be improved.

The survey, available in English, French and German, will be open until the end of the second week of October, and all participants will remain anonymous.

The Backstage Team
RTL Group, Luxembourg
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In addition to the weekly newsletter we offer to registered users a daily newsletter available in three languages.

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