Ethics on Radio
Jacques Esnous on RTL Radio France iconic new show

RTL Group
TV or Not To BE

United Kingdom
FremantleMedia signs licensing agreement with RealNetworks

Germany
Angela Merkel in RTL Television Summer Interview

Luxembourg
Alain Berwick presents the new TV and Radio season
COVER:
Jacques Esnous, Head of News at RTL Radio France, in front of the new marketing campaign posters.
Tell us more about your commitment to the environment.
As France’s biggest radio station, we have a social responsibility towards our millions of listeners. The environment and environmental protection is a major theme. RTL Radio’s editorial team has long engaged with environmental subjects, and continues to do so this season with a special morning feature. But now we are seeing to take that much further with a highly ambitious new show L’Expédition RTL, in which we aim to prick the consciences of our listeners by alerting them to the dangers facing the planet.

How do you go about making a programme like L’Expédition RTL?
We will start by selecting nine locations around the globe, nine ‘hotspots’, where the future of our planet – and therefore our own future, or at least that of future generations – is being played out. Some of them are obvious choices given the severity of their problems: the Arctic with its melting ice, for example, or Amazonia where we will attempt to gauge the impact of deforestation. RTL Radio will visit Ethiopia to chronicle the effects of famine and its devastating consequences in terms of population movement. We’ll also be reporting from China, where the Beijing Olympics opened the world’s eyes to the scale of pollution caused by industrial activity. These are ecological challenges facing the whole of humanity. To really bring home these issues to our listeners, our investigations will emphasise the fact that an environmental problem in a far-flung corner of the globe can have bad consequences here in France.

What will be the format of the programme?
For each of these expeditions, we will work closely with a renowned scientist – a leading specialist in the field – who will flesh out our investigation with comments and analysis. We plan to do one expedition per month, with our journalists spending a week at each location. We will then devote a whole day of broadcasting to this environmental theme. Our reports will provide a framework for our listeners to have their say. Based on their reactions, we’ll be able to measure how successful we’ve been at raising awareness. We’ll also be creating an online feature on our website – a sort of mini-soap, updating listeners on the progress of the investigation. Obviously, we don’t expect it all to be plain sailing; it certainly won’t be easy to stick a microphone in front of a big landowner in Amazonia and discuss the evils of deforestation, but then that’s what journalism is all about.

Tell us about your staff.
Our news team comprises 140 journalists, eight regional offices and some 20 correspondents located all around the world. That means we are well equipped to react to stories as and when they break. We have a unique identity, which is why we’re listened to by 7 million people every day.
What positions have you held in your time at RTL Radio?
I’ve been at RTL Radio for 21 years, which shows the depth of my commitment to the station. I spent two years in the economics department then presented the prime-time slot for 13 years. I’ve been the station’s Head of News for over four years now. RTL Radio reflects my own view of society: it addresses major social issues with humility and humanity, which really appeals to me. It may sound like a cliché but it really is true: RTL Radio is one big family. By the way, I’ve just been chatting to PPDA (Patrick Poivre d’Arvor). I thanked him for choosing RTL Radio for his big media comeback. He told me that as far as he was concerned it was a natural move to return to RTL Radio (having already worked here some years ago). That’s the thing about RTL Radio: it’s more than an atmosphere, it’s a station with a soul.

RTL Radio’s new advertising campaign

Four visuals have been carefully selected to showcase the values of social responsibility as advocated by RTL Radio.

The image of a polar bear stranded on a melting ice floe aims to raise public awareness about the dangers of climate change.

The second poster features Barack Obama, the Democratic Party presidential candidate. An event in itself since this is the first time in history that a black man has a chance of being elected president of the United States.

In the third poster we see, from behind, a blue helmeted UN soldier holding a little girl with one hand and her schoolbag with the other.

In the fourth image, a young boy with a determined look on his smeared face firmly holds a rugby ball.

People understand the images differently, but at the end of the day “everyone meets up back at RTL” says Sophie Déroulède, head of communication at RTL Radio. “As a major media outlet, we observe, we dissect and we give all opinions a hearing” she adds. RTL Radio brings the debate to the public arena and acts as a kind of sounding board for different points of view, enabling them to be expressed, compared and reinforced.
Television is constantly exposed to vociferous, blanket criticism. Whatever horrible things are happening around the world, it’s sure to be blamed on television. Germany’s Minister of Family Affairs Ursula von der Leyen once said — and on a TV talk show, no less: “We all know that television makes you fat, stupid, sad and violent.” From this point of view, just about everything on TV is suspect and must continue to be regulated down to the last detail — from TV advertising to coaching formats to entertaining talent shows.

In this connection, the new RTL Group brochure devotes itself to the social value of the medium, delivering information, arguments and viewpoints rather than taking the defensive.

RTL Group CEO Gerhard Zeiler had already spoken on the value of television at the NRW Media Forum in June. In the editorial of the new brochure, he says: “Television entertains, informs and demands attention. Great ratings and good business are one side of the story. Yet, every now and then, it’s important to remember the contribution that television has made to our society. This brochure deals precisely with these contributions, and the social value of television.”

The new brochure is not about positioning RTL Group vis-à-vis other media, but is a form of ‘genre marketing’. It looks much like a magazine: interviews, photo spreads and essays provide a careful and versatile readers’ guide to the subject. Viewers, renowned journalists, TV experts and scientists all have their say.

Oliver Herrgesell, Executive Vice President for Corporate Communications & Marketing at RTL Group, explains: “There is no reason for makers of television to take the defensive — after all, they have good arguments. We’ve simply compiled them, and hope that this matter-of-fact approach will be welcomed.”
As befits a TV company, the brochure begins with an entertaining photo spread in which viewers from three European capitals share their TV habits and favourite shows. Another collection of pictures shows well-known TV backdrops from which the protagonists have been removed – and still by force of habit readers will recognise the set of *Who Wants to Be a Millionaire?* or the famous living-room couch from *The Simpsons*. The publication recalls milestone events of past decades - events like the moon landing or the fall of the Berlin Wall, which were always major TV events as well.

The brochure serves up a generous helping of hands-on information as well: two double-page spreads featuring diagrams, facts, figures and anecdotes offer multi-faceted views of the world of TV – from the different viewing habits and licence fees found in Europe to the importance of television as an economic factor. In interviews with experts, Matthias Müller, a professor in Leipzig, explains why television doesn’t shut down our brain, but actually stimulates it, and media executive Hans Mahr discusses the importance of TV as an information medium in the Digital Age. An article by the business journalist Ralf Grauel explores the reasons why TV advertising continues to be so effective.

Finally, the publication is rounded off with two essays: “Television gives us what we need to understand the modern world” is the core message of the essay ‘Magic in a Box’ authored by the award-winning writer Peter Glaser. Steven Johnson, a US media theorist, argues that television has become much more complex and sophisticated in the past 20 years, based on the example of TV series.

Get your free copy

The brochure *TV or Not To BE* may be downloaded in *Backstage* or ordered free of charge from RTL Group’s Corporate Communications & Marketing department. Please send your requests to: cordula.eilts@rtlgroup.com

Copies of the brochure are also available at the following locations / from the following people:

- RTL Group, Luxembourg, Reception and on the 3rd floor
- RTL Television, Cologne, Bettina Klauser
- Five, London, Paul Leather
- Groupe M6, Paris, Yann de Kersauson
- RTL Nederland, Hilversum, Kim Koppenol

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In the interview, German chancellor Angela Merkel (CDU) affirmed that she intends to hold fast to the Grand Coalition until the end of the legislative period despite the turbulences in the SPD. The constituency’s votes have to be treated with great care, and “new elections shouldn’t be forced precipitately.” Asked whether the legislative period would end on schedule, she said: “I expect so, despite all the difficulties we’re having.”

Merkel again criticised the conditions surrounding Kurt Beck’s resignation as SPD Chairman last weekend. She said that she had been notified of Frank-Walter Steinmeier’s appointment as the SPD’s chancellor candidate “as I believe it is properly done among coalition partners.” But she wasn’t prepared for Beck’s resignation.

With a view to the upcoming elections during which she will be running against her cabinet colleague and foreign minister, Merkel said: “I’ve always said I will be happy to run against anyone at any time. In the end what counts is what kind of concepts the parties can contribute for our country. So we will compete in a fair race. The people will form an opinion, and I enter this contest with confidence.”

Reporters of all the major newswires were on site to cover the interview, along with many radio stations and photo agencies.

There was a brief interruption when mobile-phone frequencies suddenly interfered with the sound. The chancellor had forgotten to switch off her phone, probably because she was waiting for an important SMS text message from her government spokesman. Director Klaus Regel, who was forced to interrupt the interview, was later given an autograph by Angela Merkel as “compensation” for the faux-pas.
Multi-year licensing agreement with RealNetworks

FremantleMedia Enterprises, the brand extension arm of FremantleMedia, has forged a multi-year licensing agreement with the Games Division of RealNetworks to develop Million Dollar Password as an upcoming casual game title for online, PC, Mac and mobile platforms.

United Kingdom - 16 September 2008

RealNetworks will begin rolling out the game later this year, first for the mobile phone and then other platforms. Produced by FremantleMedia North America, Million Dollar Password, hosted by Regis Philbin, premiered 1 June on CBS as the highest-rated, new entertainment program on the network this season. The new primetime version of the classic game show garnered an average 10.6 million viewers each week and was recently renewed for Fall 2008.

“FremantleMedia North America has brought countless hit shows into living rooms around the world, and we’re thrilled to be working with them to bring their latest hit, Million Dollar Password to casual gamers”, said Matt Turetzky, Vice President of Content and Non-PC Platforms for RealNetworks’ Games Division. “Offering familiar, fun titles like this to consumers helps RealNetworks attract an ever-expanding audience of casual gamers wherever and whenever they’re playing.”

“Working with a cross-platform leader such as RealNetworks was an obvious choice when looking at how we wanted to take this leading game show property to the next level”, said Olivier Delfosse, Senior Manager of Interactive, Americas, for FME. “We couldn’t be happier to be working together, bringing the program to loyal fans and new audiences, especially after such a successful summer series.”

check out realarcade.com/password and cbs.com/primetime/million_dollar_password
FremantleMedia Ventures will develop new revenue and investment opportunities across the company’s global footprint and brand extension capabilities, across the FremantleMedia Enterprise and Production businesses. It has access to the entire brand portfolio, but is integral to the strategic operations and charged with creating entirely new units such as FremantleMedia Gaming.

Christian Schneider-Sickert, Director of Operations and Strategy, said: “Our success speaks for itself, but it is vital for a company such as ours to find ways to stay nimble and innovative. The new FremantleMedia Ventures initiative does just that. With Paul Kanareck at the helm we are looking right across the company to create new business models that will develop our brands, by enhancing the consumer experience and driving new revenue streams. Online gaming is a natural extension of our terrestrial gaming experience but there are many more potential ventures beyond the creation of FremantleMedia Gaming, exploiting our expertise and developing our capabilities.”

FremantleMedia Gaming has been created to extend and develop FremantleMedia’s activities in the global games market, building on its experience in gaming and licensing, offline and online. FremantleMedia has licensed its brands across this sector for many years, but is now taking an increasingly active role, seeking more direct commercial relationships with gaming operators. FremantleMedia Gaming will develop games around its own hit shows but also explore other commercial opportunities across the industry, including third party brands. FremantleMedia Gaming is a partnership between FremantleMedia Enterprises and FremantleMedia Ventures.

FremantleMedia also announces on 18 September deals with NextGen and Electracade, two leading developers of cash prize based online games. The new FremantleMedia Gaming division will develop cash prize games through the new partnerships, licensing on direct to gaming operators.

NextGen and Electracade will now develop games around FremantleMedia’s stable of top game shows, including Price is Right, Play Your Cards Right, Blankety Blank, and Sale of the Century. Further titles will be released later in the year. The deals with NextGen and Electracade are the first to be secured by FremantleMedia Gaming.

Paul Kanareck, Head of FremantleMedia Ventures and interim Head of FremantleMedia Gaming, said: “These new deals enable FremantleMedia to create a more consistent experience across its brands. There is a huge demand for gaming online so this is a natural step. Our remit is to explore opportunities further up the value chain. Online gaming offers one of the few digital models to combine mass audience usage with commercial returns. We are working closely with FremantleMedia Enterprises on this initiative, a deliberate move to expand our licensing capability.”

David Ellender, Chief Executive Officer of FremantleMedia Enterprises, said: “The games market is an exciting place for entertainment rights holders. This is a chance to completely refresh our approach and give new life to our brands, in the face of changing technology and changing consumer behavior. We are building FremantleMedia into a bigger, broader entertainment company and are always looking opportunities to scale up the business. Developing a greater presence and capability in gaming is a good demonstration of that.”
Alain Berwick was relaxed and smiling as he talked to the 20-odd journalists. True, the group has reason to be pleased because at a time when "the advertising market is relatively difficult, our advertising income is up 6 per cent compared to last year", he said. Competition has flared up in Luxembourg with the development of urban poster campaigns and the advent of two new free daily newspapers. Alain Berwick reminded the journalists of the theme for the 2008/09 season, "news at the heart of our programming", while the concept of "local service and synergy" underlying the group's strategy remains unchanged.

The signs are good at the start of the 2008/09 season: "we are the number one media outlet in Luxembourg, reaching a total of 240,000 people aged 12 and up on a daily basis via radio, television and the Internet, so outstripping our rivals by far". And a new breeze is blowing through RTL Lëtzebuerg, with enhancement of our news on all media, ambitious programming, technological innovation, and so on.

First of all, in the Sunday news segment – in which no media actor invested before – RTL Lëtzebuerg is launching its Sonndezzeitung on the web, with the first issue that will come out Sunday 21 September. The aim with this new Sunday feature is to forge even closer links with our audience. Its launch was supported by a humorous poster campaign. This free-of-charge internet newspaper, which will be published on rtl.lu every Saturday at 15.00, will be ringing the changes all the time and will focus on news and entertainment more than a conventional newspaper. A quarter of RTL Lëtzebuerg’s audience lives outside Luxembourg, so Sonndezzeitung has a deliberately multicultural vocation and will publish its articles in Luxemburgish, French or German. The revamped website will make news a key focus by following current events in real time.

In a bid to create a new experience for its viewers, RTL Télé Lëtzebuerg is today making a historic move by moving from a 4/3 image to large, 16/9 format, following a highly successful dress rehearsal this summer with the 2008 Tour de France. In this way, RTL Télé
Lëtzebuerg is responding to the strong trend for households to buy flat screens and is highlighting its commitment to new broadcasting technologies. All programmes, including the TV news and social magazines, will now be produced and broadcast in enhanced quality, in 16/9 format.

In anticipation of the special 2009 election broadcasts, the RTL Télé Lëtzebuerg news studio is undergoing a facelift, boasting a new blue-grey set with touches of red and a new lead-in. As is well-known, the news is RTL Lëtzebuerg’s trademark, so it was only natural to bolster its visual identity, while adapting it to 16/9 format. Moreover, the new décor features both a giant screen and an enlarged set which can host up to three guests, which the participants could check for themselves.

RTL Télé Lëtzebuerg is also launching Le 5 minutes a new five-minute express TV news bulletin in French, comprising solely footage, and is giving its traditional television news a makeover ahead of next year’s elections. Indeed these elections, the major political event of 2009, will be given exhaustive coverage on all our media. In an effort to include hard-of-hearing viewers, RTL Télé Lëtzebuerg will continue providing subtitles in French and German.

Since being close to its audience is one of the channel’s basic features, RTL Lëtzebuerg is investing in society magazines this season and is also counting on event-based programmes at Christmas and New Year. For all households, young or not so young, buying a home is one of the most substantial purchases in our lives. Haus gesicht tells the story of the ups and downs of three couples looking for their ‘dream house’. Two university students, a couple of young parents and a couple of well-to-do fortysomethings have decided to cross the Rubicon, but they still need to discover this special home – and it isn’t easy. What prompts some people to drop everything and try their luck abroad? Is the grass really greener on the other side? Addi a fort tells the story of a few Luxembourg nationals seeking new experiences outside their country. The drop in purchasing power is many households’ number one concern. Eng Fro vu Geld features useful tips and practical ideas for making savings to help people face the current economic climate. Some day or another, we are all faced with a thorny legal problem. Whether civil liability or consumer rights, Dir hutt Recht’s explicit aim is to work out the main principles of civil law by drawing on examples from everyday life. In brief, it demystifies the law and makes it understandable for all.

With regard to event-based programmes, viewers will discover two new shows. The new cookery programme Dinner fir 20 puts four celebrities in the kitchen under the supervision of a top chef to prepare a party menu to satisfy the demanding tastes of 20 guests. Two 26
minute episodes will be broadcast on 25 and 26 December 2008. *Vakanz de Luxe* sends four celebrities on holiday, but before leaving nobody knows where they are going and who will be their travel companion. The two episodes of *Vakanz de Luxe* (lasting 26 minutes each) will be aired on New Year’s Eve and New Year’s Day.

Sport remains a staple in RTL Télé Lëtzebuerg programming. As official broadcaster of the Tour de France, the Luxemburgish channel follows the exploits of its champion cyclists everywhere. In addition to cycling and football, it broadcasts all the major sporting events, marathons, handball, basketball (Rebound) and tennis – a line-up that has been live-stream broadcasts at rtl.lu. These continuous webcasts have been remarkably successful in the past for the Tour of Switzerland and the Tour de France.

In the morning, RTL Radio Lëtzebuerg offers even more comprehensive news on today’s and yesterday’s events. The station will cover all the current politic, economic and social issues, as well as sport, culture, television and new films. There are also plans to give listeners more of a local feel, mainly by going down into the street and asking passers-by their opinions on various issues, involving them in current topics and items of everyday interest. In the evening, RTL Radio Lëtzebuerg will bolster its travel news, keeping listeners informed of road traffic conditions and radars. Both of which are very much appreciated by listeners. As the election year approaches, the station has defined three key words for itself: observe, explain, comment. It will offer listeners the best possible coverage of the political event of 2009, finely dissecting what’s going on in Luxembourg and steering clear of any and all waffle.

While TV viewers will be pampered, radio listeners can look forward to extra-special treatment. RTL Radio Lëtzebuerg too has a strong desire to cover political, business, social, sports and cultural news, among others. The editorial team wants this news to be comprehensive, accurate and critical – in a nutshell, rigorous – without breaking with the listener-friendly ethos. With an audience share of 69 per cent over the entire day among inhabitants of Luxembourg, RTL Radio Lëtzebuerg is the country’s leading source of news. Of course, there is no point changing ingredients in a winning recipe, but the morning and evening programming will be spiced up a bit so that it is even more in line with listeners' tastes.
The leader’s task is to innovate

In an interview given at the press conference of Friday 12 September, Luc Marteling, Editor-in-Chief of RTL Lëtzebuerg’s digital arm, RTL NewMedia, is explaining how he together with his team aims to pep up the rtl.lu website and make it the ultimate place to find news in Luxembourg.

Luc Marteling

Luxembourg - 17 September 2008

All that work – why?

In the Internet segment we are the undisputed leader and are in a very comfortable position. But it is a leader’s task to innovate, be creative and offer new services before anyone else. In short, a leader has to do what others haven’t thought of doing.

That’s the task Alain Berwick, our chief executive officer, gave me. At the start, he noticed that Luxembourg did not have any Sunday press. A new segment was waiting for us with open arms. That’s exactly why we’ve decided to enhance the news on our site, especially with our new product, the Sonndeszeitung.

Let me remind you that in 2008, 70 per cent of the population of Luxembourg is using the Internet and that 42.2 per cent of Luxembourg people aged 12 and up visits rtl.lu, meaning a weekly traffic of 73,000 people. The loyalty of those 73,000 needs to be secured, and they need to be provided with high-quality contents. That’s the main reason for the changes made to the site.

What are the changes actually? And will Internet users find the information they want?

Of course they will. Our site is very easy to use, and, as I told you, we wanted to make news the priority. We’re going to step up our coverage of national, international, sports and cultural news. With this in mind, on the homepage the visitor’s eye is caught by a section featuring six rolling news items. A large image illustrates each one of them. We have also developed a new structure to make it easier to move round the site and here too make it more user-friendly. The aim is to make navigating round rtl.lu as easy as pie.

Alongside these ‘technical’ improvements, we offer top-quality contents with sections (Sport, Weather, Games, Traffic Info and so on) that are either new or have been revamped. In this vein, we have just added a free weather section featuring forecasts for up to seven days for the whole world. When it comes to sport, football fans are well remembered. They can already make use of a highly sophisticated ‘live ticker’ that provides a very wide range of additional information on the eight most prestigious football leagues in Europe, as well as the Luxembourg league. The initial feedback about these new services, which were recently launched on the site, is already very promising.

We’re also preparing News – Newsletter, a daily publication with a potential readership of 50,000 subscribers according to our estimates.

Multimedia applications may continue to predominate, but Internet users are entitled to expect from RTL NewMedia the same quality, the same speed and the same reliability in its treatment of news on the Internet as on the traditional media RTL Radio and Télé Lëtzebuerg. It goes without saying that this demand will be met as it’s a badge of honour for RTL NewMedia.
You talk about being a player in the news segment, but you need resources for that. I can assure you that we do indeed have the resources to achieve our ambitions. We have a very talented editorial team, which I have the privilege of managing. And also let’s not forget that RTL Lëtzebuerg is a big family – we’re going to capitalise to the full on the synergy of television, radio and Internet. Doing anything else would be silly. Not everyone has the chance to be backed up by a media group whose name consists of the three magic letters ‘RTL’. Each medium, in its own way, adds its special touch to the news. Our strength is the natural interactivity we create with Internet users.

Isn’t the new Sonndeszeitung you’re announcing just a way of competing with the print media and getting the better of the new free newspapers that have flooded Luxembourg in recent months? Yes, we don’t deny it! And what could be more reasonable than that? I reiterate that, apart from the radio and television, there are no Sunday media on the market. Sonndeszeitung features sections such as ‘News’, ‘Sport’, ‘Entertainment’, ‘Panorama’ and ‘World of High-tech’ to name just a few. Our task now is to create from scratch a new form of news by offering visitors to our website an online weekly newspaper that combines high-quality news with just the right dose of entertainment.
**Going flat-hunting**

A new documentary soap called *Mieten, kaufen, wohnen* (Renting, buying, living) makes its debut on 13 October and will run Mondays through Fridays at 15:00 on Vox.

Germany - 12 September 2008

**A Shark swimming in M6 waters**

On Thursday 4 September, M6 took second spot in the category Housewives under 50s with the screening at 23:00 of the pilot of the American legal drama *Shark*, starring James Woods in the role of Sebastian Stark, “the shark”. *Shark* is the latest offering from the American director Spike Lee.

France - 15 September 2008

**Entering second season with 360 Grados**

Antena 3 is launching the second season of the discussion format 360 Grados with the question “Is it dangerous to fly in Spain?”. The television show has a new look, and the issues are as topical as always but altogether more expansive.

Spain - 15 September 2008

**Peak ratings**

On 11 September evening, the Cologne based broadcaster Vox was hugely successful with its two-hour documentary *9/11-Mysteries about the destruction of the World Trade Center*, scoring sensational ratings.

Germany - 15 September 2008

**Patrick Poivre d’Arvor makes his entrance at RTL Radio**

The man whom the French have christened PPDA is a genuine icon: for over 20 years, he resigned over the evening news on TF1, Europe’s most-watched TV news programme, boasting 8 million viewers daily. On 17 September, PPDA joined the gang of polemists from the *On Refait Le Monde* (Let’s Change the World) programme, where he could well become a regular fixture.

France - 16 September 2008
12 heißt: Ich liebe dich nominated for another award
The UFA Fernsehproduktion production 12 heißt: Ich liebe dich (12 means: I love you) has
been nominated for the ‘Fernsehfilmpreis der Deutschen Akademie der Darstellenden
Künste’ (TV Film Award of the German Performing Arts Academy).

Germany - 16 September 2008

Shooting starts on pilot for Countdown
Last Saturday in Cologne, shooting began on a pilot for the new crime series Countdown
(working title). RTL Television commissioned the 45-minute production from Filmpool Film-
and Fernsehproduktion GmbH.

Germany - 16 September 2008

Grupo Antena 3 included in FTSE4Good Ibex
This February, Antena 3 published its first Corporate Social Responsibility report, and
promptly earned the second-highest rating (A) from the Global Reporting Initiative (GRI).
Now Grupo Antena 3 has been included in the FTSE4Good Ibex in Spain, one of the global
benchmark indicators for rating those companies that pursue socially responsible busi-
ness practices.

Spain - 17 September 2008