How BroadbandTV acquired YoBoHo and became one of the top kids and family networks on Youtube

United Kingdom
FremantleMedia CEO Cécile Frot-Coutaz was honoured with a Médaille d'Honneur

Germany
The 12th version of TV Effectiveness Day held in Dusseldorf

United Kingdom
FremantleMedia International partners with Canal plus for the broadcast of Deutschland 83
week 17
23 April 2015

How BroadbandTV acquired YoBoHo and became one of the top kids and family networks on YouTube

United Kingdom
FremantleMedia CEO Cécile Frot-Coutaz honoured

Germany
The 12th version of TV Effectiveness Day held in Düsseldorf

United Kingdom
FremantleMedia International partners with Canal plus for the broadcast of Deutschland 83

Cover
Montage

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
Riveting edutainment with universal appeal
BroadbandTV
p.4–8

Honouring excellence
FremantleMedia
p.9

Off to new shores
Screenforce – The Magic of TV
p.10–11

German drama flies to France
FremantleMedia International
p.12

Big Picture
p.13

SHORT NEWS
p.14–15

PEOPLE
p.16
“WITH SIGNIFICANT INVESTMENTS IN MULTI–CHANNEL NETWORKS, RTL GROUP HAS BECOME THE NUMBER TWO PLAYER IN THE YOUTUBE ECOSYSTEM IN LESS THAN 24 MONTHS”

North America – 23 April 2015
BroadbandTV

Riveting edutainment with universal appeal
On 21 April 2015, BroadbandTV (BBTV) announced the acquisition of the kids content producer and publisher YoBoHo, making BBTV one of the leaders in kids and family entertainment on Youtube. YoBoHo owns and operates HooplaKidz, one of the largest Youtube kids and family networks, as well as 27 owned and operated channels in the vertical. It is a profitable business and maintains a proprietary content library containing over 8,000 videos in the kids vertical, mainly produced by the company. Generating a total of three billion views per year, YoBoHo is one of the largest educational networks on Youtube for kids from pre-school to 12 years old (K-12). Post transaction, BBTV’s average monthly views are expected to reach over four billion per month, attracting around 50 billion views per year, continuing to position BBTV as one of the top three non-music Youtube networks in the world.

RTL Group provided funding for BroadbandTV’s acquisition of YoBoHo. Commenting on the acquisition, Guillaume de Posch, Co-CEO of RTL Group, says: “With significant investments in multi-channel networks (MCNs), RTL Group has become the number two player in the Youtube ecosystem in less than 24 months. BroadbandTV currently represents two thirds of RTL Group’s online video views, and its acquisition of YoBoHo is another milestone in our joint efforts to achieve leading positions in all segments of the rapidly growing online video space. It also underlines our commitment to foster the global growth of BroadbandTV.”

ABOUT...

BroadbandTV is an innovative media and technology company that drives success for online video creators by leveraging its premium media brands, proprietary technology and massive online reach. In June 2013, RTL Group acquired a majority stake in BroadbandTV. Both companies also formed an ongoing strategic partnership to accelerate the global growth strategy of BroadbandTV. RTL Group’s initial investment of US-$36 million is part of a planned series of investments in the company.

BroadbandTV operates one of the world’s largest entertainment networks on Youtube with over 32,000 network partners amassing four billion impressions per month. Its creators span a number of key media brands including TGN, the most engaged gaming network on Youtube; Opposition, the largest hip-hop music network; and popular female lifestyle brand, Kandesa. BroadbandTV has developed some of the most advanced and innovative technologies in the online video space: Viso Novi, for detecting and managing fan uploaded content and Viso Catalyst for enhancing viewership and engagement for premium videos.

DECIPHERING THE INDUSTRY JARGON

Edutainment: informative or educational content presented in an entertaining way

Vertical: verticals on Youtube are the equivalent of thematic channels on TV

Multi-channel network (MCN): to maximise their visibility and enhance their monetisation capabilities, online content creators team up with specialist companies known as “multi-channel networks” (MCNs) that offer an array of services designed to boost online success and growth.
“We’re very pleased to conclude the acquisition of a top player in the kids space at a time when the kids content vertical is experiencing burgeoning growth,” says Shahrzad Rafati, Founder and CEO, BroadbandTV.

We’re now a leader in the industry in a number of major content verticals.”

The kids vertical is experiencing exponential growth. Malik Ducard, Global Head of Content for Youtube Kids and Learning, underlines: “Youtube kids’ viewership is growing rapidly thanks to strong entrepreneurial partners like YoBoHo and we’re excited to see this combination with BroadbandTV, a company that continues to innovate and invest successfully in this space.”

BBTV has also made a significant investment in YoBoHo to further expand its library of original content, broaden its international footprint and further diversify its revenue streams. In Rafati’s words: “BBTV is also making a multi-million dollar investment in YoBoHo to further expand its library of original content, broaden its international footprint and further diversify its revenue streams. Given Youtube’s tremendous commitment and investments in the kids and family vertical, we stand well positioned to capitalise on this momentum.

YoBoHo creates original high-quality intellectual property that appeals to audiences in international markets. HooplaKidz original content produced in-house generates two billion views a year. Commenting on the deal, YoBoHo’s Founder and CEO Hitendra Merchant says: “YoBoHo has launched 27 channels featuring original programming produced in house reaching a global scale. We have successfully built whole ecosystems around kids content, which has led us to become a top player in the space. We have significant plans

HOOPLAKIDZ A ONE STOP PRESCHOOL DESTINATION

- HooplaKidz is one of the most popular Youtube channels for preschoolers featuring the cutest and coolest children’s characters, Annie, Ben and Mango, singing and dancing to popular nursery rhymes and original songs
- HooplaKidz adds new edutaining activities and videos every week
- HooplaKidz achieves two billion views per year

Learn how HooplaKidz characters keep children entertained as they grow and learn
to develop this further. Our partnership with BBTV allows us to accelerate our international footprint, advance our major content production efforts and scale our business by leveraging their cutting edge technology and powerful MCN business."

Under this deal, YoBoHo’s 55 employees, including producers, writers, marketers, technology and mobile experts, and a strong business development team, will join BBTV. The acquisition further bolsters BroadbandTV’s original content offering and strengthens its overall position as the top multi-vertical MCN, now spanning gaming, kids and family, music, and entertainment. HooplaKidz joins other leading BBTV brands: TGN, the most engaged gaming network on Youtube; Opposition, the largest hip-hop music network; and Kandesa, the popular women’s lifestyle brand.

**ABOUT...**

**YoBoHo**

DIGITAL CONTENT

Founded in 2007 by current CEO Hitenda Merchant, the company creates original video programming for distribution across Youtube and other digital platforms. The majority of YoBoHo’s channels are in English, but it has also launched channels in French, Italian, Portuguese and German.

**MEET THE COOLEST DRAGON DUO DERRICK AND DEBBIE AND OTHER YOBOHO EDUTAINMENT BRANDS**
All Babies Channel offers cheerful, colourful animation that is especially designed for kids, as they explore the world of traditional English songs, phonics songs, lullabies, the fun Pim and Pam cartoon series, shapes and much more.

Children laugh as the mischievous Debbie teases her older brother Derrick and they fly off to exciting places.

Captain Discovery is a world famous explorer and along with his daughter Hannah and their friends, Jim and the little dog Pip, they meet new friends and discover new places along the way.

Join Captain Discovery on an adventurous journey

Re-discover Aesop’s Fables
On 15 April 2015, FremantleMedia CEO Cécile Frot-Coutaz was honoured with a Médaille d’Honneur at a gala dinner held at the Carlton Hotel in Cannes. The awards were presented by Paul Zilk, CEO of Reed Midem.

United Kingdom– 17 April 2015

Launched in 2013 for the occasion of MipTV’s 50th anniversary, the Médaille d’Honneur Awards recognise industry leaders who have made an exceptional contribution to the international television business and who, through their talent, leadership and passion, continually drive the global TV industry forward. In addition to Frot-Coutaz, the 2015 award recipients included: Ben Silverman, Chairman and CEO of Electus; Ricardo Scalamandré, Head Of International Business, Globo Comunicacao e Participacoes S.A. and Irfan Sahin, Chief Executive Officer, Dogan TV Holding.

In a video message, Simon Cowell congratulated Frot-Coutaz saying: “You’re one of my favorite people that I have ever met. Not just in TV but in business in general, actually in life, let’s go that far.”

Frot-Coutaz thanked Cowell and his American Idol co-producer Simon Fuller in her remarks. She noted that she is from a small village in the French Alps and often didn’t have access to a television growing up. She highlighted: “There are days I can’t believe I have had this career in this industry and how fortunate I am.”

She added: “I will never forget that I wouldn’t be here today if it weren’t for my colleagues at FremantleMedia who are here tonight to support me, for Simon Cowell and Simon Fuller who have been a big part of our success over the past decade, and for our network partners. I also want to thank Anke and Guillaume at RTL Group, and Thomas Rabe at Bertelsmann for their continued support.”

Laurine Garaude, Director of Reed Midem’s Television Division, said: “It is a great honour to recognise these four exceptional industry figures, who have each, in their own way, made major contributions to the international entertainment content sector, and whose vision and leadership have set the standards in their respective fields.”
A number of surprises awaited participants at the 12th TV Effectiveness Day at Dusseldorf airport. In addition to new research findings, a new name for the genre initiative was unveiled.

Germany – 20 April 2015

Hosted by Wirkstoff TV Managing Director Martin Krapf under the heading ‘The Power of Pictures’, the one-day event at the Maritim Hotel Dusseldorf was moderated by Wolfram Kons and attended by a record 1,500 participants. Before inviting keynote speaker Professor Byron Sharp from the Ehrenberg-Bass Institute for Marketing in Australia up on stage, Kons announced that this would be the last TV Effectiveness Day “ever, ever, ever,” but declined to reveal details. Sharp, who is also the author of the bestselling ‘How Brands Grow’, then took the stage to show the audience how to make advertising work, and what rules marketers need to observe in marketing their brands. The professor concluded that above all, brands need reach, and that TV is a very suitable medium for this.

Wolfram Kons then spoke with war correspondent Antonia Rados about the power and powerlessness of pictures, and the powerful people who take them. Antonia Rados explained her passion and mission: “Pictures are always the final proof that something really did happen, and a reporter on the scene puts the images in context.”

Right on cue for the next agenda item and the presentation on ‘The Hottest TV Trends in the World,’ dwdl Editor-In-Chief Thomas Lückerath reported his impressions from MIPTV from Cannes. Virginia Mouseler had also flown in straight from Cannes. The Managing Director of ‘The Wit’, a programme monitoring and TV trend research agency, presented four new trends in TV formats: new shows with a focus on children, survival and game shows, as well as web TV formats.

Shortly before the lunch break the time had finally come for Wolfram Kons and Martin Krapf to reveal the secret behind his “last ever, ever, ever” announcement at the beginning of the event: Wirkstoff TV is being renamed Screenforce, and TV Effectiveness Day

Next >
will be Screenforce Day from now on. “We looked at the market and a video cosmos is emerging across all devices.” These considerations led to the new name ‘Screenforce – The Magic of TV’, which still focuses on traditional TV, albeit it is now seen as advancing digital topics as well, he said.

After lunch the day officially continued under the banner of Screenforce Day 2015 and Willibald Müller, Management Consultant at the strategic consultancy Companion, spoke about social media and brand communication. He discussed how social media changes over time, and the right social media tools for the various brands and target groups. Professor Dr Christian Rietz, Managing Director of GUX – Gesellschaft für User Experience, went on to explain the importance of TV as a driver of web traffic and word of mouth.

Dr Stefan Arbanowski (Director of the Competence Center Future for Applications and Media at the Fraunhofer Fokus Institut) then gave a talk on the development of television from a technology perspective: ‘May the screen be with you – how we will watch TV in the future’. He talked about how screen sizes and resolutions have developed, and provided insights into new technology highlights.

Before the final lecture of the day, Markus Prenneis and Thomas Trzaska (present 4D) took the participants on a virtual reality tour. Using special glasses, they joined Wolfram Kons in demonstrating special 360° effects to show what the television experience of the future might look like.

Finally, Dean Donaldson (Global Innovation Consultant) gave a talk on ‘Future TV Brand Engagement: How Prime Time Will Become Real-Time Play-Time’ about how advertisers can use the second screen in a way that matched both for their target groups and their products.

Before the official part of the first Screenforce Day ended and the industry got together to discuss the issues of the day in personal conversations, Wolfram Kons announced the date of the second Screenforce Day – the Maritim Hotel in Dusseldorf has already been booked for 11 May 2016.
Inspired Cold War drama, *Deutschland 83* continues its successful roll out across Europe and the US, as FremantleMedia International (FMI) has announced a deal with French pay TV channel Canal plus.

United Kingdom – 20 April 2015

The news now sees the title pre-sold to six significant European markets, *Deutschland 83* was produced by UFA Fiction for RTL Television in Germany and is distributed worldwide by FremantleMedia International (*Backstage reported*). In addition, the eight part mini-series will premiere on 17 June 2015 on Sundance TV, becoming the first German-language drama to have ever aired on a major US network.

Jamie Lynn, Executive Vice President Sales & Distribution, Europe Middle East & Africa, FremantleMedia International, says: “Since its world premiere at the Berlinale festival earlier this year, *Deutschland 83* has continued to attract both critical praise and the attention of buyers from all over the world. Sitting on the world class Canal plus platform, alongside some of the world’s best scripted content, *Deutschland 83* is proving to be one of 2015’s must have dramas. With the combination of suspense, action and humour, *Deutschland 83* is compelling viewing and I’ve no doubt that the show will captivate the French audiences.”
Monday 20 April 2015 marked the debut of the Wer wird Millionär – Jackpot-Special (Who Wants To Be A Millionaire – Jackpot Special) on RTL Television. An average 17.2 percent of 14- to 59-year-olds were watching Günther Jauch’s show when the Berlin Internet entrepreneur Moritz Eckert won €917,600. The start-up entrepreneur correctly answered 14 questions and stopped at €500,000. He then became the second player to take a seat on the ‘Champion’s Throne’ and no one managed to catch up with him by the end of the show.

A win-win premiere

© Stefan Gregorowius
The second largest music station on French radio

Fun Radio

From January to March 2015, Fun Radio became the second biggest music station on French radio with more than 3.5 million daily listeners (an increase of 12,000 in one year) and an audience share of 4 points (an increase of 0.4 points in one year) according to the latest audience figures from Médiamétrie.
France – 17 April 2015

What’s cooking in Australia?

FremantleMedia Australia

Foxtel has announced the commission of The Great Australian Bake Off – a production that is the result of FremantleMedia Australia’s partnership with BBC Worldwide – with culinary icon Maggie Beer and chef Matt Moran confirmed to judge this local version.

Australia – 20 April 2015

Comedy gold

Atresmedia

Atresmedia digital platform Atresplayer has launched a new online comedy format La Culpa es De Internet, where popular Youtubers will star. The new format will be available on Atresplayer, on Youtube’s channel Video Top Trending and on dailymotion.com.
Spain – 20 April 2015

Being digitally popular

FremantleMedia

The nominations for the annual Broadcast Digital Awards have been revealed and FremantleMedia’s football fan channel, Full Time Devils, has been nominated in the Best Original Web Channel category alongside Vice News and BBC Radio 1.

United Kingdom – 21 April 2015
“Social Boost by M6”: maximum impact and engagement on social networks

Groupe M6

The new offering from M6 Publicité helps to expand the sphere of influence of brand messages beyond their natural followers, through a pertinent, coherent relationship with a Groupe M6 brand.

France – 21 April 2015

Atresmedia wins award in New York

Atresmedia

Atresmedia has been promoting the protection of intellectual property with its ‘Crea Cultura’ campaign since last autumn. Now the campaign’s ‘Nada es gratis. Siempre hay alguien que lo paga’ (‘Nothing is free, somebody always pays’) TV ad has been awarded a gold medal at the New York Festivals - International TV and Film, which was established five years ago, in the Corporate Social Responsibility category.

Spain – 23 April 2015

Hungry for food, comedy and competition

FremantleMedia

FremantleMedia has secured two new runs for My Mom Cooks Better Than Yours in Albania (Top Channel) and in the Czech Republic (TV Nova), rising the local versions to seven. Show has also won a C21 Format Award for Best Studio Based Gameshow.

United Kingdom – 23 April 2015

Breaking news in hand

N-TV

Just in time for the release of the new Apple Watch in Germany on 24 April, German channel N-TV launches a new app designed to deliver its breaking news to your hand.

Germany – 23 April 2015
Groupe M6 has announced the appointment of **Laurent de Lorme** as Director of Broadcasting and Broadcast Marketing, and **Christine Bouillet** to the post of Programming Director of M6 and Programming Coordinator of Groupe M6 channels as of 11 May 2015.

Laurent de Lorme will report to Frédéric de Vincelles and will steer the activities of the Department of Branding and Promotion, directed by Michel Nougué; the Department of Broadcast Management directed by Yves le Savéant; the Department of Broadcast Continuity directed by Bruno Millienne; as well as the Department of Extra Programming and Special Operations directed by Yannick Mocaer. He will continue in the role of Managing Director of serieclub.

Christine Bouillet will also report to Frédéric de Vincelles. She will take over programming for M6 and be responsible for coordinating the programming of the Groupe M6 channels, the 6Play channels and the viewing committee.

These appointments follow the departure of Arnaud Boucher who, after 17 years at Groupe M6, has created his own production company. He will continue to cooperate with the Groupe M6 channels for which he will propose, develop and produce new programme formats.

Groupe M6 would like to thank Arnaud Boucher for his years of service, during which he strengthened the positioning and development of Groupe M6 family of channels as well as the growth of the Groupe M6 broadcast channels. Groupe M6 wishes him every success in his future endeavours.
## 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