“We want to go one better”

Anke Schäferkordt on RTL Television’s new programme line-up

The Netherlands
Holland’s Got Talent back on RTL 4

France
M6 Web and Bon-prive.com form a partnership

Germany
Good results for online portals and apps

Spain
Responsible Internet usage
Cover:
Anke Schäferkordt, CEO of RTL Television (© RTL / Thomas Rabsch)
After holding RTL Television’s annual programme screening in Hamburg in prior years, CEO Anke Schäferkordt was now able to host it at Mediengruppe RTL Deutschland’s new state-of-the-art broadcasting centre in Cologne-Deutz for the first time. An ideal place for presenting the new programme line-up – where new ideas are conceived, numerous successful formats are developed, and news and information programmes are produced. Some 100 journalists and media representatives accepted the invitation from the “ratings queen” (Manager Magazin) to learn more about the German market leader’s plans for the upcoming TV season.

First, however, a confident and cheerful Anke Schäferkordt continued a tradition of previous years and began the programme screening with a look back at the past season. “We can be very satisfied,” she says. A glance at the figures shows this to be a real understatement: in the first half of 2011, RTL Television once again significantly increased its audience share among young viewers to a strong 18.9 per cent, while all major competitors lost market share. This puts RTL Television’s advantage over its competitors at record levels. And there is further evidence for the success of recent months: RTL Television remains the clear number one in total audience share as well; 27 of the 30 most popular formats of the 2010/11 TV season were aired by the flagship of the German RTL family of channels; and the channel was the market leader among young viewers in nearly every time slot.

Although these records can hardly be topped, according to Anke Schäferkordt, the channel still wants to keep pushing in all genres (see interview on page 6). To do this she will continue to take a strategic approach, making targeted investments in new concepts and in time slots where she sees room for improvement. Naturally she intends to take advantage of the channel’s current “wave of success” to establish new formats in all genres – “the strong lead-in of audience favourites makes this comparatively easier, of course.” She said the focus here is clearly on prime time.

As in the previous year, Anke Schäferkordt presented international programming trends to the journalists and thus formed an overarching framework for changes in RTL Television’s programme line-up. For instance, in many countries she said local fiction was on the rise again. At the same time US series were aimed more at the home market, for example on topics such as terrorism or war, and thereby “less usable internationally.”

Specifically, in the 2011/12 season RTL Television is launching its in-house produced series Die Draufgänger (The Daredevils) and Sekretärinnen – Überleben von neun bis fünf (Secretaries – Surviving The Nine-To-Five). In addition, the channel will broadcast three “backdoor pilots” – feature-length pilots used to establish the characters of potential series while testing the series concept ‘on air’. Other drama highlights include Bermuda-Dreieck Nordsee
Graving ratings: RTL Television’s audience share evolution

<table>
<thead>
<tr>
<th>Adults aged 14-49</th>
<th>Adults aged 20-59</th>
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<tr>
<td><strong>2009</strong></td>
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AGF/GfK, 3am – 3am, Mon-Sun, Audience share in %, for the period 1 January to 30 June 2011

(Bermuda Triangle North Sea), an action movie “with an eco-message”, and the adventure film *Die Jagd nach dem Bernsteinzimmer* (The Hunt For The Amber Room).

Anke Schäferkordt sees the growing importance of international co-productions as another trend. In this respect, RTL Television is treading a new path with *Transporter*: the action series – scheduled for Thursday nights – is an international co-production with the US pay-TV channel HBO and the French RTL Group channel M6. *Transporter* therefore combines direct editorial influence on the action with the high production value of US series. RTL Television promises the result is “perfect entertainment in big-screen quality”.

In her presentation, Anke Schäferkordt repeatedly highlighted the fact that big, elaborately produced TV events are dominant worldwide as they guarantee huge ratings for their broadcasters. *Got Talent, Idols* or *The X-Factor* – “these are the top brands that attract mass audiences worldwide. And I am sure that this will continue to be the case in the coming season.” As one of the new season highlights trailers put it: “This is the ‘must see’ effect – made by RTL.”

In the real life genre, RTL Television continues to cover a wide range of issues: support for people in need, romantic entertainment, and great emotions. In spring 2012, chef Christian Rach once more offers young people with few prospects the chance of a lifetime. *Rachs Restaurantschule* (Rach’s Restaurant School) offers them an apprenticeship or employment contract at a new restaurant – this time with a new concept in the German capital, Berlin. In his show *Christopher Posch – Ich kämpfe für Ihr Recht!* (I Fight For Your Rights), the lawyer helps clients in legal trouble. And in *Wir retten Ihren Urlaub!* (We’ll Save Your Holiday!) RTL Television goes into action once again for desperate tourists in difficulties on holiday.
The programme line-up also includes new series of popular Real Life formats such as *Bauer sucht Frau* (The Farmer Wants A Wife) and *Vermisst* (Missing). “With *Bauer sucht Frau* we have the most successful real life format of all,” says Schäferkordt with a smile as she presents the show’s track record to date: 22 relationships, five marriages and seven children. “Maybe we’ll have this success with the new version of *Der Bachelor*, too.”

In the information genre RTL Television provides “all-round” coverage for important events: short news pieces to update the audience throughout the day, with these issues covered in more depth in the main news broadcasts. In addition, more weekly series are planned on *RTL Aktuell* to illustrate major issues such as integration or energy policy from different angles over five consecutive evenings.

<table>
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<tr>
<th>Audience share ranking according to time slots</th>
<th>Adults aged 14-49</th>
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<tr>
<td><strong>MON</strong></td>
<td><strong>TUE</strong></td>
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<tr>
<td>Morning 06:00 - 09:00</td>
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<tr>
<td>Mid-Morning 09:00 - 13:00</td>
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<td>Afternoon 13:00 - 17:00</td>
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<td>Early evening 17:00 - 20:15</td>
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<td>Prime time 1 20:15 - 21:15</td>
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<td>Prime time 2 21:15 - 22:15</td>
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<td>Prime time 3 22:15 - 23:15</td>
<td>20.5</td>
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<td>Late night 23:15 - 01:00</td>
<td>18.4</td>
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AGF/GfK. Audience share in %, for the period 1 January to 30 June 2011
What is your strategy for sustaining RTL Television’s high audience share?
We’re currently seeing record levels, on both the business and the programming side. It’s virtually impossible to top such a record-setting season. Which doesn’t mean, however, that we won’t continue to stock up our programming. We’re developing our existing audience favourites with a lot of dedication and commitment, and we’re taking advantage of our current popularity among viewers to try out new things. We’re targeting our investments at developing ideas focused around real-life and shows. Our goal for the next season is to remain the clear market leader, with a solid distance to our competitors.

What are the main new formats you’re launching in the upcoming season?
Since demand for fiction produced in-house is on the rise in our market, we are bringing the event movie *Bermuda-Dreieck Nordsee* (Bermuda Triangle North Sea) as well as three backdoor pilots to the screen. We’re also launching three new local series. In the case of Transporter, we are trying out a new production model for which we have high hopes. HBO and our colleagues at M6 are partners in this international co-production, for which Luc Besson has been recruited as the Executive Producer. In information programming, the devastating terrorist attacks of 11 September 2001 will be given special attention with a report featuring Peter Kloeppel. In shows, we are running new seasons of all our popular shows – *Idols*, *Got Talent*, *Let’s Dance* and *I’m A Celebrity – Get Me Out Of Here!* – as well as various new Friday-evening show concepts. We’re also looking forward to the launch of the US series *White Collar* here in Germany.

How has the consumer uptake been for high-definition TV from RTL in Germany?
The success of the launch of HD as a truly broad-scale offering in our market has probably exceeded the expectations of everyone involved. We especially have every reason to be happy with our RTL HD and Vox HD offerings. At the end of 2009, we began by launching via satellite only. Following the free one-year trial phase, more than two thirds of all viewers are now continuing to use HD for a fee. Surveys indicate that more than 90 per cent of current users are very satisfied with the service. These are remarkably good figures. So it is all the more gratifying that cable network operators such as Kabel BW are now offering their customers our programmes in brilliant HD quality as well – and we get a fair share in this new service from the platform operators.

When will it be possible to use catch-up TV services such as RTL Now on TV screens?
We’re working flat out on this issue. For instance, we’re planning to bring our catch-up services RTL Now, Vox Now and Super RTL Now to the TV screen with Kabel BW, the cable network operator I just mentioned, in the foreseeable future. Kabel BW recently announced a project to this effect.
Holland’s Got Talent back on RTL 4

Starting July 15 2011, The Netherlands will be on a mission to find the country’s top talent in the new season of Holland’s Got Talent broadcast on RTL 4.

Netherlands - 15 July 2011

RTL 4’s summer hit, a whole different kind of talent show, is back on air since 15 July 2011. Holland’s Got Talent was broadcast last summer on the family channel for the first time. The final, which was watched by 2.6 million viewers saw opera singer Martin Hurkens emerge as the winner.

During the upcoming second season of Holland’s Got Talent on RTL 4, viewers can expect to see even more talented and unusual artists on stage, including a lama jumping over a camel, extreme magician acts, a mother and daughter singing opera. Nothing is too extreme or crazy for this season’s Holland’s Got Talent, the programme where stars are born.

The many artists who applied will be judged by jury members Patricia Paay, Gordon Heuckeroth en Dan Karaty. Robert ten Brink will present the show again this year.

Holland’s Got Talent will be broadcast starting 15 July 2011 from 20:00 to 22:30 on RTL 4. For further information, please visit the show’s website rtl.nl/hollandsgottalent.
UFA Sports to market Füchse Berlin

UFA Sports and the Bundesliga handball team Füchse Berlin have signed an extensive cooperation agreement. UFA Sports will from now on act as the club’s exclusive marketing partner.

Germany - 15 July 2011

The Füchse Berlin handball club has had a successful 2010/11 season: ranked third in the tables, the Füchse have qualified for the Champions League for the first time. The cooperation agreement with UFA Sports covers all marketing and hospitality rights over a period of several years; a three-strong UFA Sports team will manage the partnership locally in Berlin.

Bob Hanning, the club’s managing director, says: “This marketing cooperation is the logical next step in the club’s development. UFA Sports won us over with its network and its marketing expertise.”

Robert Müller von Vultejus, managing director of UFA Sports GmbH, adds: “Germany’s Bundesliga is the world’s strongest handball league and is becoming increasingly interesting for the advertising industry. We look forward to becoming part of Füchse Berlin’s impressive success story and further strengthening Berlin as a place of business for UFA Sports.”

UFA Sports has extensive know-how in the marketing of handball rights. The RTL Group company most recently was responsible for marketing the worldwide media exploitation rights of the Men’s Handball World Cup in 2011. Other UFA Sports customers include Fifa, the DFB (German Football Federation), the German Basketball Association and the second-league football team 1. FC Union Berlin, so Berlin is familiar territory for UFA Sports.
M6 Web and Bon-privé.com form a partnership

M6 Web and Bon-Privé.com have just signed a partnership to work together on developing this new consumer trend: group purchasing on the Internet.

France - 18 July 2011

Group purchasing is a concept that offers internet users products and services at exceptional prices, which they receive in the form of purchase coupons. For the group purchase to take place and the promotion to be valid, there needs to be a sufficient number of buyers.

M6 Web and Bon-privé.com, one of the pioneers in this new trend, have decided to combine their know-how. Using a multiplatform approach (Web, mobile, etc.) and reinforced visibility, the offer will be able to reach a larger audience.

David Vanek, President of Bon-privé.com, explains: “This partnership demonstrates the success and the quality of the Bon-privé.com platform, which offers good deals locally to more than 500,000 internet users daily. The national power of M6 media and the expertise of the M6 Web teams will allow us to offer deals to a new audience, while guaranteeing our merchant partners unique perspectives in terms of notoriety and growth.”

M6 Web joins Bon-privé.com in the planning and implementation of its television advertising campaign. Two 25-second advertising spots have been created and are being broadcast since mid-July on M6 Group channels (Téva, Paris Première, W9 and M6). In addition, M6 Web will integrate Bon-privé.com offers on its web sites to present good deals that are adapted to its audience.

According to Valéry Gerfaud, President of M6 Web, “M6 Group hopes to position itself in this “daily deal” market that is rapidly expanding, by bringing its expertise to a renowned brand and by offering deals that are as advantageous for consumers as they are for merchants. M6 Web has chosen to deploy this strategy by joining with Bon-privé.com, an enterprise that is young but growing strong and already recognised as one of the leaders in its market.”

Living better, consuming better and making daily life easier are themes that personify Bon-privé.com and that are shared by the programmes and sites of M6 Group.
Good results for online portals and apps

RTL Interactive and N-TV’s online portals had good user numbers in June. At the same time, N-TV’s mobile apps garnered more than 100 million Page Impressions, making it one of the country’s most popular mobile news offerings.

Germany - 19 July 2011

The channel homepage RTL.de scored 59.4 million visits in June 2011, up by 11 per cent year-on-year. The Wetter.de site, which is part of RTL.de had its best user numbers in the year to date, generating 34.3 million visits. Overall, RTL.de defended its No.13 slot in the IVW ranking.

The video clip portal Clipfish.de was also able to increase its user numbers thanks to the successful launch of the Big Brother season. At 7.2 million visits, traffic was up by 6 per cent over June 2010.

Thanks to the continued growth of Vox Now, Vox.de registered a 40 per cent increase in traffic vis-à-vis the previous June. With 4.6 million visits, it also showed growth of 3 per cent over the traditionally stronger month of May.

Traffic to the social network Wer-kennt-wen.de declined by 7 per cent to 106.5 million. However, this decline is not much higher than the one seen in June of last year.

Besides, in June 44 million videos with professionally produced content were viewed on the portals operated by RTL Interactive. Of these, 16.1 million were long-form content views – for example entire episodes or shows – on its Video-on-Demand platforms. This represents growth of 13 per cent over June 2010. At 10 million, the number of Web clips viewed was 29 per cent above prior year. Professional content on Clipfish.de scored 18 million views, one and a half times the figure of June 2010.

The n-tv.de news portal scored 27.1 million visits in June, resolutely continuing its upward trend as one of Germany’s most popular news sites (June 2010: 24.9 million visits). N-TV’s website online video offerings, which include live streams of its TV programming, generated 2.5 million video views in June, a 79 per cent increase year on year.

With 115.3 million PIs and 1.7 million video views, N-TV’s apps were among the country’s most popular mobile news offerings in June. The I-Pad app launched in December 2010 hit a new ratings high, generating 14 million PIs.
As one of the major players in the Spanish digital landscape, Grupo Antena 3 is well aware of the dangers that lurk on the Internet if it is not used with the proper precautions. Because the group takes this issue very seriously, it has launched an awareness-building campaign through its new technologies initiative Vive Conectado (live connected).

The campaign includes spots, slogans and guides that can be viewed or listened to on all of Grupo Antena 3’s media as well as on antena3.com and the initiative’s website at viveconectado.com. Actors of two of Antena 3’s flagship shows star in the spots: Andrea Duro from Física o Química and Jesús Olmedo from Hispania.

The campaign draws parents and children’s attention to some of the pitfalls of the internet. Basic advice and demos teach them how to protect themselves while making the most of what the Internet and social networks have to offer.
Soul music revivalist Charles Bradley performing live in the Grand Studio; his performance for RTL Radio’s Festival du Jazz will be broadcast on 31 July 2011 at 23:00
‘Es kann nur Einen geben’ – Odd One In comes to Germany
On Friday 15 July 2011, the new quiz show Es kann nur Einen geben (Odd One In) with Oliver Geissen started on RTL Television.
Germany - 15 July 2011

A summer full of series on RTL à l’infini
All summer long, thanks to the “Séries Pass” from RTL à l’infini, the viewers of RTL Belgium channels have unlimited access to their favourite series.
Belgium - 18 July 2011

RTL 7///
Football pro for a season
Men’s dreams come true this autumn on RTL 7, or more specifically on the football show Leven as een Prof (Live Like A Pro).
The Netherlands - 18 July 2011

Growing fan base for online summer series
De Zomer van Britt & Ymke, a series produced specifically for the Web, has been getting good ratings among Dutch Internet users since 20 June 2011.
The Netherlands - 19 July 2011

A second millennial for RTL+
On Thursday, 21 July 2011, RTL+ celebrated its 2,000th broadcast.
Belgium - 20 July 2011

More family time
Super RTL and the Galeria Kaufhof department store will jointly launch the Dein Familienpicknick mit Timmy (Your Family Picnic With Timmy) marketing campaign in August.
Germany - 21 July 2011

RTL 7///
Record ratings for Tour du Jour
Since the start of the Tour de France the RTL 7 programme Tour du Jour has steadily improved its audience figures and is now watched by record audiences of half a million viewers per day.
The Netherlands - 21 July 2011
Starting September, Jean-Michel Zecca will be the host of a new event game show on RTL-TVI, called 60 Secondes Chrono.

After more than ten years of service on Beau Fixe on Bel RTL, Jean-Michel Zecca will leave his post as presenter of the radio station’s cult game show. Continuing the adventure of Septante-et-un on RTL-TVI, starting next season he will also take up the reins of the channel’s next game show, 60 secondes chrono. (Minute To Win It)

60 secondes chrono is a game show open to everyone. The sum of €100,000 can be won by successfully completing games in under a minute. Broadcast in 24 countries, this format is currently enjoying enormous success.

Jean-Michel Zecca joined RTL Belgium as a columnist on the programme Ca alors. Among other shows, he presented Champions League football on Club RTL, Si c’était vous and Rien de personnel and also the game show Septante-et-un during the week on RTL-TVI. Starting in 1999, he presented Beau Fixe on Bel RTL.
Stylist Fred van Leer has been appointed to coach the candidates in the upcoming season of *Holland’s Next Topmodel*.

*Holland’s Next Topmodel* is about to enter the next round. Season five starts in September, and the would-be models will be coached by stylist Fred van Leer on their way to a modelling contract.

34-year-old van Leer will support the candidates on *Holland’s Next Topmodel* as they get a taste of the world of professional modelling, and provide advice in matters of fashion and styling.

Once they’ve been prepped by van Leer, the models will strut their stuff under the critical eyes of head judge and presenter Daphne Deckers, stylist Bastiaan van Schaik, catwalk coach Mariana Verkerk and fashion photographer Paul Berends, the four people who will eventually determine which one becomes *Holland’s Next Topmodel*.

He says: “I’ll be working with the *Holland’s Next Topmodel* girls all day and giving them fashion advice. This is fabulous, of course, and an absolutely unique opportunity for me.”

Van Leer is familiar to audiences from the Dutch fashion scene and series like *Dames In De Dop, RTL Boulevard* and *X Factor.*
People

Sandrine Dans

Belgium - 21 July 2011

Sandrine Dans joins Bel RTL’s morning programme schedule starting next season on Beau Fixe.

The appointment of Sandrine Dans as presenter of the cult game show Beau Fixe, on the air every morning from 9:00 to 11:00, follows Jean-Michel Zecca’s departure from the programme. As Backstage reports on page 14.

Broadcast on Bel RTL since the station’s debut almost 20 years ago, Beau Fixe is the not-to-be-missed show on the morning schedule that brings together travel and general culture. Every day the programme deals with a wide variety of topics or hosts personalities from the world of song, theatre or cinema who come to the show to share their knowledge with listeners.

Sandrine Dans is a voice known to Bel RTL listeners. After joining the station’s team in 1999 as a replacement on Le décompte with Hervé Meillon, she then went on to host many other shows, including Yaka chanter, Stop ou Encore, le 7-8, Les dépanneuses and La route des vacances.
People

Vincente Vallés

Spain - 21 July 2011

Award-winning Spanish journalist Vicente Vallés is joining Antena 3 in September 2011.

Vicente Vallés will take over the position of Director of the 15:00 news format Antena 3 Noticias 1 which he will present together with Mónica Carrillo. With the signing of Vallés, Antena 3 has managed to recruit one of the country’s most experienced television journalists, who enjoys a high degree of credibility among the audience.

Vicente Vallés has been working in television since 1987. He has occupied many positions during his career from columnist to news anchor and news director at channels such as TVE, Telemadrid, Telecinco and TVE’s news channel Canal 24 Horas.

Vallés’ professionalism was most recently rewarded with the award of the International Press Club of Spain and the Salvador de Madariaga Prize, which is presented by European journalists. In addition to his activities for the news formats of several Spanish television channels, Vallés teaches journalism at various universities.

Source: BeNet

Photo: © Angélica Heras
The weekly Backstage Newsletter will be on summer holidays.

In the meantime, you’ll find relevant news from RTL Group and its profit centres on http://backstage.rtlgroup.com

Your Backstage team

The next regular edition will be published on Wednesday 24 August