RADIO
IN THE DIGITAL AGE

Tristan Jurgensen on how RTL Group’s French radio stations thrive in the digital revolution

Germany
RTL II celebrates 20th anniversary

Belgium
Sophie-Tith is the ‘Nouvelle Star’

Spain
Grupo Antena 3 becomes Atresmedia
RADIO IN THE DIGITAL AGE
Tristan Jurgensen on how RTL Group's French radio stations thrive in the digital revolution

Spain
Grupo Antena 3 becomes Atresmedia

Germany
RTL II celebrates 20th anniversary

Belgium
Sophie-Tith is the 'Nouvelle Star'

week 10 / 7 March 2013
“Radio has adapted easily to the digital world, embracing all of its possibilities.”
RTL Radio
p. 4–6

Sophie-Tith is the ‘Nouvelle Star’
Plug RTL
p. 8

Still going strong
RTL II
p. 7

Grupo Antena 3 becomes Atresmedia
Atresmedia
p. 10

Grupo Antena 3 publishes 2012 results
Grupo Antena 3
p. 9

Big Picture
p. 11

SHORT NEWS
p. 12–13

PEOPLE
p. 14
First television, then the internet. In the face of such competition, radio was supposed to be dead by now – at least according to many internet visionaries and consultants. A true survivor, the medium has always adapted. In the digital era, radio even allies itself with the internet and can be consumed via podcasts, catch-up, apps and videos. Tristan Jurgensen, Managing Director of RTL Radio’s digital subsidiary RTL Net, explains how radio prospers in the internet age.

“RADIO HAS ADAPTED EASILY TO THE DIGITAL WORLD, EMBRACING ALL OF ITS POSSIBILITIES”

France – 7 March 2013
RTL Radio
Is the ‘everywhere, any time, on every device’ claim also true for radio? Is that how radio ‘survived’ the advent of the internet?
I actually believe radio is extremely modern and always has been. Its main ‘unique selling proposition’, even today, is its mobility. You can listen to it anywhere – at home, at work, in the car. A quarter of Fun Radio’s daily audience now listens through a connected device, and for RTL Radio and RTL 2 the figure is over 10 per cent. Our strategy is to cater to everyone, and thus be on as many devices and operating systems as possible. Radio is also an instantaneous medium with the ability to react quickly. We can process and distribute information rapidly, giving us a headstart over other media. Radio has adapted easily to the digital world, embracing all of its possibilities.

“A QUARTER OF FUN RADIO’S DAILY AUDIENCE NOW LISTENS THROUGH A CONNECTED DEVICES”

It’s a known fact that catch-up TV increases the consumption of television. Do you think catch-up radio boosts audience and increases loyalty?
Yes, absolutely. Radio generates 15 to 20 million monthly downloads in France – and the figure is rising. The number of RTL Radio downloads stands at 4.3 million monthly, making it one of the most digitally dynamic and advanced stations. People use catch-up or podcasts often for practical reasons, but also because, for many, it is the only way to listen to RTL Radio, as our FM coverage isn’t nationwide.

RTL Radio was the first general-interest station in France to launch I-Phone and I-Pad apps. What can you tell us about the apps?
We launched the I-Phone app in June 2009 and the I-Pad app two years later. To date they have been downloaded over 900,000 times. Besides using the live player and the catch-up service, users can read articles and access videos and video blogs. The top three services are the live player, the catch-up radio service with its ‘favourites’ feature, and the news section. Here, we paired each article with audio – something exclusive to RTL Radio. We released a new version of the I-Pad app in October 2012. Just ten days after its release it was ranked as the number one free app in the App Store’s ‘News’ category.

What differentiates your apps from the competition?
Our news alerts reach users faster. What makes radio unique in this competitive world of news is its ability to bring information to the public rapidly, with few constraints, compared to television, for example. We also tried to make the interface as user-friendly as possible. The combination of articles with audio and sometimes video enables an all-round experience. Today, thanks to the internet, radio can be listened to, but also read and watched. In the digital era the line between image and sound is very thin. In the space of a year we’ve tripled our video offer.

What types of shows are among the most downloaded?
We’ve identified three aspects: pleasure, collection and catch-up. Humorous shows are what listeners prefer and fall into the pleasure category. They are downloaded purely for entertainment. Another favourite is criminal show L’heure du crime, and people collect episodes in the same way they might collect a set of books. And finally, in order to keep up to date with the latest news, listeners download the current affairs shows if they happen to have missed them in the morning. General-interest stations like RTL Radio are the most podcastable, unlike music stations such as Fun Radio and RTL 2, which are limited partly due to copyright issues.

“WHAT MAKES RADIO UNIQUE IN THIS COMPETITIVE WORLD OF NEWS IS ITS ABILITY TO BRING INFORMATION TO THE PUBLIC”
Fun Radio is a very strong brand on social networks, today. How did you achieve this? The station’s General Director, Jérôme Fouqueray was a forerunner in the field. Establishing Fun Radio’s presence on social media at a very early stage, clearly contributed to its lead. He first ventured on social networks out of pure pleasure but then it became a necessity. This was something he saw coming. Besides, the station targets young listeners, who are known for being a very social media friendly group.

How do Fun Radio and RTL Radio capitalise on their online success? What are the possibilities offered to advertisers?
Social media is a very helpful tool when used properly. Our rule is to not advertise on social networks – it’s counterproductive. We’re also very careful with the amount of posts. We have other options for advertisers. For instance, three years ago we pioneered the insertion of pre-roll audio advertising spots on podcasted or streamed content. The spot can also be coupled with a display ad which appears when the ad starts, offering users more information or a link to the advertiser’s website, for example. Although just an option, the majority of advertisers choose to combine both to increase reach. This type of advertising – called audio 2.0 advertising – is quite profitable for us. However, should video advertising generate more revenues tomorrow we would follow the trend and switch over.

**RTL RADIO AND FUN RADIO IN FIGURES**

- 4.7 million podcasts downloaded in October 2012 – best score ever (up from 2 million at the end of 2009, when Médiamétrie first started registering downloads)
- 1.2 million app downloads including RTL Football
- 2.5 million unique visitors monthly for RTL.fr on average
- RTL Radio is also present in the connected-TV sector through operator SFR
- 1,423,000 Facebook fans
- 506,000 Twitter followers
- 2.7 million app downloads
- 1 million unique visitors for Funradio.fr in October 2012 – its best ever score

Source: RTL Group brochure: Digital Innovators – A strong presence on all devices
On 6 March, RTL II celebrated its 20th anniversary. ‘20 Years of RTL II’ means 20 years of innovative television and countless spectacular TV moments: in music shows, series, reality TV and docu-soaps.

Germany – 6 March 2013

RTL II first went on the air on 6 March 1993 at 6:09. The Munich based broadcaster became well known especially for its experimental formats and constant thirst for innovation. From Peep!, The Dome and Popstars to Big Brother, Berlin – Tag & Nacht and Die Geissens: to this day RTL II has kept coming up with new programme ideas and regularly delivers ‘talk-of-the-town’ programming.

Jochen Starke, Managing Director of RTL II, told the German media newswire DWDL.de: “Now we have to look after our successful brands while remembering to keep trying new things. From a purely quantitative viewpoint, the pressure is no longer so heavy – we have plenty of programming in store. But as our audience share rises, so do expectations. We want to establish a couple of new formats, especially in daytime, and in some primetime slots. There are challenges enough, and our stable access prime time gives us a good base for looking optimistically to the future. This is a more comfortable starting position than we had a few years ago.”

For two decades, RTL II has been establishing new genres in the German TV landscape – from anime to Bollywood and reality TV – and meeting the challenges of the changing media change in an exemplary way. Like no other, the broadcaster manages to create cross-links between TV and social media. It pursues unconventional programme strategies as well, and was the first to broadcast the free-TV premieres of award-winning en bloc.

RTL II marked the anniversary on-air with a three-hour show, in which presenter Sonja Zietlow and celebrity guests look back on 20 years of innovative TV and countless spectacular TV moments.
130,000 viewers watched Sophie-Tith win the 9th season of *Nouvelle Star* which represented an audience share of 11.9 per cent of the targeted demographic of 15 to 34 year-olds (8.8 per cent of the total audience).

Belgium – 28 February 2013

Out of the ten contestants who competed for the finale of the talent contest, only two contestants remained standing at the event, which aired live from L’Arche Saint-Germain in Issy-les-Moulineaux (Paris region): Sophie-Tith, just 16 years of age, and Florian, 19, a university student in modern literature in Paris. The jury, consisting of Sinclair, André Manoukian, Olivier Bas and Maurane, rated their performances, but only the viewers were allowed to vote.

To start off the evening, all the finalists of this season returned to the stage with their rendition of Survivor’s *Eye of the Tiger*. Florian then got the show rolling with his version of Coldplay’s *Paradise*. The young man charmed the jury, collecting four ‘blue lights’. Sophie-Tith had a string of ‘blue lights’, singing *La nuit je mens* by Alain Bachung, *Mad World* by Tears for Fears and *Firework* by Katy Perry. After the David Bowie song *Life on Mars*, viewers awarded the young singer the title of *‘Nouvelle Star 2013’*. Sophie-Tith succeeds Luce, who was the winner in the previous season.

Also aired in France on D8, *Nouvelle Star* recorded record ratings for an entertainment show on DTT, where the finale of the talent show attracted 1.8 million viewers for an audience share of 8 per cent. “The contract is fulfilled,” celebrates producer Monica Galer, CEO of FremantleMedia France, in an article in *Le Figaro* on 28 February. The production house is currently in talks with the channel regarding the signing of two new seasons.
Grupo Antena 3 published its full-year results for 2012.

Spain – 1 March 2013

The results reported by Grupo Antena 3 for the 2012 financial year include the results for the first nine months prior to the merger, plus the fourth-quarter results, which include the La Sexta operations that were absorbed. For comparative purposes, it is necessary to take into account that Grupo Antena 3’s results for the year 2011 correspond to the results published at the end of said financial year.

In 2012, the company was challenged by a difficult Spanish advertising market, down 16.0 per cent year-on-year. Grupo Antena 3’s revenue decreased by 8.0 per cent to €741.2 million (2011: €805.2 million). The group’s operating result (EBITDA) decreased from €124.4 million in 2011 to €39.5 million in 2012, while its net profit was down to €31.9 million (2011: €93.4 million). RTL Group owns a 20.5 per cent stake in Grupo Antena 3.

Despite the economic situation, Grupo Antena 3’s TV business once again outperformed the market. While the TV advertising market was down 19 per cent for the whole year, Grupo Antena 3’s TV advertising revenues were down just 5 per cent. Overall, Grupo Antena 3 increased its advertising market share by more than 4 percentage points, to slightly above 35.0 per cent (2011: 30.5 per cent).

Spain – 7 March 2013

The company has a more than 20-year history: from the first commercial television signal in Spain, it grew and strengthened its footprint across all platforms. Today, RTL Group owns a 20.5 per cent stake in Atresmedia.

Atresmedia’s TV channels (from left to right): Antena 3, La Sexta, Neox, Xplora, La Sexta 3 Todo Cine, Nitro and Nova

The new Atresmedia will not, however, replace the group’s established, popular brands. Antena 3, Onda Cero, La Sexta, Europa FM and all of the company’s other subsidiaries have been assigned to the new divisions Atresmedia Television, Radio Atresmedia, Atresmedia Digital, Atresmedia Publicidad and Atresmedia Cine.

Giving the group a new overarching structure while maintaining the corporate identity of its key brands is hoped to accelerate its growth.
Heidi Klum joins
America’s Got Talent panel

FremantleMedia North America announced that Heidi Klum will join Mel B, Howie Mandel and Howard Stern on the America’s Got Talent judging panel. This marks the first time the talent show has had a fourth judge.
The German TV market in February
Mediengruppe RTL Deutschland
Mediengruppe RTL Deutschland’s channels together attracted 34.2 per cent of viewers aged 14 to 49 in February – 7.4 percentage points ahead of the ProSiebenSat1 channels (26.8 per cent). Vox and RTL Nitro achieved new historical highs.
Germany – 4 March 2013

The television market in February
Groupe M6
Groupe M6 channels confirmed a good start to the year 2013. M6 and W9 achieved stable total audience shares of 10.7 per cent and 3.3 per cent respectively, while 6ter, the newest member of the family, scored good ratings.
France – 6 March 2013

The Dutch TV market in February
RTL Nederland
Market leader RTL Nederland achieved a combined audience share of 31.5 per cent in the 20 to 49 demographic in February. During the same period, the public-service broadcasters attracted 26.7 per cent of viewers, and the SBS group 20.7 per cent.
The Netherlands – 5 March 2013

Advertising on Toggo.de works
IP Deutschland
In August 2012 Dr. C. Soldan, a new online advertising customer, celebrated the 40th anniversary of its Kinder Em-eukal children’s cough drops on Toggo.de. An advertising effectiveness study by IP Deutschland shows: the effort was well worth it.
Germany – 27 February 2013

More than €1 million for families in need
Antena 3
As part of the Spanish Red Cross campaign ‘Ahora Que Nunca Más’, Antena 3 organised a fund drive for people who have lost their homes due to the economic crisis. In all, more than €1 million was raised for 8,377 families and individuals in need.
Spain – 28 February 2013
**Le Meilleur Pâtissier** returns to M6

*M6*

M6 launches the second season of *Le Meilleur Pâtissier*. Registration for this pastry making competition for amateurs is already under way.

France – 28 February 2013

**RTL Nederland for the deaf and hearing-impaired**

*RTL Nederland*

After introducing subtitles for its popular soap *Goede Tijden, Slechte Tijden*, RTL Nederland has been broadcasting its news programme *RTL Nieuws* with subtitles as well, since 1 March 2013.

The Netherlands – 1 March 2013

**A new M6 & MSN Actualités news service**

*M6*

Encouraged by the success of the *M6 & MSN Actualités* portal, M6 and MSN take another big step, launching *M6info* by MSN at the beginning of March. The new service will cover general-interest news 24 hours a day.

France – 4 March 2013

**Times are good for app lovers**

*Grundy UFA / RTL Interactive*

March is a good month for app aficionados: five free RTL Interactive apps are now available for Blackberry devices as well. In addition, Grundy UFA is launching the first official Daily Drama app for I-Phone and I-Pad: the *Verbotene Liebe* (Forbidden Love) app.

Germany – 5 March 2013

**Bel RTL everywhere and any time**

*Bel RTL*

As of 4 March, Bel RTL’s essentials are available on smartphone.

Belgium – 5 March 2013
On 5 March 2013, FremantleMedia announced the appointment of Keith Hindle as CEO of its newly created Digital & Branded Entertainment division.

In his new role, Hindle will steer and oversee FremantleMedia’s growing multi-platform business worldwide. Based in New York, he will craft and lead the digital and branded entertainment strategy for FremantleMedia around the world and will report to Cécile Frot-Coutaz.

Cécile Frot-Coutaz, CEO of FremantleMedia, comments: “The creation of our new Digital & Branded Entertainment function and Keith’s appointment as its CEO underlines our clear focus on furthering FremantleMedia’s position in this space. Keith has unparalleled knowledge of our company and brands, with formidable expertise in crafting and driving commercially successful digital, sponsorship and interactive strategies in the world’s largest TV markets. I’m delighted that he has agreed to take on this new role and spearhead the on-going development of this crucial part of our business worldwide.”

Keith Hindle says: “This is a very exciting opportunity to be at the forefront of FremantleMedia’s ambitions in digital and branded entertainment. We have a history of innovation around extending the audiences’ experiences and interactions with our shows, creating new kinds of entertainment for digital platforms, and working with advertisers and sponsors on best in class opportunities to connect with our viewers. I am very much looking forward to the opportunity to build on these capabilities globally with our talented teams around the world”.

In his former role as CEO, Americas at FremantleMedia’s Enterprises arm, Hindle developed, set and implemented a strategy for FremantleMedia Enterprises’ Americas businesses, which included operations in the USA, Canada, Brazil, Latin America and the Caribbean. Prior to this, he worked at FremantleMedia in London and Germany where he managed international M&A activity, and he has also held positions at Time Warner, Unilever and Shell Oil.
### More about *Backstage*

**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.

backstage.rtlgroup.com  backstage.rtlgroup.fr  backstage.rtlgroup.de

For more information, don’t hesitate to contact the editorial team: Backstage@rtlgroup.com