REPORTING RESPONSIBLY, PROMOTING SOLIDARITY
How RTL Group’s broadcasters are covering the refugee crisis

North America
RTL Digital Hub opened its offices in New York

France
Groupe M6 submitted three proposals for HD DTT channels

United Kingdom
FremantleMedia partners with Skylark
On 8 September 2015, the RTL Digital Hub celebrated the opening of its New York office. RTL Group Co-CEO Guillaume de Posch, RTL Group CFO Elmar Heggen, and the EVP of the RTL Digital Hub, Marcel Reichart joined the CEOs of RTL’s digital video businesses – Shahrzad Rafati of BroadbandTV, Stephanie Horbaczewski of StyleHaul and Mike Shehan of SpotX, along with the RTL Digital Hub team.

The offices are in downtown New York, which has become the center for digital media companies, and provides shared space for the New York-based teams of the various RTL companies, as well as being RTL Digital Hub’s US office, headed by Marcel Reichart.

Around 30 employees are currently based in the modern open-plan offices, with the teams of SpotX and StyleHaul already having moved in. With the growth of the companies and importance of New York as a media, advertising and digital hub, this number will increase over time.

The opening was also a great occasion for the CEOs of the portfolio companies to meet and exchange views with the RTL Group executives on market developments and joint opportunities. With the RTL Digital Hub, these fruitful exchanges will now take place more often.
“REACHING MILLIONS OF VIEWERS AND LISTENERS EVERY DAY, WE HAVE A RESPONSIBILITY TO INFORM THE PUBLIC IMPARTIALLY, CREDIBLY AND TRUTHFULLY”

Luxembourg – 17 September 2015
RTL Group
The story erupted this summer. All of a sudden living rooms were flooded with reports and images of a tragedy that had started few years ago, but was now arriving, in masses, on European doorsteps: the refugee crisis. Men, women and children who by any means available are fleeing violence and trying to find a better place to lead their lives. Fully acknowledging its responsibility for delivering independent news, RTL Group’s TV channels and radio stations are working around the clock to accurately depict the situation and portray the full scale of the crisis.

In a joint statement RTL Group Co-CEOs Anke Schäferkordt and Guillaume de Posch say: “Every day millions of people tune in to our TV channels and radio stations to be informed about current affairs and events. Reaching millions of viewers and listeners every day, we have a responsibility to inform the public impartially, credibly and truthfully, and in a timely manner. Over the last weeks we have all witnessed a huge humanitarian crisis – the refugee crisis. In these difficult times the media’s role is becoming even more instrumental. Our role is to help people understand all the facets of the situation and raise awareness about the humanitarian problem. Acknowledging the difficulty in achieving this task, we would like to thank all our news teams for being at the forefront of providing information and going the extra mile to accurately cover the full dimensions of this humanitarian crisis.”

Find out below how RTL Group’s TV channels and radio stations are covering the migration crisis and also join solidarity efforts.

Mediengruppe RTL Deutschland
Over the past few weeks the refugee crisis has been dominating the news in Germany. In order to inform the public and meet the needs of viewers, RTL Television organised a ‘refugee theme day’ on 31 August 2015, tackling the issue from different perspectives. Starting with RTL Television’s breakfast show Guten Morgen Deutschland at 06:00, presenters interviewed various studio guests, and in-depth reports on the issue gave its audience an insight into the tense situation. The midday show Punkt 12 and the current affairs magazine Explosiv focused on the situation of refugee children and investigated how they are coping with this crisis. Broadcast at 18:30, Exclusiv presenter Frauke Ludowig and her team highlighted how German celebrities and prominent citizens are voicing their support.

A quarter of an hour later, RTL Aktuell presented an in-depth ‘anchor on location’ edition with RTL Television Anchor Peter Kloeppel reporting live from a reception centre. The current affairs programme Extra followed with a special edition at 22:30. An hour later a report entitled 30 Minuten Deutschland: Sie mussten die Hölle sehen – Auf der Flucht vor Boko Haram (They witnessed hell – escaping Boko Haram) shed light on Boko Haram, the Islamic extremist group based in North Eastern Nigeria. The late evening show RTL Nachtjournal concluded the refugee-themed day. The channels N-TV, Vox and RTL II also reported on the refugee situation and on the same day RTL Interactive focused on the issue via programme websites and its Facebook page.

The Stiftung RTL – Wir helfen Kindern foundation launched a fundraising campaign, which has raised €70,000 to date. It also joined up with well-known German actor and producer Til Schweiger to help refugee children by organising...
educational and therapeutic programmes in refugee shelters. “The goal is to create an atmosphere which makes children who have fled from terror and war feel welcome in Germany,” says Til Schweiger. “The Til Schweiger Foundation and Stiftung RTL – Wir helfen Kinder are focusing on issues that are not supported by government aid for refugee children – helping to cope with trauma, education and unaccompanied refugee children,” adds Wolfram Kons, RTL Charity Director. The solidarity efforts will continue in November when refugee aid fundraising will be the main topic of the 20th RTL Spendenmarathon.

RTL Radio Deutschland
On the radio front, on 3 September 2015 Berlin-based radio station 105’5 Spree Radio became the first commercial radio station ever to win a prize in the Best Current Affairs Report category at the German Radio Awards (Deutscher Radiopreis) in Hamburg. The Grimme Prize jury awarded the prize to Yvonne Fricke and Toni Schmitt for their current affairs report on people smugglers, Schlepperbanden – Menscheneben werden Ware, which highlighted various aspects of the problem of people smuggling gangs, interviewing smugglers, refugees, volunteers, agency officials and the German Federal Police.

ANYONE WISHING TO DONATE CAN DO SO VIA THE FOLLOWING BANK ACCOUNT:

Recipient:
Stiftung RTL – Wir helfen Kindern

IBAN:
DE55 370 605 905 605 605 605

Bank:
Sparda-Bank West

BIC:
GENODED1SPK

Keyword:
Flüchtlinge

LISTENING THE LISTENERS
Seven radio stations in the RTL Radio Deutschland portfolio (Radio Hamburg, Hamburg zwei, 104.6 RTL, 105’5 Spree Radio, Antenne Niedersachsen, Radio Brocken and Hitradio RTL Sachsen) have collectively initiated a representative public opinion survey on the current refugee situation in Germany. The Trend Research Gesellschaft für Markt – und Kommunikationsforschung opinion research institute carried out the survey in the first week of September.

The results indicate a predominantly positive attitude among the population regarding willingness to help refugees. Three quarters of respondents feel that refugees must be admitted, however, only about 19 per cent are for a general acceptance of all refuge seekers, while 56 per cent prefer to grant refuge only refugees from war zones. About half of the respondents (49 per cent) feel that more needs to be done in general to accommodate the refugees. People’s willingness to take in more refugees is particularly pronounced in the city-states of Berlin and Hamburg.
**Gert Zimmer**, CEO of RTL Radio Deutschland, Germany, says: “This is an outstanding achievement, and I would like to extend my warmest congratulations to the prize winners and to the entire team. It is not an easy feat to win an award in a field that often involves intensive and difficult research. Toni Schmitt and Yvonne Fricke prove with a high level of journalistic quality, continuity and an instinct for bringing the major issues of our times closer to the audience that they are absolutely on par with the public broadcasting channels.”

**Stephan Schmitter**, Managing Director of RTL Radio Center Berlin, adds: “The fact that 105.5 Spreeradio is the first commercial radio channel to win an award in this category is an incredible achievement for our reporter Toni Schmitt and for the whole team. It emphasises that commercial radio channels also have a good instinct for pressing current affairs, and know how to skilfully and passionately present these to their audience.”

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**RTL Nederland**

On 7 September 2015 the Dutch flagship channel RTL 4 broadcast a special edition of its evening talk show *RTL Late Night*. During the two-hour live programme, presenter Humberto Tan hosted various guests who addressed the topic from different angles. Viewers were encouraged to make donations to support the humanitarian efforts of the Red Cross, Unicef Nederland, Save the Children, Vluchtelingenwerk Nederland and Stichting Vluchteling. That evening €225,000 was raised. So far donations total €600,000 and are still rising.

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**UFA IN ACTION**

In recent weeks, UFA units in Cologne and Berlin have also joined the solidarity efforts by collecting clothing and children’s toys for refugees. Donations have been sent to refugee centres in Potsdam, Berlin and Cologne.

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RTL Nederland staff actively demonstrated their solidarity by participating in two initiatives. Doneer Je Deken (Donate Your Blanket) is a Dutch project...
aiming to help people in need. The one-day RTL Nederland fundraising event resulted in 21 boxes of clothes, food and blankets that were shipped to ‘The Jungle’ refugee camp in Calais. The second initiative involved donating money to buy baby slings, an initiative initiated by Dutch colleague Steffi de Pous. The purchased baby slings were transported to the Greek island of Lesbos.

**RTL Belgium**

On Tuesday 8 September 2015, RTL Info presented a special programme entitled *Migrants, tous concernés* (Migrants: Everyone Is Concerned) broadcast at 19:45 on RTL-TVI, Bel RTL and RTLinfo.be. With reports and studio guests presenter Michel De Maegd showed what the refugees are going through when they arrive in Belgium, what their everyday life is like, the best way to manage this extraordinary influx of people seeking refuge and also gave space to several humanitarian initiatives to inform Belgians how they can actively help these people in need.

Stéphane Rosenblatt, General Manager of Television at RTL Belgium, explains: “Once again RTL takes on its social responsibilities. The principles of proximity and engagement would ring hollow if in hard times like these we did not fulfil our responsibilities and ask ourselves the simple question: what can we do when faced with such human suffering? Naturally, raising awareness is the duty of a news media company, but facilitating contact between our listeners, viewers and internet users and solidarity initiatives is also one of our core goals.”

Laurent Haulotte, Head of News and Deputy Director of Television at RTL Belgium, adds: “In the flood of dramatic images which we broadcast as part of our coverage of the migrant crisis there comes a moment when the role of an editor is to go beyond the simple statement of the facts. We are aware that many Belgians were affected by these human tragedies and felt the need to get involved and provide help. RTL Info certainly has a role to play here, and this is why we decided to organise this special edition of the programme. We hope that it will provide answers to the questions that the public has been asking.”

**RTL Hungary**

As one of the countries in the spotlight of the migration crisis RTL Hungary has covered the story extensively. RTL Klub and RTL II reorganised their camera crew shifts to be able to cover events on the Serbian and Austrian borders in a timely manner. During the past three months the news team has produced around 80 videos and provided assistance to foreign news teams with their local expertise and technical equipment.

Broadcast before the newscast, RTL Klub’s magazine show *Fókusz* has regularly covered the refugee issue since early summer, including reports from the refugee camp in Debrecen, from Keleti, Budapest’s
main railway station, or with special editions on Islamic State, the civil wars in the Middle East, and the roots of the refugee crisis. Through detailed reporting on the situation in the refugees’ countries of origin the RTL Hungary news team tries to help people understand the dimensions of the problem and fight ignorance that leads to xenophobia.

In addition to its television broadcasting, RTL Hungary online staff also actively demonstrated their solidarity by distributing coloured pencils and paper to refugee children at Budapest railway station to encourage them to express their feelings and help release stress. According to psychologists, drawing helps children face and address their traumatic memories.

At the same time, via a hidden camera, the local programme Házon kívül shed light on the human smuggling rings operating along the Hungarian and Serbian borders, but also on how such networks are established around the world. Recently back from its summer break, the local RTL II talk show Magyarul Balóval has also focused its debate agenda on the migration issue. This week four party leaders sat around a table to discuss the amendments to the immigration law effective from 15 September, the closing of the border, and the opposition parties’ proposals. External experts also analysed the situation and provided a clear view on the new legal procedures.

Finally, demonstrating the scale of the problem, Adrian Wells, Managing Director of the global news provider Enex, says: “Over the summer months hundreds of images and videos concerning the migrant crisis in Europe have been shared on Enex’s platform. We estimate that by the end of September the items shared will pass the 1,000 threshold. As you would expect, those in the front line of the crisis are at the forefront of the contributions: RTL Klub in Hungary, Mediengruppe RTL Deutschland, Sky UK and Servus TV Austria.”
For weeks, the editorial conferences for RTL Aktuell and Mediengruppe RTL Deutschland’s other news programmes have revolved around one major topic: The flow of refugees into Western Europe and especially here to Germany. For us journalists, this is a particular challenge. In recent years, we’ve rarely had a news situation that is so extremely charged both emotionally and in terms of content. Yet at the same time this challenge also gives us an opportunity to tell our viewers as comprehensively and objectively as possible about the changing face of Germany. At Mediengruppe RTL Deutschland, we see it as our responsibility to highlight the opportunities for Germany without concealing the risks.

There have long been signs of a refugee movement towards the European Union. I remember well several conversations I have had in the past few years with our Middle East correspondent Antonia Rados, a veteran of many crises, who pointed to the desperation of the people in the refugee camps at the start of 2011 shortly after the civil war began in Syria. “At some point these people will refuse to stay in the tent cities or overcrowded camps of Syria’s neighbouring countries like Jordan, Lebanon and Turkey any longer,” she told me. “At some point, they will start moving.” The growing terror of the IS militias, the bloody acts of violence against innocent people, and the half-hearted response of Western and Arab governments have only made the situation worse in recent years.

We reported several times on the hopeless situation of refugees from civil wars, but the possibility of hundreds of thousands of them taking to the road always appeared unlikely to us as well. All the while, we were receiving footage of African refugees setting out on the perilous crossing from Libya, Tunisia or Morocco towards Italy and Spain. Back in 2011, our reporter Jenke von Wilmsdorff himself ventured onto one of these floating wrecks to make the crossing from Tunisia to Lampedusa. The journey took 45 hours, and at times it seemed uncertain whether he and the other 300-plus passengers would actually reach a safe harbour. Luckily everything went well – but in the years before and after, thousands of refugees did not survive the rough passage over the Mediterranean Sea. The business of the people-smuggling gangs flourished nonetheless.

RTL Television correspondent, Nicole Macheroux-Denault, went to the root cause of thousands fleeing Africa, reporting from war zones, about tribal feuds, famines, corrupt governments and the sheer hopelessness and despair of the younger generation in particular. “The young people want to go to
Europe," she told us again and again, "even though their future there is far from assured, and admission is not guaranteed. But they would rather live in the EU with an uncertain future, than without hope in Africa — this is what most of those who want to leave believe."

So you could say we had been ‘warned’ by the spring of 2015. And the western governments could have, or rather should also have been. But hardly anyone was really ‘prepared’, despite the ample flow of information, despite the exhortations of refugee organisations, despite the first major flows of people through Turkey towards Greece. Instead, in May, June and July, Germany and the EU were firmly in the grip of the euro crisis. Not a newscast passed without bad news of how expensive the Greek bailout would be. No newspaper without headlines from Athens. The online media raced to see who could publish the latest, ever-growing cost of rescue plans. Hardly anyone talked about refugees, and even in the centers of government in Paris, Berlin and Brussels, the focus was almost exclusively on the question: Will Greece remain in the euro, or will there be a Grexit? Hardly anyone noticed the incipient exodus in the Near and Middle East.

It’s not just us journalists who talk a lot these days about the ‘power of images,’ because it is images that has shown us all for some weeks what we could scarcely rationally imagine. Images of exhausted mothers and fathers who have been walking for long days or weeks with children on their backs through the scorching heat of southern Europe, now reaching German refugee camps with their last strength. Pictures of hastily erected barbed wire in a Europe that is rightly so proud of being ‘without frontiers’. Pictures of refugees wandering on foot along a highway to Germany, of heartbreaking scenes at stations where families storm waiting trains, not knowing when or where they are going.

We have to show these pictures because they concern us all, because they trigger something in us and move us. The Syrian boy Alan who drowned just off the tourist beach of Bodrum is part of this drama to which we cannot close our eyes. In our newsrooms, we discussed at length whether to allow death to be beamed into our living rooms so dramatically. And we decided: yes, this picture is a wake-up call. We show it, but from a distance, and without taking away the dignity of the lifeless body. We know other decisions are also possible, and that there are media in Germany that decided otherwise. Probably no other image will contribute to the iconography of the refugee drama like this — and presumably this picture has had the effect of make the receptiveness of the German people more boundless than we could ever have imagined.

This was one of the reasons Mediengruppe RTL Deutschland devoted a whole theme day to the refugees, with RTL Aktuell and N-TV broadcasting from a reception camp in Saarland. The flow of refugees will not abate in the weeks and months, and we will not limit our coverage. Because the real challenges are only beginning for us in Germany now. Integration is becoming an issue that hardly anyone can ignore, nor should they. The media and we journalists in general have a responsibility to identify the tasks that lie ahead. The hospitality and welcoming culture that was in evidence thousand-fold at German railroad stations is an indication of the will of the people to take on this task.

“THE PEOPLE WHO SEEK REFUGE HERE SET SOMETHING IN MOTION IN OUR HEARTS AND MINDS. AND IT IS UP TO US TO DECIDE WHICH DIRECTION WE MOVE IN – TOGETHER, COURAGEOUSLY, AND OPTIMISTICALLY”

We all enjoy the positive comments from all over the world – Germany is perceived as a wealthy country that is willing to share. But we must also try to preserve this feeling of elation about our helpfulness for the future and channel it into active integration efforts. This concerns us all: politicians, businessmen, co-workers, classmates, neighbours and friends. We journalists will report on whether and how Germany is coping with a challenge that is unique in history. Our country will change its face - but we have known change and transformation for hundreds of years. The 21st century is not a century of stagnation. The people who seek refuge here set something in motion in our hearts and minds. And it is up to us to decide which direction we move in – together, courageously, and optimistically.
The multi-channel network (MCN) Divimove is a diverse and multicultural company with employees of many different nationalities. In order to raise awareness of the current refugee crisis, Divimove produced a video to express their solidarity towards the refugees.

“We only want you to feel welcome. We believe that diversity makes a society stronger.”
On 8 September 2015, the RTL Digital Hub celebrated the opening of its New York office. RTL Group Co-CEO Guillaume de Posch, RTL Group CFO Elmar Heggen, and the EVP of the RTL Digital Hub, Marcel Reichart, joined the CEOs of RTL Group’s digital video businesses – Shahrzad Rafati of BroadbandTV, Stephanie Hribaczezki of StyleHaul and Mike Shehan of SpotX, along with the RTL Digital Hub team.

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The opening was also a great occasion for the CEOs of the portfolio companies to meet and exchange views with RTL Group executives on market developments and joint opportunities. With the RTL Digital Hub, these fruitful exchanges will now take place more often.
On 8 September 2015, Groupe M6 submitted three applications in response to the call for proposals launched by the France’s Higher Audiovisual Council (CSA) for national high-definition terrestrial channels.

France – 14 September 2015

According to the group’s press release, the three channels are:

- Paris Première, unencrypted and in HD
- ha26, a proposed home shopping channel in collaboration with TF1 Group
- and W9, so that the channel may be broadcast in HD

As a leading player in the French television industry, Groupe M6 has long contributed to the development of the television offering in France. In launching free-to-air channels M6 in 1987, W9 in 2005 and 6ter in 2012, Groupe M6 has always offered high-quality channels in the public interest while strictly complying with its commitments.

In 2015, it will pursue three projects, drawing on its many years of experience and professionalism:

- Paris Première, which has been delivering alternative, original and ambitious programmes for the last 30 years, and which as a free-to-air DTT channel would contribute to diversity in the French television industry

- ha26, a proposed home shopping channel and driver of job creation, which would not absorb any resources on the advertising market

- W9, the leading channel in the first generation of DTT for the commercial target group*, which could optimise its broadcast quality

Groupe M6, which is debt-free, is prepared to invest nearly €80 million over four years to ensure the development of these channels and in this way intends to continue contributing to the enrichment of free-to-air DTT in France.

* Médiamétrie, August 2015
FremantleMedia has announced a creative partnership with newly-formed Danish production company, Skylark. The partnership will establish a creative hub, based in Copenhagen, with the purpose of creating new entertainment formats with global appeal.

United Kingdom – 15 September 2015

As part of the deal, Skylark founders Henrik Hancke Nielsen and Per Zachariassen will work closely with FremantleMedia’s Director Global Entertainment, Rob Clark, to develop new entertainment ideas. The team will then strategically decide where to launch new formats, harnessing FremantleMedia’s network of global production teams to deliver these shows for international audiences.

Commenting on the partnership, **Henrik Hancke Nielsen** and **Per Zachariassen** say: “We first began working with FremantleMedia in 2000, and we have loved working with them ever since. They have a fantastic reputation for telling great stories and making shows loved by audiences all over the world. As producers, they provide us with amazing support, while still giving us the creative freedom to produce and develop projects that we want to make. We can’t think of a better partner to take our shows global.”

**Rob Clark** adds: “Personally, I’m very excited by the opportunities that this new creative partnership presents. Henrik was one of the first people I met when I joined FremantleMedia 12 years ago, and I still believe he has one of Europe’s most creative minds. We look forward to working with Henrik, Per and the Skylark team on their new shows.”
Nielsen’s and Zachariassen’s development and production credits include *Total Blackout*, *Spoofed*, *Bang Bang* and *Eurovision Song Contest 2014*. Nielsen also created FremantleMedia’s *Master Athletes* (Atleterna), which is enjoying a successful second season on Sweden’s SVT1. The pair has enjoyed a long-standing relationship with FremantleMedia, having founded entertainment production company, Blu, which FremantleMedia acquired in 2005. Nielsen and Zachariassen also have first-hand experience of producing FremantleMedia’s major entertainment brands such as *The X Factor*, *Idols*, *Got Talent* and *Farmer Wants a Wife* in Denmark and most recently worked with FremantleMedia North America (FMNA) out of the Los Angeles office.
The Original Productions series *Deadliest Catch* reeled in three awards, including Outstanding Unstructured Reality Programme at the 2015 Primetime Creative Arts Emmys® held in Los Angeles on Saturday 12 September 2015.

North America – 16 September 2015

The series, which recently wrapped its 11th season on Discovery Channel, also won the Outstanding Cinematography for Reality Programming and Outstanding Picture Editing for Reality Programming awards. Since its premiere in April 2005 the show has received a total of 38 Emmy nominations and has previously won the Outstanding Reality Programme award twice (in 2011 and 2014).

*Deadliest Catch* profiles the men who risk everything in the world’s most dangerous job – crab fishing in the icy, treacherous waters of Alaska’s Bering Sea. This past season of *Deadliest Catch* had a ratings streak as cable’s number one non-sports telecast every week this season among key demographics - for 18 consecutive weeks.
On 9 September 2015, UFA Show & Factual announced that it has successfully placed a new division in Hungary which will produce three shows from the FremantleMedia portfolio this year.

Germany – 14 September 2015

With the establishment of the new division, UFA Show & Factual does justice to the increased production volume in Hungary and strengthens its position as an entertainment specialist. UFA Show & Factual has already produced five seasons of the Hungarian version of The X Factor for RTL Klub, in collaboration with Iko Production Limited.

The new division, part of the Hungarian UFA Magyarország production company, will also produce the Hungarian versions of FremantleMedia’s success formats Got Talent and Take Me Out for the market leader RTL Klub, and the new music reality format It’s Showtime for the cable channel RTL II.

Ute Biernat, CEO of UFA Show & Factual says: “Our new team within the UFA Magyarország will enable us to flexibly and accurately respond to the demand of the Hungarian TV channels and so to broadcast new entertainment formats. I look forward to working with the Hungarian colleagues and our new shows in Hungary.”
The new FremantleMedia format *It’s Showtime* will be produced for the first time worldwide by UFA Magyarország with their newly created “Show and Factual” division. In *It’s Showtime* five singers compete with one another weekly – the aim being to organise the best performance and to graduate. Candidates must not only prepare two songs, but organise their performance, including audience and location, themselves. The candidate may choose the location freely on one condition: the venue must have a connection to him and his life. The four other candidates judge the performance with points, so that at the end of the week a winner is announced. On 14 September 2015, *It’s Showtime* started on RTL II and runs for eight weeks.

With *Hungary’s Got Talent*, RTL Klub will present the Hungarian version of the FremantleMedia and Syco success format *Got Talent* from 10 October 2015. The worldwide success started in 2006 in the United States. In the meantime, *Got Talent* has become the most successful reality TV format in the world. Approximately 500 million viewers in over 180 countries have been wowed in 69 different versions. Currently in Germany, UFA Show & Factual is producing the ninth season of *Das Supertalent*.

The Hungarian version of *Take Me Out* started on 5 September 2015 on RTL Klub. In *Take Me Out* a man introduces himself to 30 attractive women whom he must woo over three rounds. The dating format, which UFA Show & Factual has produced for RTL Television in Germany since 2013 already screens in 30 countries worldwide.
SpotX has launched a video ad unit that helps publishers easily boost their video ad inventory beyond standard in-stream units, and to manage all units via a single platform that works across desktop, mobile web, and mobile app.

North America / Germany – 17 September 2015

SpotX’s In-Content Ad Unit allows publishers to insert video ads within content across their sites, benefiting those with shortages of video inventory. The unit only plays while in view and typically appears in between paragraphs of text, making it an engaging yet non-disruptive experience for the viewer.

Considered by many in the industry as highly effective, in-content video ads address both inventory constraints and viewability concerns, according to Allen Klosowski, VP of Mobile and Connected Devices at SpotX. “Our new In-Content Ad Unit places compelling advertising content outside of the traditional video stream, enabling publishers to cater to unmet demand for more video,” Klosowski says.

“A NEW CATEGORY FOR ONLINE VIDEO ADVERTISING

Mediengruppe RTL Deutschland and its advertising sales house IP Deutschland have introduced a new category in online video advertising: in-line ads. This provides advertisers take in-page and in-stream in the future a third segment. In-line advertising takes advantage of the user’s actual usage: waiting or loading times are bridged with video ads, or video advertising is used within the usage process. The first two advertising solutions have already been developed in this category: Video Flow Ads and Pre-Loaders. Video Flow Ads are inserted directly into the user’s use process: as soon as the user encounters an in-line placement while scrolling, the player opens and the ad starts playing without sound, stopping automatically when the user continues scrolling in the text. Clicking on the player activates the sound. Pre-Loaders take advantage of load times to play out online video ads.

“WITH VIEWABILITY, A CURRENT CONCERN FOR ADVERTISERS, THIS NEW AD UNIT ALLOWS PUBLISHERS TO CHARGE A PREMIUM, AS WELL AS BOOST THEIR INVENTORY AVAILABILITY”
On 9 September 2015, the winners of this year’s RTL Commit Award for music and volunteering received their awards at the IFA consumer electronics trade show in Berlin.

Germany – 16 September 2015

Under the motto ‘Die Musik macht’s’ (It all comes down to the music), numerous musically talented young people entered, who show social commitment by using their music to bring together different generations and cultures.

The group Baff – short for ‘Bands auf festen Füßen’ – even won two awards! The around 60-strong group from Joachimsthal in Brandenburg, which is made up of six bands and three dance troupes, won first place in the ‘groups/societies’ category. The audience award, for which people could cast their vote online on the RTL Commit Award website, also went to Baff – ‘Bands auf festen Füßen’. With its music, the group makes a plea for tolerance between people from different cultures and religions. For example, they make music together with refugees to help them to integrate.
The winner of the RTL Commit Award in the ‘individuals’ category was 23-year-old music student Susanne Uhl, who leads her community’s Vespers church choir in Mannheim and performs with the choir in nursing homes or homeless shelters. The choir is remarkable, in that people from different cultures and social groups sing in it together.

The awards were presented by Prof. Christian Höppner, Chairman of the German Music Council and of the new RTL Media Advisory Council, RTL Television Anchor Peter Kloeppe, singer Nena, DJ Antoine and the X-Factor winner Mrs Greenbird at the N-TV stand at the IFA trade show in Berlin.

RTL Television Anchor Peter Kloeppe says: “It seems that with our motto this year, ‘Die Musik macht’s’, we evidently touched the right nerve; we received a record number of entries, and the wide spectrum of projects shows us how important music is in the lives of the people who live in Germany, as well as for community life. What is especially encouraging is the wide variety of volunteering projects, without which our society would be so much poorer. That is a source of joy and courage!”

Six entries made it into the finals. The celebrity jury made the final decision when it came to picking the winners in the two categories ‘individuals’ and ‘groups/societies’. On the website, more than 2,500 visitors cast their vote for the audience award. This means that even more people than last year took part in the voting.
All of those who won an RTL Commit Award this year were presented with a trophy. Two musical accessory manufacturers, Korg and Tascam, kindly supplied each finalist with specialist music production equipment. The winners in the three categories, Susanne Uhl and Baff – ‘Bands auf festen Füßen’, received, for each category won, a donation of 2,500 euros for their music projects.

In addition, all finalists were awarded with high quality experience prizes such as meet and greets, exclusive visits to various concerts and events, vocal coaching sessions or music video seminars. As the winners of the audience award, the group Baff – ‘Bands auf festen Füßen’ now has the chance to support singer Nena at one of her concerts. Susanne Uhl, the winner in the ‘individuals’ category, will spend a day at RTL Television with star violinist David Garrett, and also meet Peter Kloeppel in RTL Aktuell. As the winner in the ‘groups/societies’ category, Baff – ‘Bands auf festen Füßen’ has won meet and greet tickets for one of DJ Antoine’s live sessions and places on a music video seminar at RTL Television, plus a meeting with Peter Kloeppel.

All of the entries submitted by the six finalists can be watched on the Commit award website.
The fun never ends

FremantleMedia North America

On 14 September, FremantleMedia North America hilarious game show *Family Feud* returned for its new season. It will feature families across the US who will once again be joined by Steve Harvey as they compete for $20,000. [Click the image to watch a video.](image)

North America – 14 September 2015

“A digital-first Disney”

BroadbandTV

BroadbandTV CEO and Founder, Shahrzad Rafati, spoke to *Variety* about the collaboration with YouTube for the production of 52 new episodes of the Hooplakidz’s original series *The Adventures of Annie & Ben*, as well as the expansion of the HooplaKidz offers. [Read more here.](image)

North America – 15 September 2015

Ready for the holiday

M6

On 15 September at 20:55, M6 broadcast a special evening with *Scènes de ménages : Enfin en vacances ! À la mer*. For once, the five couples are on holidays and out of their daily routine, and they are even funnier! The show was watched by 3.7 million viewers and scored 27 per cent of audience share among women under 50 responsible for purchases. [Click the image to watch the teaser.](image)

France – 15 September 2015

The car of your dreams

RTL Radio

RTL Radio (France) and *Auto Plus* have joined forces to award the best cars at the Frankfurt Motor Show 2015 for the first time. From 11 to 23 September their readers, listeners and internet users will be able to vote for their favourite car in four categories.

France – 16 September 2015
Only 5 minutes to win you over

RTL Lëtzebuerg

RTL Lëtzebuerg has launched new version of its news and general interest website 5Minutes.lu, aimed at the French-speaking public in Luxembourg and the Greater Region. The launch is also supported by a new mobile app.

Luxembourg – 16 September 2015

From Asia with style

FremantleMedia Asia

Fox International Channels (FIC) has commissioned FremantleMedia Asia to helm the production of the upcoming fourth season of the hit reality competition series Asia’s Next Top Model for its leading female-targeted channel StarWorld.

Asia – 17 September 2015

Emmys in the spotlight

Série Club

French channel Sérieclub partners with Télé-Loisirs and will exclusively broadcast live from Los Angeles the 67th ceremony of the Emmy® Awards on 20 and 21 September 2015.

France – 17 September 2015
StyleHaul has announced the appointment of Dick Porter as Chief Revenue Officer, replacing Alison Kennedy who left the company in April.

Dick Porter had been Meredith’s Executive Vice President and President of Media Sales since 2011. Prior to joining Meredith – the publisher of magazine brands including Better Homes & Gardens and Ladies’ Home Journal – Porter was CEO of Publishing Group of America, which publishes magazines such as Relish, Spry and American Profile. He has also held several other magazine publishing positions at companies including Rodale, Woman’s Day and Reader’s Digest.

In an interview with Adage.com, StyleHaul CEO Stephanie Horbaczewski said she saw lots of similarities between Porter’s many years of experience in print magazines and the business StyleHaul is currently building. “The really big publishing houses have had to evolve and iterate their practices to become more complex offerings, which is actually a lot similar to us, but at scale,” she said, adding: “He told me a very interesting story about a Homes & Gardens deal that expanded into product and licensing and the complexity around how that was done, from maintaining editorial credibility and cross-marketing with a retailer. When he started to talk, I said, Ok, you’re speaking my language.”
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