VIDEO PIONEERS AT YOUR SERVICE

How BCE is building on its 40 years’ experience in audiovisual production

United Kingdom
FremantleMedia
invests in Man Alive
Entertainment company

North America
StyleHaul partners with Verizon’s app Go90

Luxembourg/London
RTL Group participates in Future TV Advertising Forum
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“THE COMPLEMENTARY SKILLS OF OUR TEAMS ENABLE US TO RESPOND EFFECTIVELY TO THE NEEDS OF LARGE-SCALE PROJECTS”

Xavier Thillen

Luxembourg – 10 December 2015
BCE

Broadcasting Center Europe (BCE), one of RTL Group’s technical service providers, offers broadcasters a wide range of solutions and expansive production know-how and facilities. Backstage spoke to Xavier Thillen, Head of Production and Postproduction at BCE.
The whole adventure began 40 years ago, on 4 December 1975, when CLT CEO Gust Graas set up an entity called RTL Productions in a bid to diversify the audiovisual Group’s activities. The new subsidiary, run by Paul Ulveling and led by René Steichen, saw itself as a veritable laboratory for the television of the future. As Xavier Thillen points out: “At the time there wasn’t enough room to keep the same studio settings, so René Steichen and his team had the idea to create settings for various programmes electronically. This was not only less time consuming and space-saving, but also cheaper and more original.” Armed with an impressive array of leading-edge equipment, including the very latest American cameras, video recorders and a sophisticated image mixer, RTL Productions started out by working on programmes aired by Télé Luxembourg, like Hit-Parade and Super Juke-Box, both of which were presented by André Torrent. Back then, using a computer to edit video was a real technical innovation in European TV production.

Soon feeling the need to spread its wings, RTL Productions left the confines of its spiritual home in the Villa Louvigny and settled into new studios in Bertrange, which became a Mecca for video clip producers in the early 1980s. Over 4,000 clips have been produced for numerous stars. All the big-name French performers like Gilbert Bécaud, Mireille Mathieu, Johnny Hallyday, Michel Sardou, Sylvie Vartan and Jean-Michel Jarre made the trip to Bertrange to film their clips. Even the great international stars like Shirley Bassey, Céline Dion, Richard Clayderman, Al Jarreau, Julio Iglesias, Falco or John Denver had no hesitation in recording their videos there. René Steichen, a true pioneer in video production, performed real magic there with images, exploiting the full potential of his Scanimate analogue animation computer (one of only six in the world) and a System 4 computer. Between 1984 and 1987, RTL Productions focused on programme-making and broadcasting of the newly launched German-speaking channel RTL Plus, which subsequently moved from Bertrange to Cologne on 31 December 1987, though postproduction work on acquired programmes continued until 2011. The Production Department duly stepped up its policy of diversifying and specialising in the very latest technologies, producing advertisements for major brands, graphic logos, theme tunes and corporate films and videos. At the same time, it was making programmes like the children’s series La Lucarne d’Amilcar and Georges Lang’s cult rock music programme Chewing Rock.
In 1987, as part of the European Union’s Eureka programme, RTL Productions capitalised on its experience and reputation for special effects and computer animation to set up the European Centre for Research and Production of Computer Graphics (CERISE). These activities covered production, research and development, experimentation and training, which enabled CERISE to take part in another EU programme, Community Programme in Education and Training for Technology (COMETT). This research in cooperation with universities enabled the development of two software programmes designed and produced in Bertrange, one of which, dubbed Fantasia, enabled the production of cartoon films at highly competitive prices.

In the mid-1990s, CLT’s profit centre and provider of technical services started focussing more on advert production and on postproduction work within a regional and national market that was limited but stable, especially since the establishment of the Cologne Broadcasting Center (CBC) in which RTL Productions held a 25.1 per cent interest at the time. In 1995, RTL Productions was commissioned to produce a new daily news programme in Luxembourgish called *Eng Stonn fir Lëtzebuerg*. Operating under the name of CLT-UFA Video Production and Broadcasting from 1997 onwards, this entity became an independent subsidiary on 1 January 2000, called Broadcasting Center Europe (BCE).
Today, BCE’s Production and Postproduction department has become a key player in Luxembourg’s audiovisual market. As Xavier Thillen points out: “The concession contract concluded with the Luxembourg Government gives us the assurance of a public service, so we are guaranteed the broadcasting and production of major events, like cultural highlights and major sporting fixtures – football home matches featuring the national team of Luxembourg or coverage of the Games of the Small States of Europe – or the Presidency of the Council of the European Union.”

Indeed, BCE was chosen to host all the broadcasts by Luxembourg’s six-month EU Presidency between July 2015 and the end of the year. And throughout Luxembourg’s EU Presidency, BCE will also have provided an extensive range of other services, including audiovisual coverage of various visits and meetings, the installation and implementation of technical infrastructure, digital signage and the establishment of a streaming platform. “The complementary skills of our teams enable us to respond effectively to the needs of large-scale projects. We are pleased to be working with the governmental press department (SIP) again and playing such an active role in this European event,” Xavier Thillen adds.

BCE has also produced numerous promotional clips for the Luxembourg government and for Luxembourg City. Its other clients include the European Investment Bank (EIB), the European Court of Justice (ECJ), the Luxembourg Stock Exchange, steel giant ArcelorMittal, the national airline Luxair and the Luxembourg insurance company Lalux. In 2011, BCE received an Award of Excellence for its Murphy’s Law advert, produced for Lalux, at the 23rd Corporate Media Night. And its regular collaboration on productions with RTL Télé Lëtzebuerg and IP Luxembourg is also worth a mention, of course.

However, not all of BCE’s production-related activities take place in Luxembourg itself. The company is also a player in the surrounding so called Greater Region. For example, BCE has already been selected to broadcast the matches played in the IHF World Handball Championship in Metz in 2017.

Advertising, promotional films and corporate videos remain the bread and butter of BCE’s Production and Postproduction department. In the words of Xavier Thillen: “Video is the most effective way of communicating strong messages to capture the public’s attention. With 40 years of experience in
the production of adverts and corporate videos under BCE’s belt, we have the infrastructure and manpower to make any message come to life on video.” BCE has access to an impressive range of infrastructure, including outside broadcasting vans, cameras, helicopters, cranes and studios up to 225 square metres in size.

At the same time, another niche that is growing in importance is the live streaming of conferences. Xavier Thillen explains: “Since Luxembourg is the seat of many European and financial institutions it has developed into a really major conference venue. To ensure the coverage of these conferences, BCE offers a full range of services, ranging from their organisation to live online broadcasts. The experience we have accumulated in this domain throughout Luxembourg’s EU Presidency has been invaluable.”

Some of BCE’s main upcoming production projects include:

- teaming up with M6 to cover Uefa’s Euro 2016 football tournament in France;
- the 2017 Cyclo-Cross World Championship in Luxembourg; and
- the 2017 ITTF EuroTop 16 table tennis tournament in Luxembourg

For all these events, BCE will once again be able to make excellent use of the know-how it has acquired over the past 40 years.

“THE EXPERIENCE WE HAVE ACCUMULATED IN THIS DOMAIN THROUGHOUT LUXEMBOURG’S EU PRESIDENCY HAS BEEN INVALUABLE”

Xavier Thillen
BCE, a European leader in technical services

BCE’s key activities include:

Continuous broadcasting:
A number of television channels, including RTL Télé Lëtzebuerg (Luxembourg), RTL-TVI, Club RTL, Plug TV (Belgium), RTL 4, RTL 5, RTL 7, RTL 8 (The Netherlands) and seven Hungarian-language cable channels, have selected BCE as their technical partner for 24/7 programme broadcasting.

TV and radio transmissions:
BCE’s six transmitter sites in the heart of Europe give it unique, long-standing expertise in planning, setting up and operating both analogue and digital transmission infrastructure. Lagardère recently entrusted BCE to run its Europe 1 longwave transmitter.

Engineering and consulting:
BCE has launched and upgraded television channels and radio stations throughout Europe, including Arte (France), Nova TV (Bulgaria), RTL Televizija (Croatia) and RTL-TVI (Belgium). Its latest launch was RTL Z for RTL Nederland.

Systems, telecom and network solutions:
As the leading hub in the heart of Europe, BCE is a major telecom, ISP and IT service provider, operating the largest colocation centre in Luxembourg, along with various data centres and worldwide telecom lines (satellite, PDH and SDH technologies).

Digitisation:
BCE owns one of the largest mass digitisation platforms in Europe, with an annual capacity of 50,000 hours. This platform is connected to a large, redundant maximum – security digital archive. Its next project will entail the digitisation and distribution of all French Ligue 1 football matches since 1989.

Production and Postproduction:
As audio and video experts, BCE’s Production and Postproduction department make any multimedia projects come alive.
On 10 December 2015, FremantleMedia announced the investment in Man Alive Entertainment, an independent television production company owned by Justin Gorman.

United Kingdom – 10 December 2015

Justin Gorman is a former Head of Entertainment at Channel 4 who launched the television production company Man Alive Entertainment. Following an investment in the new company, FremantleMedia holds a 25 per cent stake in Man Alive Entertainment, with the option to increase its share in the future.

Man Alive Entertainment will develop and produce large-scale entertainment and factual entertainment programming as well as reality, game show and quiz formats. Gorman has more than 20 years’ experience in creating, commissioning and producing iconic and award-winning series including the revamped *TFI Friday*, *The Million Pound Drop Live*, *Alan Carr Chatty Man*, *Derren Brown* and *The Cube*. Prior to working at Channel 4 he was an Executive Producer at Objective Productions (All3Media) and Princess Productions (Endemol Shine Group).

**Justin Gorman**, Creative Director and CEO of Man Alive Entertainment, says: "It’s very exciting to be launching Man Alive Entertainment. We are a small but very experienced indie, with a great track record in creating award-winning entertainment formats and multi-screen content. I’m delighted to have the backing of FremantleMedia – its creative network is unrivalled and I look forward to creating some outstanding television content for the UK and the world."

**Rob Clark**, Director of Global Entertainment at FremantleMedia, comments: “Justin is one of the most respected execs in television, he has creative flair, great relationships with talent and broadcasters, and he’s been a part of some of the biggest shows in the industry. We’re looking forward to making some great shows and being part of the company’s growth.”

Hannah Dodson joins Gorman as Head of Development; Dodson was previously part of Gorman’s team at Channel 4 and exec produced *The Mash Up*, *Stand Up To Cancer* and *The Secret Policeman’s Ball*. 
The multi-channel network StyleHaul has announced that it is partnering with Verizon’s Go90 entertainment platform to create exclusive content for app.

North America – 9 December 2015

As part of the deal StyleHaul’s largest creators – including ILikeWeylie, Nikki Philippi, iJustine, Aspyn Ovard and BubzBeauty – will produce exclusive content across all women’s lifestyle genres including fashion, beauty, health, wellness and parenting, targeting the mobile-facing millennial female. All StyleHaul creator content is exclusive to Go90 and not available anywhere else.

Commenting on the partnership Stephanie Horbaczewski, CEO of StyleHaul, says: “StyleHaul is thrilled to be working with Go90 as we continue to explore ways to create new and exciting content on diversified platforms. This partnership provides some of StyleHaul’s most beloved creators the opportunity to launch an entirely new realm of content as their interests expand as content creators.”

BubzBeauty, one of StyleHaul’s participating content creator, explains how she uses Go90 to share her new experiences of motherhood on Mashable.com: “Go90 has been a wonderful platform for me to start my Mummy Diary episodes leaving me complete freedom as a creator. I’m thrilled to be part of the team.”

Launched in October 2015 by Verizon, Go90 is a free social entertainment platform designed for the mobile-first generation, offering access to live and on-demand video. The Go90 app is available only in the United States and can be downloaded from the App Store or Google Play.
On 2 December 2015, more than 500 executives from the media world met in London for the Future TV Advertising Forum. The topic: How will the future of TV advertising look like?

Luxembourg / London – 4 December 2015

“THE CONVERSATION THAT TV IS DYING, IS PRETTY MUCH DEAD”

RTL Group

The conference held in the heart of London, and host sponsored by RTL Group, was well attended by executives from international advertisers, media agencies, sales houses, content owners and broadcasters. After a short welcome, the event was opened by a fireside chat with Helen McRae, UK CEO and Chair of Western Europe at Mindshire. Asked about her view on the current state of the business, she said: “The conversation that TV is dying, is pretty much dead. But something has changed; The definition of TV has expanded into video in its totality: nowadays I have to look at data and measurements every single day. We have seen a lot of changes already in 2015 and this will continue.”
During the first session in the morning, Rhys Noelke, Senior Vice President Strategy at RTL Group discussed with Robert Andrews, Media Strategy Consultant; Nikki Mendonça, President EMEA, OMD; Richard Brooke, Media Operations and Strategy Director for Europe, Unilever; and Pippa Glucklich, Co-CEO at Starcom Mediavest Group, about the ongoing digitisation of TV and its implications for advertising clients and agencies.

Richard Brooke said: “These are exiting times: there are new opportunities every week coming from digital. But: advertisers need audiences. Let’s not get inflicted by all those opportunities, but come back to reality: TV is a great medium. Quality content is expensive. For advertisers it’s about scale, it’s about reach and about eyeballs. TV does a great job for that.”

Rhys Noelke added: “For us as a broadcaster, technology will be a part of the future. We will continue to create great content and thus create audiences. Nonetheless, this is not about scheduling our content on our TV channels anymore – we also have to be present in other eco-systems such as MCNs and ad tech will enable monetisation here. That’s why we have already invested into the field of programmatic advertising with SpotX and Clypd.”

On the second panel of the day, Henry Rivero, Senior Executive, Digital Technology and Special Projects at RTL Group, discussed about the current state and future of programmatic advertising. He highlighted RTL Group’s recent investments in the field and highlighted that advertising markets differ vastly. As the industry is converging to a more global tech approach, “we have to take into account the size of the markets, different cultures and of course different regulations and of course the costumer perspective from both the buying and the selling side,” he said. “And this is what we did, when we opened offices for SpotX in the Netherlands and Germany.”

Besides insightful presentations and lively debates, the conference was a great networking opportunity for the attendees among which were also executives from RTL Group, Mediengruppe RTL Deutschland, RTL Belgium as well as SpotX and Clypd. The conference can also be followed on Twitter with the hashtag: #ftvads
On 3 and 4 December 2015, the international news provider Enex held a coordinators conference in Budapest. Hosted by RTL Klub, the event was attended by more than 60 coordinators from Enex’s 52 global partners, who met to discuss topics of common interest.

Luxembourg – 10 December 2015

One of the main topics was an Enex initiative to improve cooperation for coverage of the European Parliament. Oscar Fontao of the European Parliament’s Audio Visual Unit spoke at the conference and said: “We are extremely keen to raise the profile of news from the European Parliament. Up until now our relationships have been stronger with publicly-funded television, but we hope to match that in the private sector in future with the help of Enex.”

In addition to the European Parliament initiative, CBS News Executive Director Bill Felling spoke to attendees about the upcoming US Presidential elections. Felling explained that the US 2016 Presidential race was the most unpredictable contest he could remember in 30 years of covering American politics. Leading Republican nominee Donald Trump’s popularity confounded the normal rules of political success, said Felling, adding that CBS News Path is offering a range of special services to Enex partners as the nomination contest hots up in the New Year along with later coverage of the party conventions and the election itself in November.

Enex has focussed on making its meetings industry events. In October, Enex announced a partnership with Google’s Digital Media Initiative and as part of that Beata Biel from Google News Lab explained to conference delegates how to use Google’s latest news trends tools and panoramic camera technology. Another session dealt with how newsrooms can better verify images and video from social media – increasingly important in newsrooms across the world.

Commenting on the conference’s outcome, Adrian Wells, Managing Director of Enex, says: “Enex is continuing to diversify and provide more value to its partners. That’s why we are seeing more and more TV channels attracted by our offer and joining the group.”
Would you have guessed the right answer? On 7 December 2015, 27-year-old Leon Windscheid did and won €1 million on *Wer wird Millionär?* (Who Wants To Be Millionaire?) on RTL Television. This makes Leon the 14th millionaire of the show hosted by Günther Jauch. 6.75 million people in the total audience shared the excitement in front of their TV screens as the likable PhD student won the jackpot. The quiz show achieved a great audience share of 17.6 per cent among the 14 to 59 target group making it the most watched show that evening.

How many cubes are there in a Rubik’s Cube, which was invented by Ernö Rubik?

- **A:** 22
- **B:** 24
- **C:** 26
- **D:** 28

In case you are still guessing, the correct answer is 26!
Prime content

BroadbandTV

Amazon has launched the Streaming Partners Programme, an over-the-top streaming subscription programme, which will also feature selected HooplaKidz video content. In April 2015, BroadbandTV announced the acquisition of YoBoHo, the publisher and children’s content producer, which owns and operates HooplaKidz, one of the largest YouTube children’s and family networks.

North America – 10 December 2015

“RTL Group, there is no better partner”

Clypd

At the Future of TV Advertising Forum, Joshua Summers, CEO of Clypd, spoke to Beet.tv about the company’s current business model, RTL Group’s investment in Clypd, as well as its collaboration with SpotX. You can see the interview here.

North America – 10 December 2015

New look-and-feel for Vox.de

Vox

Vox.de has undergone a relaunch and its news design and content is now more aligned with the channels TV programmes. In addition to programme information, users can also find video clips and background reports about current TV programmes.

Germany – 7 December 2015

High Definition with Atresmedia

Atresmedia

Atresmedia Televisión will be the first group to broadcast all its channels in HD as in addition to Antena 3 and La Sexta, NeoxHD, NovaHD and MegaHD have also been added to VodafoneTV. All channels are also broadcast in HD online via Atresmedia Player.

Spain – 7 December 2015
The boys are back in town
RTL 4
As of 8 December 2015, all twelve episodes of the upcoming fourth season of the Dutch hit series *Divorce* will be available to subscribers of Videoland – one month ahead of its broadcast on RTL 4.

The Netherlands – 8 December 2015

A glittering ceremony in Singapore
FremantleMedia Australia
Congratulations to FremantleMedia Asia and FremantleMedia India on winning the prestigious 2015 Asian Television Awards: ‘Best Reality Show’ for *Nat Geo Covershot: Maximum City* and ‘Best Adaption of an Existing Format’ for *Asia’s Got Talent*.

Australia – 8 December 2015

Fiercely festive competition
FremantleMedia North America
On 7 December 2015, the hit holiday decorating competition series *The Great Christmas Light Fight*, produced by FremantleMedia North America, returned for a third season to ABC.

North America – 7 December 2015

A global partner insuring TV production worldwide
Media Assurances
Warner Bros. International Television Production, the European content branch of Time Warner, has retained RTL Group’s Media Assurances as its global insurance broker for TV production activities worldwide.

Luxembourg – 4 December 2015

YouTube rewind 2015
BroadbandTV / StyleHaul / Divimove
YouTube is celebrating the videos, people and music of last year with the #YouTubeRewind 2015 also featuring content creators from BroadbandTV, StyleHaul and Divimove.

Click here to spot RCLBeauty101 from BroadbandTV, Joey Graceffa, iJustine, Alfie and Zoella from StyleHaul or Divimove’s elrubiusOMG.

North America – 10 December 2015
Matthieu Bayle has been appointed Director of the External Programming unit for M6 channel.

He takes over from Anne-Sophie Larry and, along with his team, will be responsible for programmes made by external producers.

After studying philosophy at the Sorbonne, Matthieu Bayle began his career at Canal plus in 1990, before moving to France 3. He worked as Co-Director of Popstars on M6 before joining Studio 89 as Programme Director in 2009.
More about Backstage

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