TECHNOLOGY
SERVING THE NEWS

M6 news enters a new dimension

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FremantleMedia
acquires stakes in
Naked Entertainment
and No Pictures Please

Luxembourg
RTL Group presence
at Dmexco 2015

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BCE, Enex
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“In our news shows, technology serves the news”

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At the start of the new season, M6’s revamped its main news shows – Le 12:45 and Le 19:45 – with a more modern look and feel, using state-of-the-art technology.
The channel’s news programmes have already broken the mould of traditional television news broadcasts: they have always been shorter, faster paced, modern, educational and bold. Stéphane Gendarme, News Director at M6, says: “In our advertising campaigns we’ve often said that we’re ahead of our time. We are working hard to keep a step ahead. We’re modern, but we’re still a real news show and that is, in my opinion, one of the reasons for the success of our television news, in addition to the work done by our serious teams. Le 12:45 and Le 19:45 news shows aim to maximise the educational aspect, news accessibility and close rapport with our viewers. The set is used as a news tool; the presenter controls the screen using a touchscreen tablet. In our news shows, technology serves the news.”

The inclusion of augmented reality is the biggest change. It can be used to display 3D animations on the set or in a live link-up, presentation displays or illustrations typically aired on a conventional screen. It makes the information even more accessible and understandable. A more appropriate studio and setting also contribute to that effort. Stéphane Gendarme explains: “We had been tracking the emergence of new technologies – in this case augmented reality – for a long time. So we decided to produce a news show incorporating augmented reality. We used to have large images behind the presenter with titles written on-screen. They are still there, but now thanks to this technology the titles and even figures appear next to or even in front of the presenter. This enhances clarity and makes the information easier to read.”

To boost proximity and interaction with viewers, a few years ago M6 introduced two new concepts: La Question du Jour (The Question Of The Day) and the column Expliquez-nous (Explain To Us). With La Question du Jour, the channel has Internet users vote on a current issue on its M6info.fr platform (in partnership with Yahoo.fr) and the results are then interpreted in the news shows. In Expliquez-nous, a columnist specialising in a given area is invited on the show to answer questions the viewers have on the subject in question. Stéphane Gendarme explains more about the idea behind this concept: “When we launched it, some of our colleagues and even the specialist press were not really on board. But now we are seeing it almost everywhere. It’s all about interactivity with Internet users. They can vote and interact with each other. Moreover, having a columnist who engages in a discussion with the presenter is very dynamic.”

But if these two news shows are increasingly popular, it’s mainly thanks to the teams who work day and night across France to ensure the television news is always on the leading edge of current events and more interactive than ever. In Stéphane Gendarme’s words: “All in all, around 100 people work on our television news shows. We have around 70 journalists with another fifteen in various regions spread across our four offices in Lille, Lyon, Marseille and Bordeaux. We also have correspondents who work in other cities. The rest of the team are people in administration and production among others.”
The teams work tirelessly to obtain exclusive news. For example, M6 was the first channel to unveil the Zahia sex scandal involving the French national football team. And more recently, the channel had a lot of exclusive news on anti-terrorism: it was the first to air photos of suspects and even the first to provide exclusive information on the investigations.

And since it makes no sense to change a winning team, the three news presenters are still Xavier De Moulins for Le 19:45, Kareen Guiock for Le 12:45 and Nathalie Renoux for the weekends. Marie Ange Casalta is the only new face on the Le 12:45 and Le 19:45, arriving as a wildcard this summer. The editorial line and content are evolving in the same direction, apart from a few changes. M6 simply wants to evolve with the times and incorporate more technology in its news programmes.

For five years now, the news audiences have been steadily increasing and the channel’s new slogan – ‘Let’s continue to grow up together’ – shows that it wants to move forward and grow along with its viewers. “Since the roll-out of the new approach we have not noticed any downturn,” says Stéphane Gendarme. “On the contrary, the trend is actually upward. Le 12:45 news has 1.3 million viewers and Le 19:45 has 2.8 million, with a 20 per cent audience share in the target group of women under 50 responsible for purchases,” which is above the channel average of 15.9 per cent in 2014.

CELEBRITIES THAT HAVE BEEN ON THE NEWS SET

Diane Kruger  
22 September 2015

Hugh Jackman  
26 February 2015

Peter Jackson and Martin Freeman  
4 December 2014

Matthew McConaughey  
31 October 2014

Keanu Reeves  
20 March 2014

Chris Evans and Samuel L. Jackson  
17 March 2014
What was your career path at M6 before you became News Director? 
My career at M6 began in 2001 as a Reporter for the magazine Zone Interdite, which I worked on until 2006. I then joined the television news staff as Assistant Editor, moving up to Deputy News Editor and then Editor. In January, I was appointed News Director.

What's a typical day like for you at M6? 
My day begins at around 08:00 with an initial review of the cue sheet for Le 12:45 news with the teams, who have already been at work for an hour or two. For the editorial line, there is an editorial meeting for Le 19:45 news at 10:00. Le 12:45 news is then aired and is followed by a debriefing session, then around 15:00 a second review for Le 19:45 news to see if there are any changes. The news team continues to work until it airs. Once Le 19:45 news airs, we hold another debriefing, followed by a meeting at 20:30 for the next day.

Have there been any news stories recently that had an impact on you? 
Powerful images, such as the picture of little Alan, always have an impact because they reiterate the essence of what we do. We have to be careful how we broadcast the photo. We ask ourselves questions, but it is our duty to broadcast it. We always pay attention to what we broadcast, out of respect and for ethical reasons, but this kind of image reminds us why we are in this business. It was necessary to show it and interpret it so that things could move forward. The aim was not to take sides. It is simply our job to inform viewers about the pain people are experiencing.
At the Dmexco trade fair, RTL Group and IP Deutschland invited customers, business partners and journalists to a party, introducing all attendees to RTL Group’s new digital family.

Luxembourg – 18 September 2015

At 18:00, immediately after the end of the first day of the trade fair, RTL Group and IP Deutschland kicked off the evening with a party at their stand. Matthias Dang, Managing Director of IP Deutschland, welcomed the guests before presenting the world of RTL Group in a two-minute trailer: ‘RTL Group – Video. United.’

RTL Group Co-CEOs Anke Schäferkordt and Guillaume de Posch also welcomed the guests, and gave short speeches. Anke Schäferkordt said: “Of course, we could tell you in a long speech that we have become a global leader in online video and that we currently generate more than eight billion monthly videos views per month, but we don’t want to keep you waiting.” She went on to introduce colleagues behind the diverse video services: Marc Schröder, Managing Director of RTL Interactive; Krane Jeffery, Head of Digital Solutions at IP Network; Jens-Uwe Bornemann, Senior Vice President Digital Europe FremantleMedia; and Philipp Bernecker, one of the founders of the multi-channel network Divimove.
Guillaume de Posch added: “I’ll also keep it short and now have the pleasure of also introducing you to our new family members from the other side of the Atlantic.” He welcomed Shahrzad Rafati, Founder and CEO of BroadbandTV; Mike Shehan, Founder and CEO of SpotX; Joshua Summers, CEO and Co-Founder of Clypd; and James Stafford, Managing Director of StyleHaul Europe to the stage. The Co-CEOs then invited all attendees to engage in a conversation and gave the stage to DJ Markus Kavka, who also presents the European Qualifiers on RTL Nitro, to get the party started.

Many of the attendees used the occasion to network and meet new contacts – especially the newly introduced members of the RTL Group family.

**THE REVELATION DEBATE: POWER SHARING OF THE VIDEO MARKETPLACE**

Matthias Dang, Managing Director of IP Deutschland, attended a panel session during the first day of Dmexco on 16 September 2015 called ‘Power Sharing of the Video Marketplace’. In addition to Matthias Dang, the other panelists were Marianne Dölz from Facebook, Dr. Andrea Malgara from Mediaplus and Marie Eve Schroeder from Henkel.

All participants agreed that video advertising is by far the most effective form of advertising. Matthias Dang and Marianne Dölz had different opinions on the question of whether a commercial ad within the RTL environment can be replaced by video integration on Facebook.

Marie Eve Schroeder from Henkel agreed with Matthias Dang, who said that for brand positioning and the sale of a product, the potential consumer is not the only component of the target group. Schroeder commented that in her opinion mass communication on linear TV is irreplaceable for launching products on the market. She added that Facebook is a supplement, just like TV channels’ video platforms for helping to reach Millennials.
On 17 September 2015, FremantleMedia announced that it has taken a 25 per cent stake in Naked Entertainment, the newly formed production company from multi-award winning producer, Simon Andreae.

United Kingdom – 18 September 2015

Based in London, Naked Entertainment will develop original entertainment, factual, and factual entertainment formats, with series and one-off specials. The deal will further strengthen FremantleMedia’s content pipeline for the UK and global distribution market.

Cécile Frot-Coutaz, CEO of FremantleMedia, says: “We are actively looking for the right companies and talent to expand and strengthen our business. Simon is one of the industry’s preeminent factual entertainment producers with a long history of delivering hits with global appeal. He already has a strong development slate and I’m really pleased to be partnering with him to bring his projects to audiences around the world.”

Simon Andreae comments: “I’m excited to be back in the UK and delighted to be partnering with FremantleMedia, whose depth of experience and breadth of reach in entertainment programming is unrivalled. Naked, as the name suggests, aims to be provocative and risk-taking — but also kind of simple and straightforward — producing content designed to attract, surprise, and I hope delight audiences both in the UK and overseas.”

Andreae was most recently Executive Vice President, Alternative Entertainment, at Fox Broadcasting in the US. Here, he oversaw all the network’s unscripted series and specials, including MasterChef, Hell’s Kitchen, So You Think You Can Dance, World’s Funniest Fails, Pitbull’s New Year’s Revolution, and Hilary Swank’s Cause for Paws.

Prior to Fox, he was Senior Vice President, Development and Production, for Discovery, where he developed ratings hits Naked and Afraid and Fast N Loud, as well as supervised the multi-award winning Curiosity series hosted by Stephen Hawking, Donald Trump, and Samuel L Jackson, among others. He first moved to the US in 2005 when he set up independent production company, The Incubator, which made non-fiction shows for broadcasters including Spike, USA, Vh1, Discovery, History, Channel 4 and TLC, amongst them My Shocking Story and the Emmy-nominated Through the Wormhole with Morgan Freeman, now in its seventh season.
On 18 September 2015, FremantleMedia announced that it has taken a 75 per cent majority stake in Dutch factual producer No Pictures Please.

United Kingdom – 22 September 2015

No Pictures Please is a controversial factual programming company owned by popular presenter and producer Ewout Genemans. The company will sit alongside FremantleMedia’s entertainment and scripted businesses in the Netherlands, Blue Circle and FourOne Media.

No Pictures Please is best known for De Roze Wildernis (Fathers Pride), about gay sons and their fathers; Super Fans: Mijn idol is mijn leven (Super Fans: My idol is my life), which follows fans as they try to get closer to their idols; and From Russia With Love, a look at the men who travel to the former Eastern bloc to find love.

The No Pictures Please deal was brokered by Georgette Schlick, CEO of Blue Circle. Schlick says: “Ewout has been on Dutch screens for more than ten years and has developed a very keen eye for what audiences want. We’re delighted to be working with him and excited for what he will continue to produce for the Dutch and global market.”

Ewout Genemans adds: “Being a part of Blue Circle and ultimately FremantleMedia presents a great opportunity to work with a fantastic Dutch operation as well as a globally established network of some of the best creative minds in television.”
On 15 September 2015, Mediengruppe RTL Deutschland received the Bertelsmann Award for the 2014 business year in Gutersloh. This means that the company has now received the prize for outstanding business performance for the seventh year running.

Germany – 21 September 2015

In addition, the Mediengruppe RTL Deutschland management team also received an award in the category ‘Financial Performance’ (together with two further award winners in this category). This prize focuses on the criteria revenue, operating EBIT, profit margin and BVA. Matthias Dang (IP Deutschland), Hans Demmel (N-TV), Thomas Harscheidt (CBC), Frank Hoffmann (RTL Television), Thomas Kreyes (Mediengruppe RTL Deutschland), Bernd Reichart (Vox), Claude Schmit (Super RTL), Marc Schröder (RTL Interactive) and Michael Wulf (Info Network) received the 2014 business award from Thomas Rabe in person. By definition, as a member of the Bertelsmann Executive Board, Anke Schäferkordt herself may not accept a Bertelsmann Award even though she is the CEO of Mediengruppe RTL Deutschland.
Vox CEO Bernd Reichart was another Bertelsmann Award winner. He received the prize awarded for 'Excellent Leadership', a new category instituted last year. According to Bertelsmann Chief Human Resources Officer Immanuel Hermreck, Bernd Reichart had demonstrated outstanding management skills since taking over at the helm of Vox in 2013, together with a passion for television and a trust-based interaction with his team.

The Bertelsmann Award has been awarded by the Chair of the Bertelsmann AG Executive Board and the Bertelsmann AG Corporate HR Director, now the Chief Human Resources Officer, since 2003. Since last year, the prize is awarded for more than just financial performance. In fact, the two new additional categories of ‘Strategy Implementation’ and ‘Excellent Leadership’ are just as important as the first, original category. The prize is therefore now awarded in a total of nine categories.

Source: Intranet Mediengruppe RTL Deutschland / Benet
On 16 September 2015, Paul Zerdin became the winner of the 10th anniversary season of America’s Got Talent, a FremantleMedia North America and Syco Entertainment production. The talent show is NBC’s hit summer series.

North America – 21 September 2015

Zerdin won over viewers with his inventive and unique take on ventriloquism, using comedic characters and personalities to outshine thousands of acts. Zerdin wins US-$1 Million and will headline America’s Got Talent live show in Las Vegas.

America’s Got Talent ranks as this year’s number one summer series on the Big 4 networks. It’s the most watched season for America’s Got Talent in four years, since the show averaged 14.1 million viewers in 2011.

America’s Got Talent stars Heidi Klum, Mel B, Howie Mandel and Nick Cannon. Howard Stern will be leaving the show after serving as judge for the past four years. In a farewell video, Stern talks about his appearance on the show and says: “I’ve had such incredible moments on this show. It has been phenomenal.”

Open-call auditions for season 11 of America’s Got Talent will begin in Detroit on 7 November 2015 and make stops in 12 US cities.

POP-TITAN IS THE WINNER OF SATURDAY’S PRIME TIME

After a successful launch of Das Supertalent (Got Talent) on RTL Television in Germany with 4.47 million viewers, the German daily Bild names Dieter Bohlen as Saturday’s prime time winner. Bohlen has been the show’s main face and a member of the jury since the beginning. Bild concludes: “A fantastic show for the whole family.”
BCE, Enex and Streambox have signed an agreement to distribute new live features through Newslink (BCE) to over 50 leading broadcasters around the world.

Luxembourg – 23 September 2015

Although the initial version of Newslink already allowed video file sharing, it now offers even more advanced features thanks to sophisticated cloud-streaming technologies. Enex members can now stream content in high definition and real time.

Over the last few months, BCE and Streambox have worked together to develop an open platform for the straightforward integration of new functionalities. The partnership between the three companies now allows Enex members to run searches, make changes, route and download content to get the latest news to all of their viewers.
With over 50 members using Newslink to exchange content on a daily basis, Enex can now offer them the new feature of sending video content live via IP rather than by satellite. Not only does this reduce operating costs, it also increases the amount of content that can be exchanged between Enex members. Using the cloud infrastructure provided by Streambox and BCE’s Newslink system, Enex members can contribute content safely while increasing their mobility and capacity for broadcasting in the field.

“Here at BCE, we are very happy with the agreement, and we are excited to begin distributing the solution over the next few years. It’s been a real success – the integration into our system was done in very short time. We used the solution for the Greek referendum in July 2015 and both Enex and its members were very satisfied,” commented BCE’s Chief Operating Officer, Tun Van Rijswijck.

“We at Enex are really delighted to be the first to benefit from the partnership between BCE and Streambox. It’s now easier for us to connect with our ever-increasing number of partners, wherever they are in the world. If we want to communicate with partners in Guatemala, Honduras, Japan and Australia, we require a diversity of different connectivity solutions. This latest iteration of the Newslink server from BCE and Streambox really gives us a fantastic opportunity to connect with our partners and provide them with a much better and greater diversity of service,” says Adrian Wells, Managing Director of Enex.

“Two years ago, Enex, BCE and Streambox met at the IBC show and came up with this synergy. We are very grateful for BCE’s cooperation in making this project a reality. In the last few months, working with the Enex Technology Team was really exciting and inspiring. This live addition to BCE’s Newslink service will provide members premium quality and reliable video transport for worldwide sharing and broadcasting of news,” concludes Alex Telitsine, Chief Technical Officer and Co-Founder of Streambox.
FremantleMedia and Syco Entertainment production *Britain’s Got Talent* has won the 2015 TV Choice Award in the category ‘Best Talent Show’. Celebrating its 10th anniversary, the show will return in 2016. Stay tuned for more amazing, hilarious and inventive talents!
German history awarded

**UFA Fiction**

The UFA Fiction production *Nackt unter Wölfen* won the Grand Prize at the tenth presentation of the Seoul International Drama Awards and is the first German production who is awarded in the main category.

Germany – 21 September 2015

The bold way

**RTL Television**


Germany – 22 September 2015

**Little stars make it big**

**RTL Hrvatska**

On 12 September 2015, *Little Stars* – a new children’s singing competition – launched very successfully on RTL in Croatia, being the day’s most watched programme. An average of 35.7 per cent of the target group (18 to 49 demographic) tuned into the first episode, which peaked at 48.9 per cent towards the end of the show.

Croatia – 22 September 2015

Huge congrats to the Aussie bros

**BroadbandTV**

BroadbandTV creators The RackaRacka have won the Streamy award in the ‘Best International Channel’ category. The boys have delivered some of the most inventive, hilarious and action-packed videos on YouTube with over 1.7 million subscribers. Watch them [here](#).

Canada – 23 September 2015
Hape comes back to cinema
UFA Cinema

Following *Ich bin dann mal weg* (I’m Off Then), Nico Hofmann, Sebastian Werninger (UFA Cinema) and Hermann Florin (Feine Filme) are planning to bring another of Hape Kerkeling’s bestsellers to cinemas, having secured the film rights to his autobiography *Der Junge muss an die frische Luft* (The Boy Needs To Get Some Fresh Air) published in October 2014.

Germany – 24 September 2015

Silent masterpieces
UFA

From 24 to 26 September 2015, Bertelsmann will present the silent film series UFA Film Nights at the Palais des Beaux-Arts in Brussels. A total of five films of the silent era (from 1916 to 1928) will be shown with musical accompaniment.

Germany – 24 September 2015
RTL Group has appointed Muriel Parrière as Head of Group Compensation and Benefits, reporting to Romain Mannelli, Executive Vice President (EVP) Human Resources, effective 1 September 2015.

In addition to her HR Controlling and Reporting role, which she took over since her appointment in 2008, Muriel Parrière now also manages RTL Group’s Compensation and Benefits activities and leads a team composed of Nadja Eveno, Compensation and Benefits Manager, and a yet to be appointed Junior Compensation and Benefits Analyst.

Romain Mannelli says: “I would like to congratulate Muriel for this new step in her career at RTL Group and wish her every success in her new managerial responsibilities. Over the last years, I had many occasions to appreciate Muriel’s steady development and her drive to make things happen and done. I look forward to continuing my trustworthy work with her.”

Before joining RTL Group, Muriel was a Senior Consultant for Talent Management at Hudson in Luxembourg. She began her career in 1999 as an auditor at PriceWaterhouseCoopers in Luxembourg. In 2004, she joined the Human Resources Services Advisory department of PricewaterhouseCoopers in Luxembourg. Muriel studied at HEC Management School in Liège (Belgium), where she obtained a University Degree in Business Management.
Enex, the international news provider, will go fully 24-hour with its global operations following the appointment of Brent O’Halloran as its Asia Pacific News Editor, to be based in Sydney.

O’Halloran will work from the offices of Sky News Australia, an Enex partner, from where he will also act as Foreign Coordinator for Sky. Enex has already reached beyond its Luxembourg HQ with the appointment of a news coordinator in Bogota, Colombia, earlier this year. Now Enex operations will ‘follow the sun’ from Luxembourg to Colombia to Sydney.

Adrian Wells, Managing Director of Enex, says: “This will massively enhance our newsgathering power in Australia the Pacific region and Asia and provide a key point of contact for overnight or early morning programme teams in Europe.”

Angelos Frangopoulos, CEO of Sky News Australia, adds: “Brent’s appointment will help Sky play a central role in the future of Enex.”

Brent O’Halloran, 30, previously headed-up 7 News Network’s Queensland bureau. He has worked as a reporter, producer and bulletin editor during his career both in Australia and New Zealand, where he also studied journalism.
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