

**Exciting progress for our Belgian business with successful launches of Plug TV and a new radio station. The family of channels improved their audience share and a high level of profitability was maintained.**

€million	2004	2003
<b>Revenue</b>	<b>167</b>	<b>148</b>
<b>EBITA</b>	<b>26</b>	<b>28</b>
<b>%</b>	<b>2004</b>	<b>2003</b>
<b>Advertising market share</b>	<b>66.7</b>	<b>66.9</b>
<b>Audience share*</b>	<b>32.5</b>	<b>30.7</b>

\*Target: 18-54, 17.00-23.00





Our Belgian TV business took a great step forward in 2004 with the launch of a new channel in February – Plug TV. It quickly found its feet, attracting audiences at the expense of French channels with reality shows, series, movies and own productions including a daily talk show. Plug TV complements our two existing channels, the general interest service RTL TVi and Club RTL which offers sports, alternative fiction and programmes for children. It achieved break-even after just 11 months – more than a year ahead of expectation.

Plug TV wasn't the only launch in 2004. In September, Bel RTL started up a new local radio station, BXL, specifically for the Brussels region. Its City Radio format of music and news rapidly won the support of audiences and advertisers.

Another major initiative got off the ground in 2004 with the approval of a project to build new premises that will bring all the TV and Bel RTL businesses together in a single location in the centre of Brussels. A new building will be constructed specifically for the purpose and is scheduled for completion in 2006.

**Improved TV ratings**

RTL TVi's mix of news, magazines and blockbuster films was as popular as ever – its audience share rose to 23.1% of 4+ viewers (17.00 to 23.00).

News was the channel's biggest strength. The flagship programme *Le Journal de 19 Heures* was the leading news show in the southern part of Belgium and consistently outscored the public channel. The special programme on the Asian tsunami disaster shown on 27 December was the best performing edition of the year.

Magazine programmes covering politics, science and social issues also scored well, as did the blockbuster films shown at 20.15 on Thursdays. The top three films of the year were *Harry Potter à L'École des Sorciers*, *Astérix et Obélix Mission Cléopâtre* and *Le Journal de Bridget Jones*.



TVi's leading news show:  
*Le journal de 19 Heures*

**TV French-speaking Belgium audience breakdown 2004 (%)**

Source: Audiométrie  
4+



<b>RTL TVi</b>	<b>23.1</b>
<b>Club RTL</b>	<b>6.5</b>
<b>Plug TV</b>	<b>1.4</b>
La Une	15.9
TF1	13.7
France 2	7.2
AB3/AB4	5.8
France 3	5.3
La Deux	3.8
Others	17.3

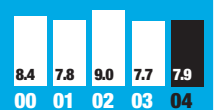
**Audience share 2000/2004 (%)**

Source: Audiométrie

RTL TVi  
Target: Shoppers 18-54



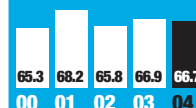
Club RTL  
Target: 15-34



**Advertising share 2000/2004 (%) (French-speaking Belgium)**

Source: MDB Arianna

RTL TVi/Club RTL/Plug TV\*



\*including Plug TV, since 2004

## Holdings

RTL TVi: 66%  
Club RTL: 66%  
Plug TV: 66%  
Bel RTL: 43%  
Radio Contact: 49.9%  
BXL: 43%

**Club RTL** also made progress in 2004 with an increase in market share to 6.5% (4+ viewers) between 17.00 and 23.00. It continued to focus on children's programmes during the day and sports in the evening, including UEFA Champions League football and national team matches. The channel also showed Motorbike Grand Prix racing and tennis. Children's programming is another of its strengths, thanks to a powerful Disney and Warner catalogue. Once again, *The Simpsons* was Club RTL's most popular comedy show.

The new channel **Plug TV** launched with an attractive programme portfolio aimed at young adults. Reality formats such as *L'île de La Tentation* (*Temptation Island*), *A la Recherche de la Nouvelle Star* and the entertainment format *Les Enfants de La Télé* ensured a highly satisfactory performance. At the end of 2004 Plug TV had a 4% share of 15 to 34 year old viewers.

## Radio expansion

**Bel RTL** successfully fought off intensified competition after the public broadcaster RTBF restructured its five radio stations and launched VivaCité, a new station that competes directly with Bel RTL. Without making any major programme changes, Bel RTL was able to maintain its leadership of the south Belgium radio market with an audience share of 18.8 % of 12+ listeners. The station was also the number one in the radio advertising market – in 2004 it outperformed the market with impressive revenue growth of 19%.

Bel RTL's new station **BXL** was launched on 27 September 2004. BXL broadcasts urban pop rock and has a lively morning drive time show with guests from the worlds of politics, culture and show business. BXL fills the gap left by the closure of the public station Bruxelles Capitale.

We also have a 49.9% stake in the Contact Group of music radio stations which broadcast to the north and south of Belgium and internationally. After reorganising its programme grid, the flagship station **Radio Contact** ended the year with an audience share of 14.0% (Autumn wave). The group restructured some of its radio services during the year – the multicultural station Contact Inter ceased broadcasting and Contact2's service to the north of Belgium also ended.



Club RTL is also a reference point for sports and is actively involved with the national football team 'Les Diables Rouges'

## Radio Audience share 2000/2004 (%) (southern Belgium)

Source: Cimi Radio (Spring wave)

