
THE YEAR IN REVIEW

***HERE'S A QUICK TRIP AROUND
THE WORLD OF RTL GROUP, LOOKING
AT SOME OF THE STORIES
THAT MADE HEADLINES IN 2010.***

MEDIENGRUPPE RTL DEUTSCHLAND

X FACTOR – VOX TAKES CENTRE STAGE



Edita Abdieski, soul singer and winner of *X Factor's* first season on Vox

X Factor's debut German season on Vox, including auditions shows, attracted 11.8 per cent of viewers aged 14 to 49, perhaps testament to the collaborative decision to broadcast the opening two shows of the season on the flagship channel, RTL Television. Edita Abdieski won the contest, taking 74.1 per cent of viewers' votes with her remarkable soul performances, and her song *I've Come To Life* entered the charts in the top ten.

As well as impressive audience figures, *X Factor* has also brought Vox many website hits and even a fast-selling I-Phone app. "There was a huge fun factor," explains Editor-in-Chief Kai Sturm, "and we were especially pleased with the musical quality of the candidates. We know *X Factor* reached a lot of viewers who, until now, have been reserved about the talent show genre."

This is due in no small part to the quality of the judges, who also worked very hard at mentoring the candidates: singer Sarah Connor worked with solo artists aged 16 to 24; trumpeter Till Brönner with solo artists 25 and over; and producer George Glueck looked after groups and duos.

The show was particularly successful with the young female audience, and it seems *X Factor's* popularity isn't limited to the TV set. Since the show first went on air in August, full episodes and highlight clips have been watched nearly 14 million times online. Full episodes available at *VoxNow.de* and *RTLNow.de* have generated over 2 million views, while the I-Phone app has generated more than 4 million page impressions and 450,000 video views. Based on the hugely positive outcomes of the first series, Vox is already preparing for its second season of *X Factor*. Candidates are already applying online at *Vox.de*, and might even outnumber the more than 19,000 who applied to audition for the first series.



RTL NEDERLAND

RTL TELEKIDS IS BORN AGAIN

In October, *RTL Telekids* (see image above) made its much-anticipated return to Dutch living rooms, on RTL 8. It first aired as *Telekids* in 1989 and enjoyed ten successful years. Today, some of its original audience are parents to a new generation of avid viewers – and their fond memories represent a very good reason to bring it back.

"The youngsters of today will be our market of the future," says Bert Habets, CEO of RTL Nederland, "so we want an early introduction to the RTL brand for them. Besides," he continues, "our strategic assessments showed we reached all relevant demographics except the youngsters."

"*RTL Telekids* was very popular," explains Remko van Westerloo, Programme Director at RTL 8, "It's clearly a very strong brand which is reason enough to bring it back." Even so, the new *RTL Telekids* is different in many ways to the old version, which was just one show. Now it's an umbrella brand for all kinds of favourite characters for children aged 3 to 8. It will also have a safe online environment for children to enjoy related content.

Audiences are growing gradually, reaching a 7 per cent share of the 3 to 8-years-old age group in early 2011, in a very competitive market. In addition, the business rationale includes licensing the most popular characters for merchandising and other platforms, drawing on the experience and expertise of Super RTL and other similar operations around RTL Group.

RTL NEDERLAND

THE VOICE OF HOLLAND HITS THE HEIGHTS



Chart-topper and
The Voice Of Holland winner
Ben Saunders

With innovative and interactive ways to enjoy RTL 4's *The Voice Of Holland* on TV, radio, online and on the move, the show has become a huge hit. So, too, its contestants, with winner Ben Saunders topping the charts twice before the competition had even ended. An average of 2.7 million viewers per episode makes it the most watched talent format ever on RTL 4, with the final attracting 3.7 million viewers.

"I have to say, people were sceptical," says RTL Nederland CEO, Bert Habets, "Nobody thought there was room for another talent show. But *The Voice Of Holland* takes a totally new approach, offering unprecedented interaction between viewers, contestants and presenters, resulting in an intense viewing experience for everyone at home." John de Mol of Talpa, the show's production company, says: "Combining television with web and mobile applications has introduced an astonishing level of interaction – which is bound to give television a massive lift."

RTL 4's partnership with Vodafone is helping viewers interact by mobile phone or online, and so the show's growing fan base can follow it 24 hours a day, seven days a week. Wherever they are, they can chat about contestants, and con-

testants can let fans know what they're up to, often on social networking sites like Hyves, Facebook and Twitter. RTL Nederland's Radio 538 was also in on the action, with four finalists joining the competition by auditioning on the radio station.

"That's one of the unique elements," says Bert Habets, "the initial auditions are judged blind, with candidates chosen purely on their vocal merits. They can then pick their preferred coach. The coaches also perform and judge on the show, selecting who they want to continue to develop, so you really get the best voices." The decision also takes

into account the individual contestants' I-Tunes sales, and scores given by internet users.

"The viewer really wants a closer involvement," continues Habets, "Tickets for the live tour of the final eight contestants sold rapidly. The whole new level of interactivity and fragmentation of platforms cross-media work together to really lengthen the lifecycle of the format."

Contestant Ben Saunders' rendition of *If You Don't Know Me By Now* shot him from obscurity to the top of the Dutch singles chart, while other contestants, as well as the show's coaches, have featured 30 times in the top 100. Fans of the show and the music can download contestants' recordings from *TheVoiceOfHolland.com* and from I-Tunes, with downloads counting as votes in the live show.

"Historically the Dutch have always been open to new ideas, and we're showing that in our innovation here," says Bert Habets. "We've also proven to be a good test market for formats with international potential." In fact *The Voice Of Holland* format already has a number of international sales under its belt – it launches as *The Voice* on NBC in the US in spring – and negotiations are ongoing for many more.



FREMANTLEMEDIA

EXPANDING INTO NEW AND GROWING MARKETS

Pink's *Raise Your Glass* music video, produced by Radical Media

During 2010, FremantleMedia completed two acquisitions outside of its traditional core television business: leading casual video games business Ludia, and Radical Media, a global trans-media and branded entertainment company. Here we examine the thinking behind these exciting moves, with the help of FremantleMedia CEO, Tony Cohen.

“WE’RE LOOKING FOR MORE GROWTH POTENTIAL BY THINKING DIFFERENTLY.”



TONY COHEN
CEO OF FREMANTLEMEDIA

“These are exciting times, and we’re stepping out into new and related fields,” states Tony Cohen. “With the acquisitions of Ludia and Radical Media, FremantleMedia is diversifying, to add to its traditional production, distribution and licensing model by getting closer to both advertisers and consumers and attracting revenue directly from each.”

“We will still invest in generating new ideas for TV, and focus on becoming even more efficient at using our global network to transfer knowledge, skills, processes and ideas,” says Tony Cohen. “But consumers want to engage with our brands more than just on television. We’ve seen success in taking ideas across multiple platforms such as online, retail, events and theme parks, but there are many more platforms and we are addressing these systematically.”



Radical Media's *Nike Battlegrounds* TV series

Tony Cohen points out that FremantleMedia has worked with both Ludia and Radical Media prior to the acquisitions: “We have now purchased majority shares in two companies we

“WE BELIEVE STRONGLY IN BOTH BUSINESSES AND WE SEE WAYS OF CREATING NEW VALUE TOGETHER.”

TONY COHEN



Actress Charlize Theron and primatologist Dr Jane Goodall in discussion – from the fifth season of *Iconoclasts*, a Radical Media production



Arcade Fire's *The Wilderness Downtown* music video, produced by Radical Media

admire. We already have good business relationships with both of them in expanding sectors. We believe strongly in both businesses and we see ways of creating new value together.” Ludia brings the potential of a business model based on pay. Tony Cohen elaborates: “Ludia moves us further into the expanding gaming market from licensing to production and distribution, getting us closer to consumers. It has a lot of growth potential, especially online, and in time will begin to create its own rights in addition to distributing our properties and those of other rights holders.” As for Radical Media, advertisers are looking for new ways to reach their audiences, and branded entertainment helps them get their messages across effectively, in different ways to the tra-

ditional commercial. “Creating new entertainment experiences for advertisers also potentially creates valuable rights,” adds Tony Cohen, “but to do it well you need a real understanding of what the brand wants. This is what drives branded entertainment, as well as the editorial requirements. Radical Media is very good at this.” Tony Cohen offers the closing word on where FremantleMedia is heading. “We’re looking for more growth potential by thinking differently, expanding the scope of what we do carefully and steadily, and remaining true to our core skills. These new acquisitions are very powerful ways of growing FremantleMedia and helping us transform into an even stronger and broader entertainment media company.”



Radical Media is a leading global trans-media company, based in New York City, with offices in Australia, California, China and Germany. While the production of commercials currently accounts for a majority of its revenue, it also generates very significant sales in the fast-growing business areas of branded entertainment and content, and produces distinctive creative content across multiple media platforms. Radical Media aims to develop its client relationships to the point where its sales are evenly balanced across these key activities. In the US, the market for branded entertainment – such as Radical Media’s TV series *Iconoclasts*, funded by Grey Goose vodka – is growing faster than the national advertising market, and estimated to reach USD 28 billion in 2010, or 8 per cent of the total advertising market.

4 OCTOBER 2010

FremantleMedia announces to acquire a 62.5 per cent share of Radical Media



Ludia has created and distributed interactive video games with mass consumer appeal since 2007. Based in Montreal, Ludia was one of the first companies to identify television properties as relevant for casual games – for example, with FremantleMedia’s format *The Price Is Right*. Ludia’s current portfolio of 13 formats includes five of FremantleMedia’s television brands. Ludia sells games for PCs and consoles mainly through retail outlets, but online sales are increasing, and the company is also expanding into new platforms such as I-Phone and I-Pad. Ludia is also releasing games on Facebook to significantly increase its presence in the fast-growing international market of social gaming.

18 OCTOBER 2010

FremantleMedia announces to acquire 51 per cent of Ludia, taking its overall stake to 80 per cent



Ludia's *Family Feud* game for the I-Pad



RTL BELGIUM

**CH'TIS
TEMPORARILY
TAKE
OVER BELGIUM**

Dany Boon's immensely successful French film *Bienvenue chez les Ch'tis* set a new record for TV audiences in French-speaking Belgium in March. It achieved a remarkable 66.6 per cent total audience share when shown on RTL-TVI, as part of an evening dedicated to the people of Northern France, known as the Ch'tis.

At 19:45, *Le phénomène Ch'tis*, presented by Sandrine Corman, also took a record audience share for its time slot with 46.7 per cent. And at 22:10, immediately following the film, a documentary about the intriguing inhabitants of the Nord-Pas de Calais region also gathered a total audience share of 38.5 per cent. Says Philippe Delusinne, CEO of RTL Belgium: "We built a story around the movie, broadcast from the region, featured the actors on the news, made the movie our theme for the day – the audience response was incredible."



Fun Radio's friend, dance music sensation Lady Gaga

RTL RADIO (FRANCE)

**A MILLIONAIRE
SEVERAL
TIMES OVER**

Fun Radio is now one of the top music stations in France, with significant increases in audience share in 2010. Its signature 'dance floor sound' for listeners aged 35 and under attracts around four million people every day.

The new number two is jubilant, and General Manager Jérôme Fouqueray explains some of the possible reasons Fun Radio has done so well: "By partnering with the most influential artists at the moment, and with our unique playlist, we've achieved amazing results – and by expanding our brand presence off the air." For example, Fun Radio has organised giant concerts in Paris, and partnered with Crédit Mutuel Arkéa in September to launch the first online bank exclusively for people aged 13 to 25.

Even pop celebrity of the moment Lady Gaga has been raving about Fun Radio, saying, "Lady Gaga's radio station is Fun Radio, the dance floor sound," on air in perfect French.

Fun Radio recently became the top French-language media brand on Facebook, with well over a million fans. It has also recently passed the million milestone for apps downloaded to I-Phone and I-Pad, and is launching apps for most other smartphones. Listening via these new digital media accounts for 13 per cent of Fun Radio's total daily audience.

**"LADY GAGA'S RADIO
STATION IS FUN RADIO, THE
DANCE FLOOR SOUND."**

LADY GAGA

GROUPE M6

Groupe M6's catch-up TV and VoD services websites:
M6 VOD, M6 Bonus, W9 Replay and M6 Replay

As well as diversifying into new revenue streams, the role of the 180 people at M6 Web is to make sure Groupe M6's strong and popular brands are available everywhere their users would like them to be.

"We are making full use of the opportunities presented by new platforms," says Christian Bombrun, Deputy General Manager of M6 Web. "But it's not about following blindly where technology takes us. We assess each new platform and service to make sure the viewer gets a high-quality and consistent M6 experience, and one that we're in control of."

M6 was the first channel in France to launch a full scale catch-up service, M6 Replay, three years ago and, as Christian points out, it has had a positive impact on viewing: "It has increased overall viewing time, audiences and revenue, both from advertising and subscriptions, with very limited cannibalisation." In fact viewers watched 300 million videos of M6 and W9 shows during 2010. "Whether on PC, mobile or tablet isn't so important," says Christian, "What's more important is that we're promoting our own content, and building M6 brands and customer loyalty to them." Though to add to the benefits, M6 does hold about one third of the entire online video advertising market.

While M6 Replay is at present viewed principally on computer and TV, about

ANY WAY YOU WANT IT

10 per cent of the catch-up service is viewed on smaller devices, mostly on the I-Pad tablet, a way of watching that is surely set to grow. Especially as more than 1 million M6 Replay apps for I-Phone, I-Pad and I-Pod have been downloaded since their launch in October. The limited period catch-up service is free on PC and through the app. But there is also a €6 a month video-on-demand service for archived shows, and M6's unique new Pass Séries VIP. For

€9.99 a month, this offers the channel's US drama series just 24 hours after they are screened in the US, and is also proving very popular. "To the best of my knowledge, there is nothing quite like this offer elsewhere in Europe," says Christian Bombrun, "and with it, we are proposing a credible response to piracy." Another major strand to M6 Web's activity is maintaining the other thematic websites within Groupe M6. *Clubic.com* – the new technology portal, relaunched in 2010 – attracts 4.5 million unique users each month, while the interior design site *Deco.fr* attracts 3.1 million. These and others also link users to *Achetezfacile.com*, the company's price comparison site. The group has 40 websites in total, with over 12 million unique users a month, and is showing growth in every one. In 2010 it also relaunched its *Jeuxvideos.fr* video games website, including a version for mobile users, and also moved into betting, with sports and poker websites.

"These websites form a second part of our strategy," says Christian. "The first is to build our M6 brands, and take them to new users of all age groups on all platforms. So that's about protecting our brands. Whereas the thematic websites are a more opportunistic approach, diversifying into new business streams. But both strategies are about growing Groupe M6."

RTL TELEVIZIJA

A REFRESHING NEW LOOK IN CROATIA

Launched in October 2010, RTL Televizija's revamped news and magazine formats bring a wide range of informative, interesting and showbiz-related entertainment to the channel. *RTL Danas* and *Exklusiv Tabloid*, complete with new editors and hosts, have introduced a new, refreshed look to Croatian viewers.

"After running five years it was time to refresh our main daily news show *RTL Danas*, which means *RTL Today*," says CEO Johannes Züll. "And with the local digitisation process underway, and the change to 16:9 widescreen, the timing seemed perfect."

Igor Bobić now hosts the new-look *RTL Danas* from a purpose-built studio, running from 18:30 for double the previous air time. Total audience share has grown, as well as share in the main target group aged 18 to 49, and some days the show beats the ratings of the public broadcaster's news.

Exklusiv Tabloid also takes a different approach, where new host Edita Misirić connects the celebrity world with stories of everyday people and their remarkable



Igor Bobić hosts *RTL Danas*

adventures. As well as a generous dose of celebrity gossip, *Exklusiv Tabloid* explores bizarre and sometimes shocking stories every day on RTL Televizija. "It has become the most watched daily magazine and we have an increase of 13.5 per cent," reports Johannes Züll, "Of course, both shows are slot winners, so we're very happy. Hans Mahr, former Editor-in-Chief of RTL Television in Germany, and now a consultant to RTL Group, spent a lot of time with the editorial teams, helping us improve the shows."

RTL NEDERLAND

SETS ITS SIGHTS ON FILM

RTL Nederland has diversified by adding two new pillars to the three of TV, radio and digital. One is in related consumer ventures such as online dating, a restaurant booking service and a telecoms brand. The other is in entertainment, with a focus on events, concerts and films.

Head of RTL Entertainment, Harold Oomes will be responsible for expanding the company's film catalogue. The company continues to invest in Dutch productions such as the movie version of the hit TV series *Gooische Vrouwen* to be released in spring 2011. But it will also be teaming up with film distributor Dutch Film Works.

Bert Habets, CEO of RTL Nederland, says, "Expanding our film-related activities in partnership with Dutch Film Works is an essential and highly promising step forward for us, especially in a world that is becoming more digital by the day. The aim is to acquire the rights to broadcast suitable US and European feature films in the Benelux territory – in fact, the rights to all the revenue streams on all platforms, from cinema through internet, to the free-to-air broadcast."



Dutch series *Gooische Vrouwen*, which ran from 2005 to 2009, is now a movie, due for release in spring 2011



Kiefer Sutherland, alias Jack Bauer, star of hit series *24*

Antena 3's complementary digital channels Neox and Nova have prospered since their introduction in 2005. Now the family is complete with the launch of Nitro in August, and the newcomer is doing very well indeed.

Nitro is aimed primarily at male viewers in the 35 to 55 age bracket. "There was no male-focused channel in Spain", says Bernd Reichart, Managing Director Digital Channels at Grupo Antena 3, "Yet men are early adopters of new technology such as multichannel TV, so we saw an unfilled gap in the market." Bernd points out that Nitro fits neatly into a gap in Antena 3's output as well. "Antena 3 is a general-interest channel, Neox has a younger audience, and Nova is a young female lifestyle channel. However, we didn't expressly promote Nitro as a male channel, more as an action channel."

With the success of Neox and Nova, Nitro had some ready-made inside knowledge on how to become a hit in the multi-channel environment: "Ninety per cent of our content is not on the main channel," says Bernd, "and we aim for general entertainment rather than a narrow niche." Shows like popular series *24* and *Law & Order: Criminal Intent* have helped establish Nitro's identity.

Originally forecasting an audience share of 1 per cent by the end of 2011, Nitro was attracting 1.2 per cent by the end of 2010, and is already selling out an entire 12 minutes of commercial space per hour. Bernd Reichart confirms the success: "The three digital channels together would compete for third place in the national rankings. And the addition of Nitro is already very profitable."

RTL BELGIUM

MORE THAN JUST A COMMON LANGUAGE



Belgian actor Benoit Poelvoorde and French actor Dany Boon in *Rien à Déclarer*

Companies within RTL Group function like independent businesses, though always with a healthy exchange of ideas and information across the Group. But sharing a common language, RTL Belgium can take the co-operation one step further with its RTL Group colleagues in France.

"There's a good understanding between our teams and those at M6 and RTL Radio," explains Philippe Delusinne, CEO of RTL Belgium. "People work together to make things happen." A good example is *Un dîner presque parfait* (Come Dine With Me), where one week in four the show is produced in Belgium, with M6 and RTL-TVI broadcasting all shows in their respective countries. RTL Belgium also sometimes provides the production team for other shows on M6, when the location is close to Belgium.

In addition, star presenters from RTL Belgium have had parallel careers in France, bringing them increased fame and recognition among Belgian audiences. "In fact," says Philippe Delusinne, "it's almost a tradition for French-speaking winners of Miss Belgium to work on TV in France – there are currently three working at M6."

Collaboration works on radio, too. To celebrate the release of *Rien à Déclarer* – Dany Boon's latest film about two Franco-Belgian border agents – RTL Radio in France broadcast one weekend from the studios of Belgian sister station Bel RTL, and vice-versa.

"PEOPLE WORK TOGETHER TO MAKE THINGS HAPPEN."

PHILIPPE DELUSINNE
CEO OF RTL BELGIUM

GROUPE M6

TOP CHEF NOW SERVED ONLINE

Cooking TV show *Top Chef* was a major hit on M6 in 2010, achieving significant audience share from the first episode in February and building on it right through to the season finale in April, when 4.3 million viewers tuned in. Aired at prime time, the *Top Chef* final secured a 28.8 per cent audience share in the key commercial target group of housewives aged under 50.

Such is the success of the format, M6 Publicité Digital and the Isobar agency have designed a unique campaign for Philips – based on the TV version. *Top Chef* is now available as a web series on *M6.fr*, featuring Philips kitchen products prominently. From 28 November to 31 December, 30 notable bloggers from the cooking world challenged one another in an unprecedented competition broadcast exclusively online.



The *Top Chef* team gathers for an on-set photo opportunity

Top Chef – La Web série was presented by Yaoké San, a contestant from the TV series earlier in the year, and comprised several elimination-by-vote rounds of challenges decided by visitors to the website. Five finalists then went under the professional scrutiny of the likes of popular young chef Grégory Marchand and Anne Lataillade, founder of France's number one culinary blog.

MEDIENGRUPPE RTL DEUTSCHLAND

TOP SPORTS AT THE RACE TRACK, THE RING AND THE ROADSHOW



F1 World Champion Sebastian Vettel takes a bow for fans and photographers

Broadcasting sport can be an expensive business, but it's worth it for a flagship generalist channel. Here we look back at a year of top sporting events on RTL Television in Germany.

Sport has always played a key role for RTL Television. The channel has featured Formula 1 and boxing since 1992, plus football, starting with the Bundesliga in 1989, and then the Champions League from 1994, as well as top boxing and skiing events. "Sports coverage is important for a general-interest channel," says Manfred Loppe, Head of Sports at RTL Television. "Live sport is highly attractive for viewers, it brings high audiences and high awareness, and creates a strong bond between viewers and the channel. So it has contributed to the brand and built the reputation of RTL Television over the years."

The increased marketing impact and brand recognition is crucial, because with high licensing costs, sports events are rarely profitable in their own right. "But for a general-interest channel, they are an important part of providing a balanced portfolio," explains Manfred Loppe, "and this shows in the advertising revenues they attract by reaching demographic groups that other programmes might not."

RTL Television's main sports are still Formula 1, boxing and football, and 2010 was a bumper year for the channel, with popular German-based stars doing very well in all three. "Formula 1 is one of the most successful programmes," says Manfred Loppe, "and in Sebastian Vettel, the German

nation of car lovers has a new hero." The final race of the season drew over half the entire audience, peaking at 12.2 million viewers as Vettel crossed the line to win.

Boxing is a big audience draw as well, with the popular Klitschko brothers regularly attracting top audiences since 2006. In October 2010, an average 13.45 million viewers, again over half the audience (57.5 per cent), tuned in to see Vitali Klitschko defeating American Shannon Briggs.

But for many sports fans, 2010 meant football, and the World Cup in South Africa. RTL Television aired exclusive live broadcasts of nine matches, presented by its 'four-man back line' of Günther Jauch, Jürgen Klopp, Florian König and Jürgen Klinsmann, with the 'RTL World Cup Truck' touring German cities to bring the fan festival party atmosphere to viewers across the nation. "We asked ourselves how to best reach our audiences, but to do so at good value for the company," says Manfred Loppe, describing the roadshow. "So we said 'let's have a party' like in 2006."

Ratings were impressive, with over 15 million viewers watching Spain and Paraguay in the quarter final, while the average market share was 33.2 per cent – and 45.5 per cent among viewers aged 14 to 49. "These figures show we were right to show the games as we did, and celebrate with fans across Germany," says Manfred Loppe, "We didn't just get close to the action, we ended up right in the middle of it, and it was a great success."

MEDIENGRUPPE RTL DEUTSCHLAND

BRINGING THE FAMILY TOGETHER



Mediengruppe
RTL Deutschland's
impressive new
premises in
Cologne-Deutz, in
the former trade
fair buildings on the
banks of the Rhine



**“WE HAVE FOUND
OUR NEW HOME IN DEUTZ.”**

ANKE SCHÄFERKORDT
CEO OF MEDIENGRUPPE RTL DEUTSCHLAND



Peter Kloeppe and Ulrike von der Groeben on duty in the fully digitised news studio in Cologne-Deutz

Mediengruppe RTL Deutschland has completed its relocation to larger, more modern and versatile premises in Cologne-Deutz, in the former Rheinhallen buildings on the banks of the Rhine. Now, over 2,000 staff from the Group's subsidiary channels and businesses are all working under one roof.

A move of this scale takes careful preparation and meticulous planning, and has run smoothly behind the scenes throughout 2010 to ensure no disruption to broadcasting operations. RTL Television's *Explosiv* was the first programme broadcast from Cologne-Deutz in June, with other news and magazine formats following, until – by the end of 2010 – the move was complete.

"We have found our new home in Deutz," says Anke Schäferkordt, CEO of Mediengruppe RTL Deutschland, of what has become one of the most well-equipped broadcasting centres in Europe. "We have laid the foundations for even closer co-operation within the company, and across the Group." RTL Television's Editor-in-Chief and news anchor Peter Kloeppe agrees: "It has really speeded up co-ordination between the information channels, and the various news and magazine programmes benefit from the enhanced collaboration that's now possible."

Viewers feel the benefit of this new era too, with more interactive elements like 3D models, information diagrams and touch-screen technology. This really enhances the viewing experience and depth of imagery, making it easier for presenters to deliver news stories. All the information programmes are now created in HD, and can be broadcast in HD to viewers who subscribed to the necessary service. *Explosiv* presenter Janine Steeger highlights some of the many positives a single, fully-digital studio complex has introduced: "The new studios are larger and more modern, and offer a wider range of ways to present information, such as large video walls showing images of the news we want to talk about," she says. "It's a real quantum leap forward."

The state-of-the-art premises has also been designed and built to include extensive resource-conserving features, such as redirecting heat generated by TV production equipment to nearby offices, and cooling systems that use locally available ground water.

THE NEW **BROADCASTING CENTRE** CONTAINS:

OVER 2,500 KM OF CABLING



ARCHIVES OF 150,000 HOURS OF VIDEO – EQUIVALENT TO AN 8 KM HIGH STACK OF CDS



350 SPOTLIGHTS FOR THE TWO STUDIOS



18 HD STUDIO CAMERAS



56 EDITING SUITES AND 9 AUDIO SUITES



22 SATELLITE ANTENNAS



APPROXIMATELY 50,000 DATA POINTS



4 EMERGENCY POWER SUPPLY SYSTEMS

THE MOVE TO A NEW HEADQUARTERS MEANS **2,000 COLOGNE-BASED STAFF** ALL WORKING TOGETHER IN THE SAME PREMISES, INCLUDING:

RTL TELEVISION



VOX • N-TV • SUPER RTL



INFO NETWORK



RTL INTERACTIVE



COLOGNE BROADCASTING CENTRE



IP DEUTSCHLAND

FIRST, CHOOSE YOUR DEVICE



RTL Group's online platforms and on-demand offers across Europe collectively generated more than 1.4 billion video views of professionally produced content – up 46 per cent year-on-year. In total, RTL Group companies have launched more than 60 mobile applications registering 10 million downloads to date.

THEN, CHOOSE WHAT YOU WANT TO WATCH

Catch-up TV and video-on-demand (VoD) started life on the computer. But now they are available on the TV, through cable, satellite and IPTV providers. And with the logical extension of apps, TV content is available on mobile phones, other handheld devices and tablets. Never has the expression “whatever TV show you want, whenever, wherever” been more appropriate, as even live TV becomes available round-the-clock on the device of your choice. And a study by Thinkbox, the marketing body of commercial TV in the UK, reveals the vast majority of on-demand TV viewing is simply to catch up with live TV schedules – it appears on-demand services are strengthening the appeal of live TV rather than threatening it.

HERE'S A BRIEF ROUND UP OF SOME OF THE HIGHLIGHTS FROM AROUND RTL GROUP IN 2010.

GERMANY

N-TV's I-Pad app went straight to the number one spot in the German App Store after publication in late December, while N-TV's I-Phone app was named the most popular German news app and scored among the top ten free apps in the German App Store, according to Apple. The app is also available for Blackberry [1] and Android smartphones. RTL Television's entire programming is now available, live, 24/7, from anywhere in Germany, with the launch of the RTL app for I-Phone and I-Pod touch in July. It is the first German channel app to offer 24-hour live TV. The catch-up TV service RTL Now registered 180 million views of complete episodes – up 32 per cent from 2009. RTL Interactive has launched the new VoD portal *SuperRTLNow.de* to complement its existing VoD services at *RTLNow.de* and *VoxNow.de*. Blockbuster movies such as the *Lord of the Rings* trilogy, and series, including *Dr House*, *Gilmore Girls* and *Monk* are

now available as VoD at *RTLNow.de* and *VoxNow.de*, thanks to RTL Interactive's new agreements with NBC Universal and Warner Bros. The RTL Channel Player allows users of the TV guide website *TVMovie.de* to watch continually updated RTL video clips from its leading shows. About 10,000 available clips each year are sorted into thematic channels which can be integrated easily into partners' websites. Other partners offering RTL Channel Player to their customers include *Bunte.de*, Vodafone and Microsoft MSN.

FRANCE

M6 Web's *M6 pour I-Pad* is specifically designed for Apple's tablet. Free to download and use, it streams M6 content live, 24 hours a day. The I-Phone and I-Pod touch versions of the M6 app, released in September, went straight into the top 25 at the French App Store. M6 Replay, the catch-up service, is available on both computer and television via virtually all cable, IPTV and satellite packages in France, increasing the number of total video views on the platform to over 300 million in 2010. End of September, M6 Web launched 'Pass Séries VIP', a unique subscription service in Europe which gives viewers access to popular US TV series the day after they are broadcast in the United States. French radio station RTL Radio's free I-Phone app *RTL Football* [2] keeps fans up to date with the action as it happens at major matches, and features fixture schedules, results, rankings, and player and team statistics.

THE NETHERLANDS

RTL Nieuws [3] in Holland has taken the I-Pad charts by storm, becoming the number one bestselling app in the Dutch App Store within 24 hours of its release in November. RTL Nederland's RTL XL service now combines the company's on-demand service with its catch-up service (formerly RTL Gemist), believing consumers want to focus on one brand only

for online video services. RTL XL has shown strong early growth, capitalising on huge growth in Dutch online video generally. Sales and research all point to high use of tablets such as the I-Pad for online video in future.

FREMANTLEMEDIA

For the US and UK markets, FremantleMedia Enterprises has launched several apps for mobile devices and Facebook, accommodating popular formats such as *American Idol*, *Merlin* [4] and *Family Feud* among many more. The first I-Phone app for *Britain's Got Talent* hit the top of the app charts within days of its launch. It was downloaded by over half a million viewers.

BELGIUM

In Belgium, *RTL Sport* for I-Phone [5] makes all the latest sports news articles and video available anywhere and any time – absolutely free. RTL Belgium aims to have its apps present on all types of smartphones, and to be the leader in Belgium in this market.

HUNGARY

RTL Klub's catch-up TV service, *RTL Most* [6], registered 34.6 million video views in 2010.

CROATIA

RTL Televizija has developed apps for I-Phone and Android [7] smartphones to offer customers access to its online content wherever they are.

LUXEMBOURG

RTL Lëtzebuerg's new I-Pad app *I-Pad Zeitung* [8], launched in October, offers everything available on *RTL.lu* and more, including extra imagery and videos – and it's free.

RTL RADIO (FRANCE)

GOOD MORNING FRANCE



RTL Radio morning show journalist Vincent Parizot in full swing

RTL Matin is the most popular radio show in France with over four million listeners daily in what is known as 'radio prime time'. Through 2010 it has built on its morning success with three new current affairs programmes, hosted by most famous names in radio and journalism.

Renowned journalist and editorialist Eric Zemmour joined Vincent Parizot's morning show to kick weekdays off with a critical review at 7:15. Eric Zemmour – whose impressive CV as a writer and political journalist spans over 25 years – takes an insightful look at issues affecting French society. *Z comme Zemmour* is also filmed, and can be watched online at RTL.fr.

RTL Radio also hosts a weekly debate between two of the biggest names on morning radio.

Jean-Michel Apathie and Alain Duhamel battle it out on air from 8:30 – amicably debating the pressing political and social issues of the moment for French listeners. And in September, RTL added a new voice to the morning show: Yves Calvi now spends six minutes every morning at 8:15 interviewing prominent figures from French society.

These positive changes are part of RTL Radio's continuing growth, as Christopher Baldelli, CEO of RTL Group's French radio stations, explains: "Every day, between 5:00 and noon, we're not just the leading radio station – we lead all media. Our morning audiences have increased by a further 94,000, taking our audience share to over 14 per cent."

**“EVERY DAY,
BETWEEN
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CHRISTOPHER BALDELLI
CEO OF RTL RADIO IN FRANCE



ANTENA 3

**AN
UNDERGROUND
FILM
BOUND FOR
MAINSTREAM
SUCCESS**

Antena 3 Films, in association with Dynamo Factory, has been working on a TV film that tells the story of the 33 miners trapped 700 metres underground near San José, Chile (see picture above). Work was already underway on the film as the epic rescue operation began.

The idea to dramatise the news story that captured the world's attention came when the miners were first trapped, and production began as early as August 2010. But the final version wasn't approved until the 33 miners were near the end of their 69-day ordeal.

Destined to be a big hit for Spanish viewers, *Los 33 de San José* will join other upcoming Antena 3 releases for 2011, including new productions of *Ben Hur*, *Sofía*, *Maras* and *Tormenta*.

GROUPE M6

A RECORD LEAP FOR M6 MOBILE

One look at the ramp and the extent of the challenge was enough to give most people a shiver of trepidation. But for Taïg Khris, triple world champion aggressive inline skater, it was all about “sharing with people a desire to reach beyond their limits.”

The M6 Mobile Mega Jump, in which Taïg Khris launched himself from the first floor of the Eiffel Tower to break the world record for a freefall jump wearing inline skates, was part of high-profile celebrations to mark M6 Mobile’s fifth birthday. The mobile service provided by Orange in partnership with M6 now has over 2 million subscribers.

Over the last weekend in May, 200,000 people congregated at the Champ de Mars to enjoy a wide range of events, and to encourage Taïg in his successful record-breaking attempt.

W9 broadcast the event live on Saturday 29 May 2010 and registered a peak audience of 1.1 million viewers. The Mega Jump was also followed closely online – over a million unique visitors watched clips of the record attempt on various video platforms.



Taïg Khris takes his great leap of faith at the M6 Mobile Mega Jump



Greek Idol winner Valanto Trifonos enjoying the limelight

ALPHA TV

FIRST SEASON SUCCESS FOR GREEK IDOL

Alpha TV’s first season of *Greek Idol* surpassed all expectations. The first live show attracted nearly 2.4 million viewers – a formidable 37.3 per cent share of the 15 to 44 age group in the prime time slot.

By the finale, 28.7 per cent of viewers aged 15 to 44, and 35.9 per cent of women aged 15 to 34 watched Valanto Trifonos steal the show. The two finalists, Valanto and Nicole, went head to head in the nail-biting conclusion, both performing brilliantly under pressure, earning thunderous applause from the audience and praise from the judges. Valanto has since won a recording contract with Sony. The talent search is already underway for Alpha’s second series of *Greek Idol*.



**RTL RADIO
DEUTSCHLAND**

THE INAUGURAL GERMAN RADIO AWARDS

The first ever *Deutscher Radiopreis* (German Radio Awards) took place in Hamburg in September 2010, and 105.5 Spreeradio's programme director and announcer Jochen Trus (see picture above) was named the country's 'Best Radio Announcer'.

In the judges' eyes, "He stands for clear points of view, interest in his listeners and courtesy towards them... great entertainment and reliable information. He is a true and well-rounded radio personality." In addition, three more RTL Radio Deutschland holdings were honoured: Radio Hamburg's John Ment won a special award for 'inspiring lifetime achievement', Antenne Thüringen was awarded 'Best Listener Feature' for its *GDR Experiment* slot, and there was special recognition for Antenne Bayern's wide-ranging contributions to German radio.

The awards are administered and organised by commercial and public service radio stations, a partnership created to reflect the significant reach radio has in Germany. Gert Zimmer, CEO of RTL Radio Deutschland and member of the award's advisory board, feels the awards will help draw the public's attention to the importance of radio and its enduring positive influence. "The German Radio Awards are a well-earned tribute to radio stations' daily efforts, and underline the medium's superstar potential. We've taken care to make all the award categories winnable by both public service and commercial stations, and to ensure they reflect all aspects of contemporary radio – which is stronger today than ever."

RTL TÉLÉ LÉTZEBOURG

HD ARRIVES



Luxembourg's Minister of Communications and Media François Biltgen joins Alain Berwick, CEO of RTL Lëtzebuerg, for the HD launch

In the presence of François Biltgen, Luxembourg's Minister of Communications and Media, and coinciding with the 'Grand Départ' of the 97th Tour de France, RTL Télé Lëtzebuerg officially launched its HD services on 3 July 2010.

Viewers can now enjoy five-times superior image quality. "This advanced technology reinforces the audience's viewing experience," says Alain Berwick, CEO of RTL Lëtzebuerg. "And to coincide our official HD launch with as popular a broadcast event as the Tour de France seemed the perfect combination."

**“THIS ADVANCED
TECHNOLOGY
REINFORCES THE
AUDIENCE'S VIEWING
EXPERIENCE.”**

ALAIN BERWICK
CEO OF RTL LÉTZEBOURG

UFA SPORTS

A WINNING PERFORMANCE

“SPORT PLAYS A BIG ROLE IN PEOPLE’S DAILY LIVES.”

PHILIP CORDES
MANAGING DIRECTOR, UFA SPORTS

In April 2008, RTL Group revived its sports rights business under a familiar name, UFA Sports. Since then the company’s modern, professional style of rights marketing has seen it grow significantly, representing teams, federations and individuals in many sports around the world.

“Football still leads our portfolio on all levels,” says Philip Cordes, one of the three managing directors, “We represent the German national team’s media rights for all home matches, and the German cup internationally, plus two successful league teams in FC St Pauli and Union Berlin, and also the Slovakian FA and league, among others.”

But while UFA Sports will expand the football portfolio, the company also looks after the media rights for the 2011 Handball World Championships for men and women, and will do so again in 2013. Then there is top German boxer



German boxer Felix Sturm shows off his new WBA middleweight world champion belt

Felix Sturm, an actual World Champion, the German Basketball Federation and many more sports, in other parts of the world, too. They handle the Formula 1 free-to-air rights for sub-Saharan Africa as well as the popular Asian sport of sepak takraw – a sort of hands-free volleyball.

“But it makes no sense to have a huge

“SPORT IS ALWAYS AMONG THE TOP-RANKING PROGRAMMES IN ALL COUNTRIES.”

PHILIP CORDES

portfolio if the performance doesn’t measure up,” explains Philip Cordes, “so we aim for strong client relationships. We identify the unique qualities of the organisations and individuals we work with, and respect them.” In this way, the business model may differ from historical styles of rights management: “We see ourselves as a pure-play service provider, offering full transparency,” says Cordes. “The control and the final say about what we do is always with the rights holder – that is, the club, federation or individual.”

Philip Cordes is also excited about UFA Sports’ place in the wider RTL Group portfolio: “Sport plays a big role in people’s daily lives. Sport is always among the top-ranking programmes in all countries. People are always discussing it and want to know more – whether in newspapers, social media, books, TV, radio. Still, it’s all about content. And that’s what we deliver.”

BROADCASTING CENTER EUROPE

THE BACKROOM TEAM THAT MAKES THINGS HAPPEN



At the forefront of digital technology, BCE delivers prime content around the world – instantly and efficiently

Who transmits prime high definition content for RTL Group channels in the Netherlands, Belgium and Luxembourg? Who, instantly and electronically, delivers prime US HD productions and other international drama, that used to be shipped as tapes, to the Group's channels? Who digitises and distributes FremantleMedia hit formats for sale abroad? Meet BCE, one of RTL Group's technical service providers.

BCE (Broadcasting Center Europe), based at RTL Group's premises in Luxembourg, provides everything from production to transmission, including pure IT and telecoms services, and complete infrastructures, anything in the technical domain that broadcasters and producers need.

"There's a clear distinction between editorial and technical," explains Tun van Rijswijck, Chief Operating Officer of BCE. "A broadcaster can look after creative, programming and sales, while we have the expertise, experience and critical mass on the technology side. We can help them make and move content faster, cheaper and more efficiently. And we give them the opportunity to innovate – they could add a whole channel avoiding costly capital expenditure."

As technology becomes more and more complex, broadcasters want to avoid constant investments in it, and also bypass the recruitment and management of technical teams. "Our goal is to optimise costs and efficiency for our clients," says Tun van Rijswijck, "This year we helped Alpha TV in Greece to formulate

a digital strategy, and migrated our Belgian channels to HD, having done the same for our Dutch channels last year. But we work for clients outside RTL Group also, and treat these external clients just the same."

In fact, the BCE engineering team has built complete infrastructures for Viasat in Riga and Arte in Strasbourg. Other external projects include making promotional movies for Luxembourg itself, and a digitisation and archiving platform for the European Parliament. But it is the changes in technology that will keep the backroom teams at BCE very much in demand over the coming years. Digitisation, analogue switch off, adapting to the tapeless world, storage of digital content – all are critical to its customers.

And then there is HD. "It's picking up very quickly in Western Europe. The size of flat panel screens has doubled and people want a better picture quality, so they will want HD," says Tun van Rijswijck. "But we will have a long transition from standard definition and we don't want to lose a single viewer, so we will keep both signals on air. To minimise costs for our clients, we've developed a secure transfer technology to send huge HD files over long distances on the public internet, and have servers at the main US Studios and at FremantleMedia."

In summary, BCE is acting as an outsourcer in a niche market of high-tech servicing to the media sector. "It's not important that people actually see us," laughs Tun van Rijswijck, "But it is important that what we do works."

LOADS



OF

MEDIENGRUPPE
RTL DEUTSCHLAND

ACTION

Dieter Bohlen knows the music business like no other. With over 30 years of experience as a producer and artist, he has sold more than 160 million records. In 2002, he became a judge on *Deutschland sucht den Superstar* (Idols), and of the original judges, is the only one remaining. Since 2007, he has also been a juror on *Das Supertalent* (Got Talent) and has played a major role in the popularity of talent shows in Germany.

For many years now, talent shows have been among the greatest audience magnets worldwide. What makes them so popular?

Talent shows are not popular just because they are talent shows. But ours on RTL Television are successful. I believe that these days, TV works only if you get the emotions flowing, and here we cover the whole range from tears and happiness, to schadenfreude and cringing in embarrassment. I try to introduce new elements into these formats from one season to the next because I'm convinced it's very important to change things. A Mercedes-Benz of today looks different from a model of 20 years ago, after all. If you land a success, you can't just keep duplicating it, or it becomes boring.

Specifically, what are the differences between the Idols concept and the Got Talent concept?

One big difference is that *Got Talent* has no age limit. You never know whether the next person will be some guy with a flea circus, an artist, or whatever else the candidates come up with. We just want to be innovative. There has to be loads of action and things happening on a Saturday night – otherwise people won't tune in.

Idols and Got Talent are now each shown in 40 countries. How do the shows in Germany differ from those in other countries? What gives them a specifically German flavour?

I think if we were to do *Idols* just like in America we'd get roughly the same ratings as *Popstars* does here in Germany – a 16 or 17 per cent audience share among young viewers. But our average ratings in the younger demographics are well over 30 per cent with both *Deutschland sucht den Superstar* and *Das Supertalent*. The reason is that we divide opinion, we entertain, and we don't shy away from conflict. We put on a good Saturday evening show for the whole family. This wouldn't work by giving them the lowest common denominator. I've spent the past ten years working in the TV business and I think we know exactly what the audience wants from us. And they don't want boring – they want surprises.

To what extent do the judges' comments influence the outcome of the competition?

Well, I don't think people really care what the judges say when they cast their vote. Unless I say something. I'm always right, guys! (laughs)

You get a lot of criticism for your role on the juries. Do you smile and shrug it off or does it annoy you sometimes?

No, everyone knows envy is the greatest form of recognition, and the more the others get worked up, the better. Then I know I've done everything right. It's even been suggested that I have people write my comments. That's nonsense. I come up with all these celebrated one-liners myself. People watching on Saturday night want to have a bit of a laugh, too.

Besides, I also respond to each contestant individually. If someone needs my protection, I'll protect them. If someone needs my help, I'll help them. I love grannies anyway and children are great too – and they see my protective side right from the start. But on *Deutschland sucht den Superstar* you often get people who are just begging to be taken down a notch or two. So that's what they get. And again, all of this shouldn't be so deadly serious. After all, the show's title means "Germany searches for a superstar" – well, I never promised I'd find one (laughs).

But you do have hopes?

Seriously: our *Supertalent* winner Michael Hirte has sold 1.3 million CDs. Mark Medlock, the winner of season four of German *Idols*, has had five number one hits. If you compare that to America in relative terms, we've been about as successful – so we really have nothing to be ashamed of.



All reaching for the buzzer – *Das Supertalent* jurors Bruce Darnell, Sylvie van der Vaart and Dieter Bohlen

How do you explain the fact that Got Talent's ratings in Germany have risen so sharply since the second series?

First you need a broad-based jury – a jury you can laugh at. Sylvie van der Vaart and Bruce Darnell are doing a great job. But of course you also have to have a captain who determines where this pleasure boat is headed. In the beginning *Das Supertalent* was basically a test to see if the format worked at all. That's why we only produced three shows. Then we became increasingly bolder. Starting with season two, I was sure it was taking off. Then you need good contestants. We were incredibly lucky to have found Michael Hirte, who just inspires incredible empathy. A man whose life hadn't gone so well before, but who immediately wowed the audience with his harmonica playing. Stories like that really work.

So if we were to make a point of it, what is ultimately more important, the talent or the story behind the talent?

I think the story is very important. But we can only offer people the story. The question is always: how will people react to it? If people think "yeah, a hard-luck story, but the guy's really disgusting or unpleasant", it won't work. The audience immediately see whether something is real. When Michael Hirte got up on stage, people saw he was 100 per cent real. If it weren't, you could stage it any way you want and it still wouldn't work.

RTL BELGIUM

MAKES THE NEWS



**“I HAVE AN
EXTRA-
ORDINARY,
HIGHLY
MOTIVATED
TEAM.”**

LAURENT HAULOTTE
EDITOR-IN-CHIEF OF RTL-TVI

At election time in June 2010, French-speaking Belgians turned to RTL-TVI in their numbers, to keep up to date with the latest news, and twists and turns of the campaign, making it the number one channel in every time slot. With no new government in place even months after the election, RTL-TVI has kept its audience informed and helped to understand the parties' muddled strategies.

Even with four times fewer journalists, RTL-TVI news beats the public broadcaster basically every evening, when its news airs half an hour earlier. But it also wins at lunchtime, when both news shows coincide. “Politicians prefer RTL-TVI as more people are watching, so we often get the scoops,” explains Philippe Delusinne, CEO of RTL Belgium. “Audiences know where to tune in and find the latest developments on any story – we are the reference point.”

Editor-in-Chief Laurent Haulotte is delighted with RTL Belgium's news teams' commitment to political stories that affect the Belgian people. “I have an extraordinary, highly motivated team,” he says, “They are always ready to respond to major news events.”

“Yes we invest in talented news people,” agrees Philippe Delusinne, “But there are other contributors to our success. We use the language of the people, so we are close to our audience. We offer them the desired mix of local and international news. And we have the better technology – we can receive images and get them almost instantly onto the screens. All in all, we win the battle of the news, and have done so for three years now.”



RTL TELEVIZIJA

LIFT-OFF FOR RTL 2 IN CROATIA

RTL Televizija launched a new channel, RTL 2, in January 2011, bringing a diverse range of entertainment for the whole family, focusing on all aspects of life – from children’s programmes to documentaries and reality shows.

“It means we can test new formats, and perhaps be a bit more edgy than on our flagship channel,” says Johannes Züll, CEO of RTL Televizija, “We believe we can offer viewers a refreshing diversity of programmes, with a daily prime time talk show as the mainstay.”

The initial aim was for about 3 per cent audience share among young viewers, but the channel is already attracting more than 5 per cent. There’s an innovative advertising approach, too, based on discussions with colleagues at Antena 3 in Spain. Space is sold across both channels, with the same commercials broadcast at the same time on each. “As audiences fragment with multichannel TV, this helps advertisers achieve the reach they want with their campaigns,” explains Johannes Züll, “It also makes it easier for the booking agency, and more efficient for us, too.”



Presenting RTL Televizija’s flagship programmes at the RTL 2 launch in Croatia

RTL KLUB

IT’S OFFICIAL – HUNGARY HAS THE *X-FAKTOR*



X-Faktor jury members Malek, Keresztes and Geszti take a break

Aired on Saturday evening, Hungary’s most competitive time slot for local productions, the premiere of *X-Faktor* on RTL Klub in August attracted 44.5 per cent of the channel’s 18 to 49-year-old target group. The live shows then drew an even greater audience share, peaking at an average 62.5 per cent, with every live show attracting over 53 per cent of the target group. *X-Faktor* prevailed over fierce competition from *Megasztár* on TV 2 – a rival talent show format already in its fifth season – securing almost double the audience for the audition stages. The final, won by Csaba Vastag, was the most-watched television show of the whole year, beating even football’s World Cup final.

Jointly produced by Grundy Light Entertainment and IKO Productions for RTL Klub, and featuring well-known Hungarian presenters and judges from the world of music, *X-Faktor* has proven its strength from the outset. Dirk Gerkens, CEO of RTL Klub, says: “*X-Faktor* didn’t just boost TV ratings, it opened whole new dimensions for the music industry in Hungary. All three finalists’ albums went double platinum by the middle of January 2011. We are very much looking forward to the show’s second season, in 2011.”

GERMAN COMEDY AWARDS



Annette Frier accepts her 'Best Actress' award at the German Comedy Awards in Cologne. Phoenix Film-produced series *Danni Lowinski* also wins 'Best Comedy Series' hot on the heels of winning the German TV Award.

RADIO MAN OF THE YEAR



In recognition of his outstanding 34 years as host of *Les Grosses Têtes*, Salon Le Radio awards RTL Radio's Philippe Bouvard 'Radio Man of the Year'. Meanwhile, RTL Radio is elected 'General Interest Radio Station of the Year' in France, with an impressive 27 per cent of the votes.

ROLL OUT THE RED CARPET

Celebrities, stars and icons from across RTL Group have once again graced ceremonial red carpets all over the world – and many have stepped up to receive prestigious awards. Here we take a look at some of our proudest moments of 2010.

EMMY FOUNDERS AWARD



Rupert Murdoch presents *American Idol* judge Simon Cowell with an International Emmy Founders Award. *American Idol* is produced by FremantleMedia North America and has been the top series in the US for seven years.

BAVARIAN PANTHERS

The Blue Panther is one of the awards most prestigious for Germany's TV professionals. Jan Rasmus and Düzen Tekkal, authors of *Extra* – shown on RTL Television – received theirs in Cologne in October 2010. UFA production *Ein starkes Team* also prevailed at the awards, with Florian Martens, pictured right with daughter Rosa.



ASIAN TV AWARDS IN SINGAPORE

Patrick Schult, CEO of FremantleMedia Asia, receives the 'Best adaptation of an existing format' award for *Project Runway Korea 2*. Meanwhile, *Singapore Idol* is named 'Best music programme' for its 2009 third season finale. The Asian TV Awards gala ceremony was held in Singapore in December 2010.



AMERICAN IDOL'S COUNTRY GIRL

Season 4 winner Carrie Underwood accepts her 'Favourite Album' award in the Country Music category at the American Music Awards.



THE LAUREUS MEDIA CHARITY PRIZE

Wolfram Kons celebrates for the cameras upon receiving the 'Laureus Media Charity Prize 2010' for his 15-year commitment to *RTL – Wir helfen Kindern* and the *RTL Spendenmarathon* telethon. The award recognises and honours Kons' outstanding quality and social engagement in journalism.

PEOPLE'S CHOICE – DOUBLE GLEE IN LOS ANGELES



RECOGNITION OF RADIO EXCELLENCE



Four Emmys, three Golden Globes, and now two People's Choice Awards for *Glee* – shown on RTL-TV, RTL 5 and Super RTL. Jane Lynch accepts her award for Favourite TV Comedy Actress, while co-stars Cory Monteith (centre) and Chris Colfer join her at the Nokia Theater in Los Angeles in January 2011 to pick up the show's Favourite TV Comedy award.

Jochen Trus, programme director and announcer at 105.5 Spreeradio, with his award for 'Best Radio Announcer' at The German Radio Awards in Hamburg.



RTL GROUP SCORES FOUR AT GERMAN TV AWARDS



Manfred Loppe, (bottom) Head of Sports at RTL Television, accepts the 'Best Sport Programme' award for the channel's coverage of the 2010 football World Cup. Meanwhile, Christian Rach accepts the docutainment category award for *Rach, der Restaurant-Tester* and *Rachs Restaurantschule*. Danni Lowinski wins 'Best Series', and Christoph Bach (top) wins 'Best Actor' for his performance as Rudi Dutschke in the TV movie *Dutschke* – a Teamworx production commissioned by ZDF.

MORE HONOURS

STÉPHANE'S SUCCESS AT YOUNG TALENT OF THE YEAR

Host of *Recherche appartement ou maison* and *Maison à vendre*, M6's Stéphane Plaza received the Best Presenter Award in the animation category at the fifth annual Young Talent of the Year awards, at the Elysée Biarritz in Paris.



TALKBACK'S GOT TALENT

Talkback Thames won a BAFTA Craft Award for *X Factor*, and a BAFTA TV Award for *Britain's Got Talent*, in London in June. Talkback Thames' *X Factor* topped the 'Entertainment Production Team' category, and there were category nominations for its other productions *The Bill*, *Britain's Got Talent* and *QI*.



GOLD FOR GRUNDY

Reg Grundy received a Gold Award at the C21Media/Frapa Format Awards 2010 in Cannes, honouring his outstanding international contribution to entertainment. FremantleMedia acquired the Grundy group of companies in 1995.



MATÍAS GETS THE POPULAR VOTE

A GECA survey by the Office for Audiovisual Communication Studies has voted Antena 3's Matías Prats the personality with the best image on Spanish television. He was also voted best news presenter for the sixth year in a row.



RECOGNISING M6'S INNOVATION

The Grand Prix des Médias has named M6's *Top Chef* 'Best Entertainment Programme', and the broadcast of the Fifa World Cup qualifying match between France and Ireland in November 2009 'Best Media Coup'.



BRANDON TARTIKOFF LEGACY AWARD

GERHARD ZEILER HONOURED IN THE U.S.

RTL Group CEO Gerhard Zeiler is the first non-American to receive the prestigious Brandon Tartikoff Legacy Award from the National Association of Television Programme Executives (Natpe). Gerhard Zeiler received the 8th annual award at the Natpe conference in Miami in January 2011. It is named in tribute to Brandon Tartikoff, who was Programme Executive at US network NBC and responsible for many famous international formats, such as *The Cosby Show*, *Star Trek: Deep Space Nine*, *Alf*, *Knight Rider*, *The A-Team*, *Miami Vice* and many more.

Media entrepreneur Haim Saban said: "There is only one Mister TV Europe, and that's Gerhard Zeiler."

The Brandon Tartikoff Legacy Award was created to recognise a select group of television professionals who exhibit extraordinary passion, leadership, independence and vision in creating television programming.



A passion for programming:
RTL Group CEO Gerhard Zeiler