

week 44 / 31 October 2012

# backstage



## ACTION KA BAAAP

RTL Group launches its first joint venture channel in India

United Kingdom  
FremantleMedia  
Enterprises partners  
with Martha Stewart

Belgium / France  
RTL-TV1 and RTL Radio  
cover US elections

**RTL**  
GROUP



## Cover

Scene from *Cobra 11*,  
one of Big RTL Thrill's flagship programmes

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# QUICK VIEW

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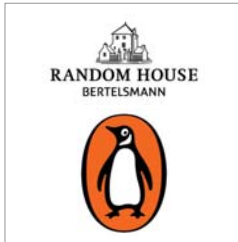
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On 5 November, RTL Group and its joint venture partner Reliance Broadcast Network will launch Big RTL Thrill in India. *Backstage* spoke to Andreas Rudas about RTL Group's first non-European channel.

# “PROMISING GROWTH OPPORTUNITIES”

India – 31 October 2012  
RTL Group

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Andreas Rudas



Tarun Katial, CEO Reliance Broadcast Network

Positioned as an action entertainment channel targeted at male audiences, with the tagline *Action ka Baap* (Ultimate Action Destination), Big RTL Thrill will launch on 5 November 2012 in India. Initially, Big RTL Thrill goes on air in the Indian state Uttar Pradesh, featuring international content dubbed in Hindi. A phased expansion to other Hindi-speaking markets and the SAARC region (South Asian Association for Regional Cooperation, which includes the countries of Sri Lanka, Bhutan, India, Maldives, Nepal, Pakistan, Bangladesh and Afghanistan) will follow.

Andreas Rudas, Executive Vice President Regional Operations & Business Development CEE and Asia at RTL Group, says: "This is an exciting moment for us at RTL Group; it's our first step into the Indian broadcasting market, which offers very promising growth opportunities. We will contribute our long-term broadcasting and programming expertise to Big RTL Thrill – with high-quality content targeting a clearly defined audience. The powerful combination with Reliance Broadcast Network will help ensure that Big RTL Thrill becomes a strong new brand on the Indian market."

Based on detailed content sampling, focus group research and comprehensive market analysis, Big RTL Thrill offers an entertainment mix to target male viewers aged 15 to 44. It consists of 'edge-of-the-seat' entertainment with hand-picked content from across the globe including

reality shows, action series, wrestling, extreme sports, game shows and movies – all dubbed in the local language, Hindi. Content has been acquired from leading production companies including FremantleMedia, Endemol and Red Bull, with key shows such as *Fear Factor*, *Cobra 11*, *Criss Angel*, *Wipe Out* and *Baywatch*. The line-up will also feature a strong library of international action films. "All content is exclusive and has never before been seen in India," says Rudas. "We will launch with one channel with a clear, unique proposition and this makes our offer very attractive for advertisers."

Tarun Katial, CEO Reliance Broadcast Network, says: "Big RTL Thrill comes as an answer to Indian males' quest for action entertainment. The product is world-class, served in Hindi, and has been designed to fill a clear void that exists in the market, ensuring high audience engagement. With the launch of this channel, Reliance Broadcast Network fortifies its standing in Uttar Pradesh, offering advertisers a robust and unmatched offering in the region, and delivering exceptional value for their brands."

The channel will be financed by a mix of subscription fees and advertising. Distribution has been secured with the most important operators in the territory of Uttar Pradesh. Over seven million households will be reached at the time of launch. The reach will be extended to approximately 11 million households by January 2013.

Andreas Rudas explains the rationale behind choosing Reliance Broadcast Network as a partner: "Just because we know how to operate a TV channel in Europe doesn't mean we automatically know how to do it on other continents. We need to research, to learn and to understand before we start a business. That is why we wanted to have a strong local partner." With a proven track record in TV partnerships, for instance the joint venture Big CBS and the successful launch of three joint venture channels in a short period of time, Reliance Broadcast Network is such a partner. "It was a natural choice," says Rudas. "They are very well connected in India. It is a big entertainment group with an experienced management team."

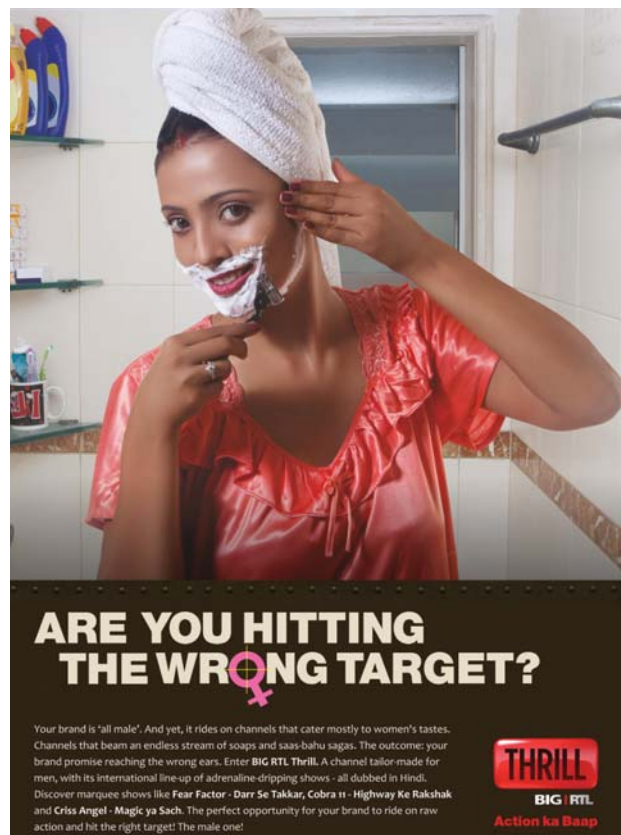
The channel will complement and leverage synergies with RBNL's number one radio network 92.7 Big FM, which has six stations in the state, and with its variety entertainment channel Big Magic. This consolidates Reliance Broadcast Network's position as a leading media platform in Uttar Pradesh, offering maximum focused reach to marketers. The channel will be marketed through a comprehensive multi-media campaign across television, radio, out of home, on ground, print and digital.

India represents the most viable starting point for RTL Group to establish a broadcasting presence in Asia, says Rudas. It is a large and rapidly growing market with a young population that loves TV. Rudas: "We are always looking for growth opportunities, and India is a very attractive and growing market." In fact, India has the largest young population in the world: 50 per cent of its 1.2 billion people are younger than 30 years. Andreas Rudas: "At the end of 2011, 146 million households had a TV set; this represents a TV penetration rate of just above 60 per cent. In other words there is impressive potential for further growth. The Indian TV market is expected to grow by double-digit percentage rates annually for the next five years – subscription as well as advertising."

Says Rudas: "Our focus now lies on making Big RTL Thrill a success. Afterwards, we will make a decision on how to proceed, but the current planning is to build on that and plan to roll out the channel to other markets in India. Once this turns out to be working, we will think about expanding into other countries of the SAARC region. "



Advertising campaign aimed at viewers...



...and aimed at advertisers

## THE MARKET IN UTTAR PRADESH

Uttar Pradesh is home to India's largest male population and the country's second largest economic engine, contributing 8.05 per cent of national gross domestic product (GDP). Studies show that the region's advertising market grew by 15 per cent during 2011, faster than the national average with the strength of local business segments helping to provide some insulation from the current economic slowdown in India. Residents of the region also demonstrate higher than average income and consumption patterns. This makes Uttar Pradesh an area of great interest for marketers and an excellent starting point for Reliance Broadcast Network and RTL Group's joint venture channel.

Statistics and entertainment preference mapping indicate a strong appetite for action content in this market:

- 22 of the top 30 movies on Hindi Movie Channels in the Uttar Pradesh market are action movies compared to a ratio of 17 of 30 in other Hindi-speaking markets
- Action and thriller shows are the number two ratings drivers for Hindi General Entertainment channels, second only to serials
- Statistics also highlight that action and thriller shows are an underserved genre of content when it comes to regional channels targeted at Uttar Pradesh
- Action Sports like wrestling attract a 20 per cent higher viewership in Uttar Pradesh compared to the All India Average

(Data Source: TAM, Market: UP All, HSM, All India, Period: week 1–26 – 2012)



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# PARTNERSHIP FOR GLOBAL LIFESTYLE TALENT AND PROGRAMMING

FremantleMedia Enterprises

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Martha Stewart

FremantleMedia Enterprises (FME) and Martha Stewart Living Omnimedia (MSLO) are partnering to co-develop television and digital video programming featuring contemporary lifestyle personalities.

United Kingdom – 30 October 2012

Under this new first-look and development deal, FME and MSLO will identify the next generation of lifestyle talent to star in programming to be produced under the Martha Stewart banner. FME will support the new programming with its unrivalled global TV, licensing and home entertainment capabilities. The objective is to develop a pipeline of lifestyle talent across food, fashion, home, gardening and more that will resonate with global audiences on all media platforms. FME and MSLO will name a development executive to head the initiative.

FME's Global CEO David Ellender says, "Martha Stewart is a lifestyle legend and her team are the best in the business at discovering and developing new talent. Combining America's best-known domestic and lifestyle expert with the industry's most successful distributor of multi-format brands is a really exciting prospect."

Lisa Gersh, President and CEO of MSLO says, "FME is a key player in the global content and brand space and we're delighted to be working with them to find the next big lifestyle superstars. They'll help us deliver on our goal of putting our considerable expertise in everything from cooking and décor to gardening and crafting in easy reach of consumers wherever they are, and on whatever platform they're engaging with, from smart phones and tablets to TVs and social media."

FME and MSLO have also expanded and renewed their longstanding television programming distribution deal in territories outside the US, which sees FME continuing to be the exclusive distributor of MSLO content around the world, including titles such as *The Martha Stewart Show* and *Martha Stewart's Cooking School*.



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# SET TO AMERICAN TIME

RTL-TV / RTL Radio

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On 6 November 2012, the new US president will be elected. While RTL Group channels get ready to provide extensive coverage of the event, some have already set up special operations, including RTL-TV in Belgium and RTL Radio in France.

Belgium / France – 30 October 2012



Mitt Romney and Barack Obama

On RTL-TV, a special edition of the magazine programme *Coûte que coûte* will be shown on 31 October at 19:45 and will focus on the theme: “The United States: when public schools make money”. On 1 November, *Tout s’explique* will be devoted to the outgoing president. A report entitled “Long Live the President” will highlight the human side of the president through anecdotes that take viewers inside the White House. On 9 November, *Reporters* will review the economic crisis overseas and the challenges the winner of the election will have to face.

In France, RTL Radio is already taking listeners to the four corners of the globe to get a better understanding of the issues and to experience the event live. From 29 October to 6 November, the station’s four special correspondents in the US will be close to the candidates and in the states where the election is being played out. They will be mobilised in all of the news sessions. On the mid-day news programme, RTL Radio will hear from French people living in the United States. There will be theme days devoted to Barack Obama’s America and to Mitt Romney, on 3 and 4 November, and on 5 November, the special correspondents will answer questions from listeners on *RTL.fr*.

On Election Day, numerous RTL-TV journalists will report from different cities on this moment that is so important to the future of the United States. Television news presenter Michel De Maegd will be on air live from Washington. RTL Radio will host a special morning programme live from the residence of the American Embassy in France, which will allow listeners to experience the voting “live” in the presence of many guests and which will analyse the results of the election of the new American president. Listeners will be able to follow developments in the election throughout the night preceding the event and the special ‘Elections US’ morning programme will kick-off at 4:30.

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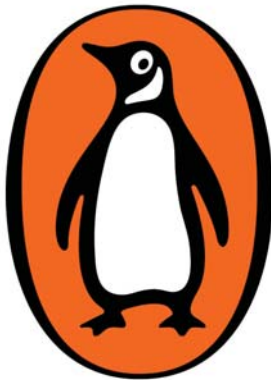
# BERTELSMANN AND PEARSON TO COMBINE BOOK BUSINESSES

Bertelsmann

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**RANDOM HOUSE**  
BERTELSMANN



Bertelsmann and Pearson announced that they will combine the activities of their respective trade-book publishing companies, Random House and Penguin Group. Bertelsmann will own 53 per cent, Pearson 47 per cent.

Germany – 29 October 2012

The closing of the transaction is scheduled to take place in the second half of 2013, following regulatory approval. The announcement of the combination was made on 29 October in Gütersloh, Germany, by Thomas Rabe, Chairman and CEO of Bertelsmann, and in London by Marjorie Scardino, Chief Executive of Pearson.

Upon closing, Markus Dohle, Chairman and Chief Executive Officer of Random House worldwide, will be CEO of the new group. John Makinson, Chairman and CEO of Penguin, will become Chairman of the Board of Directors. Additional senior executive appointments will be announced in due course. Bertelsmann will appoint five representatives to the group's Board of Directors, Pearson four. The new name will be Penguin Random House. Until the closing, the companies will maintain their current separate operations and continue conducting business independently.

For more information on the topic as well as a Chairman's letter and an interview with Thomas Rabe, please see Bertelsmann's Intranet *Benet*.

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# BERTELSMANN SPONSORSHIP PROJECT: APPLY NOW!

Bertelsmann

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Thomas Rabe

Qualified employees at all levels are essential to the economic success of any company. And having always placed a premium on the intensive promotion of emerging leaders, Bertelsmann is committed to making its talent pool more diverse than ever before.

Gütersloh – 31 October 2012

Bertelsmann CEO Thomas Rabe: “I firmly believe that diverse leadership teams are the most likely to succeed. It is essential that we attract the best possible minds from a wide range of backgrounds and develop them into excellent leaders”. With this in mind, and as announced by Corporate HR Chief Immanuel Hermreck at the Management Meeting in Gütersloh, now the 18-month Bertelsmann Sponsorship Project launches.

Intended to enhance the career development of promising executives from across the divisions, the project matches each Group Management Committee (GMC) member (sponsor) with an emerging leader (mentee) in partnerships to identify new areas of competence and achieve the managerial excellence necessary in mastering business challenges.

Among the unique aspects of the Bertelsmann Sponsorship Project, is its direct application process, different from other HR programme nominations. To ensure maximum objectivity, the project’s initial selection round will be carried out anonymously in an effort to maintain uniform conditions.

“Our requirements are high,” says Hermreck, “This is a unique project with great visibility among top management – and the GMC will make the final selection of participants.”

Once the selection process is completed, each identified “mentee” will be “matched” with a GMC member to benefit from the company’s top executive network, experience and expertise through direct interaction and open exchange.

The Bertelsmann Sponsorship Project will be piloted for 18 months beginning in May 2013. Interested managers are invited to apply directly at [www.sponsorship-project.com](http://www.sponsorship-project.com) no later than 29 November, 2012. Requirements for participation include a minimum of five to ten years professional experience, including at least two years with the Bertelsmann Group and at least two years of experience in a managerial capacity as well as international experience. In addition to the formal criteria, the selection process will take into account aspects such as leadership potential, digital mindset and mobility.

# Tennis in the spotlight on Paris Première and W9



The 2012 edition of the BNP Paribas Masters men's tennis tournament runs from 29 October to 4 November. As they have for previous editions, Paris Première and W9 will be covering this event.

# SHORT NEWS 1/1

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## The French television market in October

M6 / W9

In October 2012, M6 increased its ratings for the ninth month this year, with a total audience share of 11.4 per cent, while W9 achieved a 3.6 per cent total audience share, making it the number one DTT channel. Both channels registered a 0.1 percentage point increase over the month of October 2011.

France – 30 October 2012



## Second highest score in podcast downloads

RTL Net

Médiamétrie has just released the results of the catch-up radio study in France for the month of September 2012. With 4.4 million podcasts downloaded, RTL Radio registered its second highest score since the measurement system's creation in 2009, and its best season debut ever.

France – 26 October 2012



## A weekend of voyages into the past

M6

An anniversary episode of *NCIS* was full of surprises, and the launch of Steven Spielberg's eagerly awaited series, *Terra Nova*.

France – 26 October 2012



## Programme Director answers viewers' questions

Super RTL

Ratings analyses, market research, Audience Offices – TV broadcasters go out of their way to cater for the needs and wishes of their (potential) viewers. Now Super RTL is taking advantage of the direct communication possible on social networks and is inviting its viewers to address their questions and requests directly to Programme Director Carsten Goettel on Facebook.

Germany – 31 October 2012

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## PEOPLE

# SOPHIE HECQUET HAS DIED

**RTL Group**

Luxembourg – 30 October 2012

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Sophie Hecquet

Sophie Hecquet, a French host who made her debuts in the 1980's on the Luxembourgish channel RTL Télé-Luxembourg, died on 28 October after a long illness. She was 68.

Like Marylène and Anouchka, Sophie Hecquet was an emblematic figure on the French-speaking channel. She began her career as a singer and represented Monaco at the Eurovision contest in 1975. A longtime radio host at RMC, she made the transition to television, initially working at Télé Monte Carlo, then at RTL Télé-Luxembourg, later rebranded as RTL Télévision, and broadcast in Luxembourg, Belgium and France. There she notably presented the game show *Canal 21*. In 1995, she produced the talk show *Comme chez vous*, presented by Sabine Mathus and Jean Paul Andret on RTL-TVI.



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# More about *Backstage*

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## **BACKSTAGE IS AVAILABLE IN THREE LANGUAGES**

You can read *Backstage* in your preferred language – in English, German or French.

## **DAILY NEWS FROM ACROSS THE GROUP – DIRECTLY IN YOUR INBOX**

In addition to the weekly newsletter we offer to registered users a daily newsletter available in three languages.

## **‘AT RTL GROUP, WE CARE’**

RTL Group is committed to effectively combine business success with socially responsible actions towards local communities and to protect the environment. Visit the Corporate Responsibility news section on *Backstage* (CR news) and find out how RTL Group aims to improve the societies in which we operate.

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