Germany
Super RTL and Dreamworks deal expands into realm of licensing

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ALL FOR THE KIDS

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week 3 / 16 January 2014

Cover

Collage with the RTL Kockica logo

Kids: © Luis Louro

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
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“I think it’s about time to not only launch a third channel, but a children’s channel, thereby diversifying our portfolio” – Johannes Züll, CEO RTL Hrvatska.
In July 2013, RTL Group’s Croatian subsidiary, RTL Hrvatska, applied to the country’s Council for Electronic Media for license approval to launch a new children’s channel, RTL Kockica. When the license for the channel was approved – and the flagship channel RTL Televizija’s license was also extended by 15 years – only one other license was granted.

On Saturday 11 January 2014 at 11:01 RTL Kockica (“RTL Dice”) went on the air and recorded successful ratings, beyond what was expected. In the adult target group of viewers aged 18 to 49, RTL Kockica scored an all-day audience share of 2.2 per cent. With peaks of 12 per cent among 4- to 9-year-olds and peaks of 8 per cent among 4- to 14-year-olds, the impact of RTL Kockica – which became the country’s eighth biggest channel on its first day – was already visible.

On the third day of broadcast, the ratings even reached 20 per cent of 4- to 14-year-olds.

**Andreas Rudas**, Executive Vice President Regional Operations & Business Development CEE and Asia at RTL Group, comments on the launch of RTL Kockica in Croatia: “We are very dedicated to our Croatian family of channels at RTL Group. Following the successful launch of RTL Kockica, I’d like to take this opportunity to thank our strong team at RTL Hrvatska for their on-going hard work and commitment to this project and the many other projects that make RTL Hrvatska a valued member of the RTL Group family.”

Prior to the launch, Backstage sat down with RTL Hrvatska CEO, Johannes Züll, to find out how RTL Kockica fits into the Croatian TV market, what the company’s expectations are for the new channel and how its distinct programming will set it apart from other children’s channels on the market.

Despite the status quo of the Croatian economy, the logic behind launching a third channel remains sound. Through digitisation, which began in 2011 with analog-switch off, the local market is fragmenting more and more. The best way to avoid erosion on the flagship channel RTL Televizija and second-generation channel RTL 2 is to add more channels – an approach very much in line with RTL Group’s tried and tested strategy of building families of channels that are complementary – targeting different demographics. In Züll’s own words: “I think it’s about time – after the successful launch of second-generation channel RTL 2 in January 2011 – to launch not only a third channel, but a children’s channel, thereby diversifying our portfolio. When there was a tender for new national licenses in July, it was the perfect time to apply for RTL Kockica.”

Applying for the license was no easy feat – six applications were submitted for three empty places – but RTL Hrvatska was tactical in its approach. Not only was RTL Kockica’s license granted but flagship channel RTL Televizija was also granted a 15-year license renewal. By recognising a gap in the market and strategically applying to a multiplex that others didn’t focus on, RTL Hrvatska got lucky. The broadcaster’s main competitor, Nova TV, on the other hand, applied for a license for a male-skewed channel which was rejected. The regulator acknowledged that RTL Kockica would bring more variety to the Croatian TV market.
While Nova does have a children’s channel on IPTV, RTL Kockica will be the first free-to-air channel dedicated to children’s programming on the Croatian TV landscape; “RTL Kockica is a wholesome endeavor that offers free-to-air feel-good, family-oriented children’s programming – it fills a gap in the market,” explains Züll.

The youngest channel in the RTL family, RTL Kockica will have little overlap with RTL’s other Croatian channels. The addition broadens the company’s reach;

- **RTL Kockica** targets preschoolers and young school children (4- to 14-year-olds) and in the evenings families in general.
- **RTL 2**, the second generation channel launched in 2011, aims at the younger generation – the 18- to 35-year-old demographic.
- **Flagship channel RTL Televizija** targets the 18 to 49 age range.

“Our goal for Kockica is to fit into this placement optimally – one age range after another,” says Züll.

While being part of a larger European broadcasting network is undoubtedly beneficial when launching a new venture, local content plays an important role in any market, particularly in Croatia. Züll explains: “We talked to the people both at Super RTL and at RTL Telekids – we really did our homework. But at the end of the day, you do have to buy local content that is made especially for the territory and therefore, we do have to do our own thing to a certain extent.”

**Some examples of local programming on RTL Kockica:**

- The show *Idemo u Zoo* (“Let’s go to the zoo”) sees presenter Ivan Kralj lead viewers into the secrets of the animal kingdom. The series, which aims to familiarise children with various types of animals and educate them about their way of life, was created in collaboration with the Zagreb zoo.

- Local programme *Baka priča najljepše price* (“Granny tells beautiful stories”) introduces grandmothers Stanka Šilović and Mirjana Tomško Antić, who read little viewers all the classic bedtime stories, such as *Sleeping Beauty, Pinocchio, Puss in Boots, Goldilocks* and many others.

- **Mali znanstvenici** (“Little scientists”) is a locally produced education and entertainment programme, whose hosts study a variety of natural phenomena and conduct various experiments together with their little scientist viewers.

While there are a number of basic pay channels dedicated to children’s programming on Croatian TV – Cartoon Network, Nickelodeon or Disney – the overall programming is dominated by licensed, imported formats. RTL Kockica is laying the emphasis on local programmes, thereby assuming a niche in the country’s TV market. The Croatian market is one that favours local content: “The story told needs to be good and the show needs to be entertaining but, yes, local product – if it’s produced well – is doing very well and often a lot better than international imports,” explains Züll.

Saturday 11 January was the last weekend before school starts in Croatia – an ideal launch day for a children’s channel because children had the chance to check out what RTL Kockica had to offer and then talk about it in school on Monday.
Meet the faces of RTL Kockica

Anja Durinović

Davor Balazin

Ivan Kralj

Getting the kids involved

- Developing the promotional campaign for RTL Kockica was a hands-on affair, and small hands at that! Croatian children were invited to work in front of a green screen, using their imaginations to be a part of the high-energy RTL Kockica trailer.

Check out the end result:

![QR Code]

- In the two weeks leading up to the launch of RTL Kockica, the channel received countless letters from children, who were invited to send in their own drawings to be showcased on launch day.

The Kockica line-up

The channel kicked off with an introductory programme, with the hosts introducing the various programming:

- The morning timeslot, called “Kockici,” broadcasts cartoons and local productions for young children. Among them: Mala sportska akademija ("Little sports academy"), encouraging children to exercise, and Vremeplov ("Calendar"), discussing events that marked a certain date.

- The afternoon timeslot follows for somewhat older viewers, offering age-appropriate series and imported formats, such as French educational cartoon Bilo jednom... Ljudsko tijelo ("La Vie"), a fun presentation of the human organism for children.

- The evenings are dedicated to pre-teen viewers and families, offering documentaries and family films.

RTL Kockica’s daily 17 hours of programming offers something for everyone!
Following a 2013 output deal with Dreamworks Animation for programme content, Super RTL has now expanded this strategic alliance into the realm of licensing.

Germany – 15 January 2014

As part of this agreement, Super RTL has secured the local merchandising rights to beloved franchise blockbusters such as *Shrek* and *How to Train Your Dragon* as well as many other TV series and films. Super RTL Managing Director Claude Schmit: “With Dreamworks Animation we have acquired the merchandising rights to properties from a world-renowned portfolio with immense market potential. We are thrilled to be able to expand our strategic cooperation into the area of licensing. This alliance will also create new opportunities for our business partners in the licensing area and significantly enhance the awareness of Super RTL offerings among kids.”

The steady new development of high-quality content and the long-term relationship of both companies look to form a foundation for sustainable success. The Dreamworks brand enjoys immense popularity in the region, which Super RTL will aim to translate into the world of children’s toys and products, in conjunction with its retail partners.

Dreamworks Animation’s Head of International Consumer Products Jonathan Baker: “We have started a fantastic relationship with Super RTL and look forward to continued success as they help drive merchandising for our franchises in the market. We are confident that Super RTL will set the tone for our international strategy as we expand our global footprint as a branded entertainment company.”

As the biggest independent animation studio in the world, Dreamworks Animation continues to grow its global presence in the consumer products arena. By creating franchises that translate from cinema to other forms of media and entertainment, the California-based company has demonstrated a successful growth strategy that is highlighted in the studio’s *How to Train Your Dragon* franchise with the successful series spin-off *Dragons: Riders of Berk*.

As the first television series out of the programme output deal, *Dragons – Riders of Berk* celebrated an excellent autumn premiere and went on to enjoy the best series start in over five years. The second season of this series is already scheduled to be broadcast on Super RTL this year and together with the second feature film, *How to Train Your Dragon 2*, scheduled for summer, is setting the stage for a broader product launch in autumn.
In a unique partnership with KLM Royal Dutch Airlines, the RTL Nederland digital channel RTL Telekids can now be seen on board intercontinental flights of five hours or more.

The Netherlands – 14 January 2014

About RTL Telekids

RTL Telekids started in 2010 and is part of RTL Nederland. The programmes are aimed primarily at children between 3 and 9 years of age, spoken in Dutch, and provide educational and nonviolent content. RTL Telekids has become an entertainment platform with a daily programming window on the channel RTL 8, and the 24-hour channel RTL Telekids 24/7 in all major cable operators.

A compilation of RTL Telekids programming can be accessed on the In-flight entertainment system, containing some of the more popular Dutch kids programmes, such as Bibaboerderij, Brandweerman Sam (Fireman Sam), Chloe’s Toverkast (Chloe’s Magic Box) and Ernst, Bobbie en de rest (Ernst, Bobbie, and the rest). All programmes of RTL Telekids are spoken in Dutch and are aimed at children between 3 and 9 years of age.
Since its release on 25 December 2013, the UFA Cinema production *Der Medicus* (*The Physician*) has already been watched by more than 2.3 million viewers in Germany.

Germany – 6 January 2014

Its successful box-office release has already earned the film three ‘Bogey’ awards from Entertainment Media Verlag: on 30 December, an award for more than 1,000 visitors per copy on its opening weekend, and two days later a Bogey for ‘1 million visitors within ten days’. In January, a silver ‘Bogey’ followed.

Based on this successful opening, the number of cinemas showing the UFA Cinema production in Germany was increased from 630 to over 680 during its second week in theatres.

**Wolf Bauer**, Producer and Managing Director at UFA Cinema, says: “It has always been a great wish of mine to film Noah Gordon’s world-famous novel. I am very proud that, together with director Philipp Stölzl, we have succeeded in bringing *The Physician* to the big screen. Naturally, I am all the more delighted by its excellent box-office debut.”

**Nico Hofmann**, his fellow Producer and MD at UFA Cinema, adds: “For me, its spectacular box-office success is the audience’s gift to Noah Gordon: his film inspires people just as much as his phenomenal novel.”

Bauer and Hoffmann are the producers of the major UFA Cinema project, which was co-produced by ARD Degeto and Beta Cinema.
Deutschland sucht den Superstar (Idols) returned to RTL Television, reaching 19.6 per cent of 14- to 59-year-olds. The social TV offer RTL Inside conquered the TV screen just in time for the start of the new season.

Germany – 9 January 2014

The first episode of season eleven of the UFA Show & Factual produced talent show attracted 3.6 million viewers, for an audience share of 19.6 per cent. During broadcast, the RTL logo on the top left of the screen transforms into the RTL Inside logo several times per show. The newly superimposed logo draws viewers’ attention to the second-screen offering currently available online via tablet or smartphone. Here, viewers can:

- Get exclusive additional information free of charge
- Take part in surveys about the programme they are watching
- Participate in the content of the programme while it is on air
- Talk about what’s happening on TV on the social networks via an integrated social TV feature.

Marc Schröder, the Mediengruppe RTL Deutschland management board member responsible for strategic business development, and Managing Director of RTL Interactive, says: “The animated live references to our second-screen offers integrates social TV even more firmly in our viewers’ television experience. Interaction, action and additional information on the second screen are the perfect complement to the programme they are currently watching on the big screen. The direct interplay of attractive content on different devices intensifies the TV experience.”

In addition to Deutschland sucht den Superstar, from January RTL Television is also using the new logo to alert viewers to second-screen offers for formats such as Ich bin ein Star – Holt mich hier raus! (I’m a Celebrity – Get Me Out of Here!) and Wer wird Millionär (Who Wants to be a Millionaire?), among others.

Last year RTL Inside, the Second Screen offering launched by RTL Interactive in 2012, generated:

- 175 million mobile page views
- 15 million mobile video views
- 10 million likes in social networks including werkenntwen.de, Facebook and Twitter with the smartphone and iPad apps alone.
RTL Ventures – Facts & Figures

Couverts
- A total of 1,100 real-time participating restaurants (December 2013)
- 193 per cent restaurants in Amsterdam (160 restaurants in 2013 vs. 67 in 2012)
- 5.5 million reserved tables (on all devices) which is a growth of 28 per cent compared to 2012

Pepper
- Plus 29 per cent registration compared to 2012
- 22.5 million matches in 2013 (plus 290 per cent compared to 2012)
- Third biggest dating site in the Netherlands (Comscore, January 2013)
- Number two European Trusted Brands survey (Reader’s Digest, July 2013)

Squla
- Increase from 33,000 to 53,000 members (plus 62 per cent) since partnership with RTL
- In 2013 Squla was used in about 3,000 schools and in 6,000 classes in the Netherlands
- With a total of 300,000 downloads, the Squla app is the most-downloaded educational app in the Netherlands

Sizz
- 65,000 downloads for the Sizz app in 2013
- Brand awareness grew from 49 per cent to 63 per cent thanks to Sizz’s sponsorship of Holland’s Next Top Model
- Results of the sponsorship: 31,000 votes cast, a unique reach of 582,000 on Facebook, 253,000 via web and 60,000 via Twitter

Miinto
- 172 participating shops and 395 represented brands (December 2013)
- Increase in orders of 260 per cent (December 2013 compared to December 2012)
- The top 5 shops on Miinto generated additional revenues of 150,000 euros

Iedereen EHBO
- 30,000 active course takers in 2013
- Only first aid course provider approved by the Red Cross
- Over 200 practical test locations in the Netherlands

For more information go to RTLVentures.nl

In 2013, RTL Ventures made investments in online educational reinforcement portal Squla and in the Dutch Learning Company (DLC). The division thus brought the number of ventures up to six and grew into an established venture capital fund. For 2014 the plan is to continue growing and investing in businesses with potential.

The Netherlands – 9 January 2014

Nicolas Eglau, Director of RTL Ventures, comments: “In the last three years RTL Ventures has developed from a business club into an established investment division that has vision and entrepreneurial flair. This flair helps us identify young businesses in growing markets that don’t have a clear leader. The partnership with RTL Nederland offers these kinds of companies the needed push to become market leaders. This is why our focus has shifted from setting up new ventures to investing in successful businesses that are ready for market leadership.”

He adds: “When investing, we look beyond generating cash. For instance, in-house we have a driven workforce that pairs its expertise with the business knowledge of entrepreneurs in order to make a difference in the new and growing markets. RTL Nederland’s media network as well as its marketing expertise makes it possible for brands to reach market leadership quicker. Good examples of this are Iedereen EHBO and Squla. Iedereen EHBO offers a unique combination of online and offline learning while Squla is the first brand that focuses 100 per cent on online education for kids. I believe in their potential as they are very distinctive.”

For 2014, the strategy for the division set up three years ago, is to turn every venture into the number one in their respective growth markets. For this coming year RTL Ventures believes the highest potential lies with the e-learning and home decoration segments and particular interest will also be given to companies with bigger scales (revenues of > 5 million euros).
RTL Television is planning to broadcast Germany’s first interactive talent show, *Rising Star*, within the year. The broadcaster is seeking musical talents for the first season by 30 April 2014.

Germany / France – 10 January 2014

No matter how old, whether alone, in pairs or as a band, candidates for *Rising Star* are now invited to apply on *[RTL.de](http://www.rtl.de)*. In the new live talent show series, vocal talents compete against each other for a music grant, allowing them to devote themselves entirely to their music for one year, and a record deal.

The licensor – Keshet International, the distribution and production arm of Israel’s Keshet Media Group – has already sold the popular franchise to 11 markets, including Britain (ITV), the US (ABC), Brazil (Globo) and Spain (Antena 3). For its part, Groupe M6 in France also confirmed it would broadcast the programme in 2014.

When asked about big news for 2014 by the magazine *Strategies*, Bibiane Godfroid, M6 Programme Director, said: “There will be the arrival of *Rising Star* – a programme that revolutionises the concept of talent shows, where the public can vote for free. We acquired it after a severe fight with other producers. *Rising Star* will be broadcast once we’ve found the best possible jury.”

Its producer in Germany is NorddeichTV Produktions GmbH, a wholly owned subsidiary of Mediengruppe RTL Deutschland. The judges and presenters have not yet been decided on. Further details will be announced closer to the time of broadcast.

**About *Rising Star***

- The popular prime-time talent show with integrated social network links was a surprise hit in Israel (Channel 2), scoring audience shares of more than 50 per cent in September 2013.

- The concept combines all the elements of a classic music talent show – what sets it apart is the unprecedented voting method. Instead of classic telephone voting, TV viewers use a mobile app to cast their votes in real time during the performance – visible to both the artist and the audience.

- The candidates begin their performance in front of a large LED wall that separates them from the audience and the judges. Only when a certain percentage of votes is reached does the LED wall rise up, giving the candidate a clear view of the studio, the judges and the audience.
For the period of November to December 2013, RTL Radio in France remained the country’s number one station in terms of audience share. Fun Radio confirmed its position as France’s number two music station, while RTL 2 remained the leader in the young adult segment.

France – 15 January 2014

According to the latest audience figures published by Médiamétrie, RTL Radio confirmed its number one position with an 11.3 per cent audience share for the period of reference, placing it far ahead of its competitor NRJ (7.4 per cent). In addition, RTL Radio proved to be the only radio station with a market share of more than 10 points. In terms of cumulative audience, which measures the percentage of people who listened to the radio station at least once during the day, RTL Radio maintained its number-two position behind NRJ. The two stations registered respective cumulative audiences of 11.2 and 12.8 per cent.

Ranked number one in audience share in 2013
With an average 11.9 per cent audience share in 2013 (plus 0.3 point compared to 2012), RTL Radio ranked far ahead of the other stations in this criterion. The rue Bayard station was the only one to post a double-digit audience share all year long, while widening the gap between itself and the number two station.

Strong growth for Fun Radio
Fun Radio attracted 3.8 million listeners each day (plus 129,000 listeners over one year). In November and December, the radio station with the ‘dance floor sound’ not only achieved its best audience in the last six waves, with 7.2 per cent of the cumulative audience (plus 0.2 per cent over one year), but also confirmed its position as the number two music radio station in France, ahead of Skyrock.

The morning show Bruno dans la radio took off with 1.8 million listeners each morning (plus 327,000 listeners over the previous wave and 268,000 listeners in one year). In the evening, Lovin’ Fun and Mikl increased their audience from 64,000 listeners since their launch and were already up to 422,000 listeners.

RTL 2 still riding high
Every day RTL 2 captured 2.6 million listeners (plus 134,000 listeners over the previous wave). Cumulative audience for the radio station rose, with RTL 2 posting 4.9 per cent (plus 0.3 point over the previous wave). This allowed it to dominate the young adult segment for the 13th consecutive occasion, ahead of Virgin Radio, RFM and Chérie FM.
American Idol season 13 returned to US screens on Wednesday 15 and Thursday 16 January for a double episode, four-hour special. A re-vamped all-star judging panel began their search for a successful recording artist. Host Ryan Seacrest, judges Keith Urban, Jennifer Lopez and Harry Connick, Jr., and Executive Producers Trish Kinane and Per Blankens (from left to right) are pictured during the season 13 launch panel at the 2014 Fox Winter TCA on Monday 13 January in California.
The TV Year 2013 in Germany

Mediengruppe RTL Deutschland

In the final tally for the year 2013, RTL Television once again emerged as the clear market leader in its target demographic of 14- to 59-year-old viewers with an average audience share of 13.9 per cent. RTL II and RTL Nitro both added audience shares.

Germany – 6 January 2014

The French TV market in 2013

Groupe M6

In 2013, M6 registered a 10.6 per cent total audience share. W9 was the DTT leader with viewers under 50 with a 4.6 per cent audience share, while 6ter, in its first year of operation, was the number one new DTT channel with both housewives and the general public under the age of 50.

France – 7 January 2014

The Dutch TV market in 2013

RTL Nederland

In 2013, RTL Nederland’s combined audience share in the target group of viewers aged 20 to 49 increased from 32.3 per cent in 2012 to 33.6 per cent, making the family of channels the market leader for eight consecutive years. The public service broadcaster and the SBS Group’s channels attained 25.3 per cent (2012: 29.1 per cent) and 19.8 per cent (2012: 19.9 per cent) audience share, respectively.

The Netherlands – 8 January 2014

RTL Belgium still number one

RTL Belgium

RTL Belgium’s family of channels held 87 spots in the 100 highest ratings of the past year. In 2013, flagship channel RTL-TVI earned 18 of the 20 highest ratings in the categories of entertainment, series, films and magazine programmes.

Belgium – 10 January 2014
Antena 3 emerges as commercial target leader in 2013

Atresmedia

In 2013, Atresmedia’s flagship channel Antena 3 was the leader in the commercial target market (viewers aged 16 to 54) in Spain, attracting 13.4 per cent of the market against its competitor Telecinco’s 12.2 per cent. La Sexta also grew its ratings since 2012, scoring 6.6 per cent of the commercial target group.

Spain – 13 January 2014

NSU trial as it has never been seen before

UFA Fiction

On Friday 3 January 2014, Süddeutsche Zeitung Magazin published a special report based on transcripts from the first year of the trial of the National Socialist Underground (NSU), a neo-Nazi terrorist group in Germany: Der NSU-Prozess. Das Protokoll des ersten Jahres.

In parallel to this, based on these transcripts and in just six days, UFA Fiction produced a film that can now be viewed on Youtube.

Germany – 8 January 2014

Atresmedia goes digital with Atresplayer

Atresmedia

The new online platform will provide a wide range of free video and audio content from the Spanish Media Group Atresmedia’s TV and radio channels.

Spain – 7 January 2014

RTL 2 sponsors Le Petit Journal

Fun Radio

For the month of January, radio station RTL 2 has set up an innovative brand advertising campaign by sponsoring the daily programme Le Petit Journal, which airs in access prime time on the Canal Plus pay TV channel.

France – 8 January 2014
Groupe M6 reinforces its position in teleshopping

Through its Home Shopping Service (Pôle Ventadis) subsidiary, Groupe M6 acquired 51 per cent of Best of TV, a French import and point-of-sale distribution company of products initially sold through teleshopping.

France – 9 January 2014

RTL Radio’s Internet audience in November

In November 2013, with 2.9 million Unique Visitors, RTL.fr ranked as the number one French radio website for the 12th consecutive occasion. The website also posted the biggest audience increase amongst the Top 20 news websites.

France – 10 January 2014

RTL Belgium’s teams show off their acting talent in aid of Télévie

Until 19 March 2014, RTL Belgium’s emblematic figures take the stage for the 10th consecutive year to present their latest play, Face à Face, in support of Télévie.

Belgium – 13 January 2014

ANS Azerbaijan joins Enex

Under a new partnership agreement between Enex, the international news provider, and the Azeri news channel ANS, ANS will share content and resources with the 41 broadcast partners that belong to Enex worldwide.

Luxembourg – 13 January 2014
RTL Nederland’s footprint in the Dutch digital world

RTL Nederland

Whether on its own websites or on Twitter, RTL Nederland reached new highs in 2013 and showed that it is also the Netherlands’ number one broadcaster in all things digital.

The Netherlands – 15 January 2014

BCE installed new Euronews platform in Hungary

BCE

Euronews, the most-watched news channel in Europe, has commissioned RTL Group’s technical provider BCE to install its new bureau in Hungary.

Luxembourg – 16 January 2014

Fundacion Atresmedia awards educational initiatives

Atresmedia

On Monday 13 January, Fundación Atresmedia held the “Iniciativas que educan” (“Initiatives that educate”) awards ceremony. The awards honour various Spanish organisations and social groups for their innovative educational projects.

Spain – 16 January 2014
Emmy Award-winning and acclaimed Producer, Director and Writer Louis J. Horvitz has joined FremantleMedia North America’s flagship entertainment programme, American Idol, as its new Director for the talent show’s upcoming season 13.

On his American Idol directorial debut, Louis J. Horvitz comments: “American Idol is the gold standard of music competition shows and I couldn’t be more excited to be a part of the team, bringing this show live to millions of living rooms across the country.”

Trish Kinane, President of Entertainment Programming, FremantleMedia North America, says: “We are incredibly lucky to have Louis joining American Idol 13 this season. He is a true talent who has overseen some of the most glamorous and entertaining productions on US television. He is focused on helping our Idol contestants achieve their potential and we are thrilled to have him on the team.”

A consolidated television director, Louis J. Horvitz has overseen the live broadcasts of the Academy Awards, the Emmy Awards, the Grammy Awards and the Kennedy Center Honors. He has won five Emmy Awards for his work on the Academy Awards and two for his work on the Kennedy Center Honors. During his four-decade career, Horvitz has directed numerous high-profile programmes, including: the XXI Olympic Winter Games opening and closing ceremonies, American Music Awards, Fashion Rocks, MTV Video Music Awards, VH1 Hip Hop Honors, VH1 Divas and Live Aid. Horvitz also directed Kids Inaugural: We Are The Future for US President Barack Obama and US First Lady Michelle Obama, and the VH1 Concert for New York City, benefiting survivors of the 9/11 attacks on New York City.
It was with great sadness that RTL Group learned of the death of Robert Diligent, on 3 January, at the age of 89 in Nice, where he was living since retiring in 1993.

An emblematic figure of the French-language channel formerly known as Télé Luxembourg (which later became RTL Télévision), Robert Diligent created, developed and presented the television news programme in 1955 with his compatriot and colleague from Télé Lille, Jacques Navadic. Robert Diligent presented the news on Télé Luxembourg and RTL Télévision for no less than 28 years, until 1983.

In the following year, he launched a programme that would become a cult classic: *I comme…* [I for…], presenting unusual reports that could not be broadcast during the television news programme. He went on to host the show until 1993 on Belgian channel RTL-TVI, where it still continues to delight audiences. In 1993, Robert Diligent recounted his memoirs of the television world in a book entitled *Robert Diligent raconte RTL TV.*
Grégoire Hueber has been named Executive Director of RTL Special Marketing and RTL Events, the subsidiaries in charge of brand diversification activities for the family of RTL radio stations in France (RTL Radio, RTL 2 and Fun Radio).

Grégoire Hueber (35) has held several positions within RTL Radio since 2001, serving as the Head of Advertising for the IP agency (2001 to 2003), Product Manager (2004 to 2005) and Marketing and Artistic Manager (2005 until now) at RTL Special Marketing.

Grégoire Hueber replaces Julien Cardon, who leaves the company to pursue personal projects. Grégoire Hueber will from now on report to Jérôme Fouqueray, General Manager of RTL 2 and Fun Radio.
RTL CBS Asia Entertainment Network appoints Rene Esguerra as Country Head for the Philippines, effective immediately.

Reporting directly to Daniel Fung, Executive Vice President of Distribution, RTL CBS Asia Entertainment Network, Esguerra will oversee the network’s operations in the Philippines with a focus on distribution and advertising sales. With RTL CBS Entertainment HD already on air and RTL CBS Extreme HD to launch in early 2014, he will explore new opportunities to elevate RTL CBS Asia’s presence in the Philippines. Esguerra is a seasoned executive of the local pay-TV industry with over two decades of experience in distribution, channel operations and advertising sales.

Daniel Fung, Executive Vice President of Distribution, comments: “Rene brings with him solid experience and a thorough knowledge of the Philippines’ pay-TV industry. The Philippines is a very important market for us. With Rene as a valuable addition to our management team, we look forward to closer collaboration and greater engagement with our local partners.”

In the Philippines, Esguerra worked at Accion for 17 years first as General Manager and then as Chief Operating Officer, overseeing the interests of international broadcasters including Discovery, Disney, Star (now Fox International Channels), and NBC Universal.
More about *Backstage*

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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.

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For more information, don’t hesitate to contact the editorial team: Backstage@rtlgroup.com