

week 4 / 24 January 2013

backstage



GOOD HUMOUR ALL ROUND

How *A la bonne heure* has won over RTL Radio's listeners

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Radio still preferred
media

United Kingdom
FME to adapt
Les Revenants for
English-speaking
viewers

Germany
*Ich bin ein Star –
Holt mich hier raus!*
is also popular on
the Web

RTL
GROUP



Cover

Stéphane Bern in RTL Radio' studios

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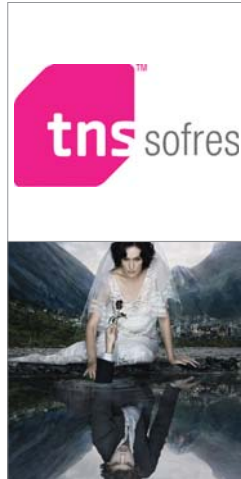
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Airing on RTL Radio since autumn 2011 (every weekday between 11:00 and 12:30), *A la bonne heure* attracts nearly 2 million listeners every day. Presented by Stéphane Bern, the programme rapidly established itself as one of the radio station's unmissable entertainment highlights. *Backstage* looks at its popularity.

“ENTERTAINING PEOPLE DURING THE ECONOMIC CRISIS”

France – 24 January 2013
RTL Radio



The team of *A la bonne heure*
© RTL / Abaca presse

Every day on *A la bonne heure*, Stéphane Bern – flanked by a talented panel of analysts – receives a guest who is somehow making waves in the media. Such is the recipe: a good-humoured programme showcasing original aspects of culture – live and in public. In just over a year it saw its average audience leap from 1,772,000 to 1,905,000 listeners. This increase of 133,000 is enabling RTL Radio to consolidate the strategic choices regarding its programme grid and is helping the station to achieve its excellent ratings, just like *Les Grosses Têtes* of Philippe Bouvard and *Ça peut vous arriver*, presented by Julien Courbet, once did.

“*A la bonne heure* was born of a mutual desire to create an entertaining programme centred around a guest with a merry band of analysts,” explains Stéphane Bern, who made it onto the panel of *Les Grosses Têtes* in the late 1990s. “The idea was to enrich the schedule with a new comedy programme at lunchtime, between Laurent Gerra and *Les Grosses Têtes*”. Aired instead of *La bonne touche*, a game show that had been around on RTL Radio for a long time until the duo of Jean-Pierre Foucault and Cyril Hanouna stopped broadcasting the programme on a daily basis, “the programme set out to continue entertaining people during the economic crisis whilst retaining proximity to its listeners”.



Stéphane Bern with the French actors Laurent Laffite (left) and Omar Sy (right)
© RTL / Abaca presse

In addition to the show’s contagious flood of exuberant good humour, one of its strengths is the programme’s panel of sharp-shooting analysts. Thus, Stéphane Bern is flanked very day by the witty trio of humourist, TV/radio presenter and journalist Régis Mailhot, Eric Dussart and Patrice Carmouze, who never miss a trick. Régis Mailhot excels at satire and acerbic wit and is never short of clever repartee; Eric Dussart seems to have endless

reserves of amazing off-beat plays on words; and Patrice Carmouze remains an entertainer with absolutely no hang-ups who somehow manages to be both funny and cultured at the same time. Two other strengths of the show are the choice of guests and the way it really reaches out to viewers. In actual fact, the programme frequently broadcasts from different places, ranging from the street market in Lille to the Christmas market in Colmar, the Pompidou Centre in Metz or the Paris Motor Show. And recently *A la bonne heure* even went to Lens to broadcast a show from the new branch of the Louvre there, giving the audience an opportunity to participate live in such venerable surroundings. Furthermore, the programme has already featured almost 300 high-calibre guests, including Omar Sy, Dany Boon, Jean Dujardin, Charles Aznavour, and Bernadette Chirac.



A la bonne heure broadcast from Marseille with the cast of *La vérité si je mens 3*
© RTL / Abaca presse

Yet for all that *A la bonne heure* originally seemed like a bold choice. In September 2011, despite having just beaten two 10-year-old audience records, RTL Radio continued innovating by introducing no fewer than six new programmes, including Stéphane Bern’s. Christopher Baldelli, the Chairman of the Management Board of RTL Group’s French radio stations, described this bold move as “the gamble of the autumn season” but went on to clearly define its aim, namely “to retain the radio station’s leadership in this slot and gain market share”. For Stéphane Bern “merely establishing a programme that, whilst certainly entertaining, was also culturally focussed, and to do so at a time at which *La bonne touche* had been generating very high ratings” seemed like a tough challenge.

In the world of radio, Stéphane Bern was the ‘transfer of the year’. Indeed, before coming to RTL for 11 years no less he had presented a similar kind of show, *Le Fou du roi*, running from 11:00 to 12:30 on the public-service station France Inter. In addition to numerous contributions to TV and the



Stéphane Bern and his witty trio of columnists Régis Mailhot (left), Eric Dussart (second from the left) and Patrice Carmouze (right)
© RTL / Abaca presse

printed media, Stéphane Bern swiftly succeeded in establishing his impish brand of cheeky comedy on the radio, piloting the programme to become one of France Inter's most emblematic shows and making it the most popular radio station in that time slot. "When I joined RTL, I put my name on the line again," Stéphane Bern tells *Backstage*. He then goes on to reveal his secret recipe for success, which is "being well prepared for every show, without ever taking myself too seriously. It's a type of programme I'd already tried before and which I love doing. The idea was to carry on in the same vein, whilst taking on board the station's codes of practice and traditions. It's great merely being a part of the RTL family," he says.

According to the latest ratings published by Médiamétrie for the period November to December 2012, *A la bonne heure* confirmed its place as leader among all radio stations in its time slot. "Stéphane Bern's arrival on RTL Radio was a major event for the station," outlines Christopher Baldelli. "Not only did the show *A la bonne heure* take the leading spot among all French radio stations at the time, but its audience continues to grow even in its second season." So the gamble with this entertaining show came off.

However, its success is not just limited to the radio waves; content relating to the programme is also very popular with listeners on the Web, where the show regularly features amongst the station's three most popular podcasts alongside the morning news with Laurent Gerra on *RTL Matin* and that old evergreen *Les Grosses Têtes*. On average in 2012, the programme was downloaded more than 215,000 times a month. "We now need to build on these first indications of success and draw in our listeners even closer," concludes Stéphane Bern.

CONFIDENCE IN THE MEDIA: TELEVISION AND RADIO STILL PREFERRED

RTL Group



TNS Sofres published its 26th Barometer survey on the interest the French have in the news. Television remains the favourite medium for getting news, while radio is the medium they trust the most.

Luxembourg – 23 January 2013

According to the study carried out for the daily newspaper *La Croix*, television continues to hold top spot – even for obtaining in-depth news. 69 per cent of those surveyed use television to “get news,” as opposed to 33 per cent for radio, 27 per cent for the internet and 24 per cent for the daily press. The internet, which has gained ground, is the preferred medium for following the stream of news; as well, 35 per cent of the French prefer it for “understanding a subject in depth” or “getting detailed explanations about an event”. Additionally, daily press stands far ahead of weekly newspapers.



For the study TNS Sofres examined the French population's confidence in TV, internet, radio, as well as daily and weekly press

In terms of the confidence the French have in the media, it is far from assured. Indeed, the French still put their confidence in radio first. 54 per cent of them appreciate “the quality of the reporting of the news” – a reduction of 4 percentage points from 2012, while the written press falls under the 50 per cent mark with 49 per cent. Television remains stable at 48 per cent and the internet rates 35 per cent, losing 2 percentage points.

Finally, the interest the French have in current events (press, radio, television, internet) remains stable at 70 per cent. This number varies according to age and level of education. For those under 35 years of age, it is 59 per cent, while for those over the age of 65, the level of interest is 77 per cent. Among university graduates it is 79 per cent and for those without a degree it is 66 per cent.

The 2013 Barometer survey of confidence in the media was carried out in personal interviews from 4 to 7 January 2013 with a nationwide sample of 1,000 people representative of the entire adult population.

FME AND ABBOTTVISION TO ADAPT *LES REVENANTS* FOR ENGLISH-SPEAKING VIEWERS

FremantleMedia Enterprises



Les Revenants

FremantleMedia Enterprises (FME) has acquired rights to adapt the highly successful French supernatural thriller series, *Les Revenants*, for the English-speaking markets.

United Kingdom – 18 January 2013

Les Revenants was adapted for TV by producers Haut et Court for the premium French pay-TV channel Canal Plus. The series launched in autumn 2012 and its eight one-hour episodes attracted an average 1.4 million viewers, making it the most-watched original series on Canal Plus. The English adaptation, *They Came Back* (working title), will be produced by Abbott Vision, with whom FME has a first-look deal. FME will distribute the English adaptation internationally.

Les Revenants tells the story of a group of men and women in a small Alpine village in the shadow of a vast dam who find themselves in a state of confusion as they try to return to their homes. What they fail to realise is that they have been dead for several years, and no one is expecting them back.

David Ellender, CEO FME said: “*They Came Back* has all the hallmarks of a successful international drama – a compelling concept, proven track record, some of the world’s most talented producers, and a committed distributor. We await the final product of this exciting project with great anticipation.”

Paul Abbott, Founder, Abbott Vision, said: “The scripts are a fantastic distillation of the emotional content honed from the film and crafted into a five-star TV series, with highly rewarding expansion, suspense and depth.”

TOP RATINGS ON THE WEB

RTL Interactive



Joey, jungle show contestant, in his first Bushtucker trial

The popularity of *Ich bin ein Star – Holt mich hier raus!* (I'm a Celebrity – Get Me Out Of Here) is not limited to TV. The jungle show's content is also getting more online use than ever before, and is once again a trending topic on social networks.

Germany – 22 January 2013

With 12.8 million video views on *RTL.de*, *RTLNow.de*, *Clipfish.de* and the mobile sites, after its tenth episode the jungle show has set a new record compared to previous seasons. This represents a year-on-year increase of about 23 per cent across all platforms.

Mobile viewing options are increasingly being used via the RTL Television mobile portal, RTL Inside apps, Clipfish apps and other RTL video apps for smartphones and tablets, with video views in this sector almost doubling (up 93 per cent) year-on-year to 1.65 million.

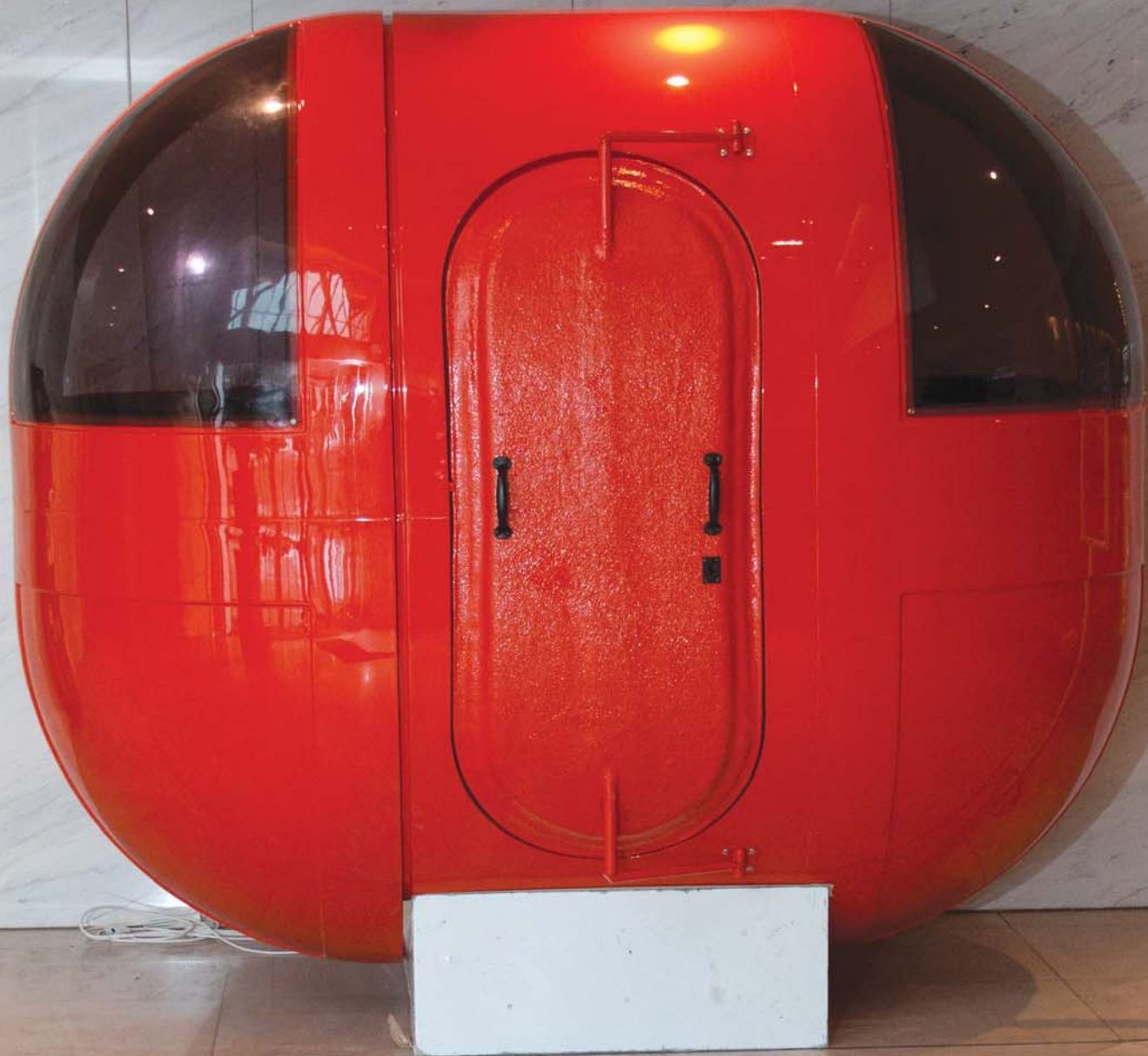


Screenshot of *RTLNow.de*

RTL Interactive has registered 845,000 user interactions on social networks to date. The jungle show's official sites currently have 500,000 fans and followers on social networks (Facebook, Twitter, *Wer-kennt-wen.de*) who regularly discuss the show. The number of Facebook fans alone has surged by about 55 per cent since the start of the season. Up to 23,000 tweets per episode and approximately 200,000 in total also represent a new record.

The RTL Inside second-screen offer released a year ago combines social TV activities and offers viewers online polls and backstage reports straight from the jungle on *RTL.de* and RTL Inside apps while the show is on TV. With more than 1.1 million downloads of the RTL Inside app, more and more jungle fans are being attracted to the mobile second-screen offer, where they also keep busy discussing the contestants.

After ten episodes, the current seventh season of von *Ich bin ein Star – Holt mich hier raus!* is the most successful to date in terms of total audience: an average 7.27 million viewers watched the first ten episodes, for an audience share of 28.3 per cent. Among viewers aged 14 to 49, an average 4.42 million watched the new episodes, representing an average audience share of 40.6 per cent.



A symbol for innovation

As part of its project to retrieve and preserve the traces of a rich past, RTL Group now presents a soundproof cabin used by RTL Radio in France in the early 1970s – a rare piece of the company's history. It can be visited in RTL Group's Corporate Centre in Luxembourg

SHORT NEWS 1/2



Ten seasons of naval criminal investigations

M6

On 18 January 2013, Season 10 of *NCIS*, the number one series in the United States, made its debut on M6. On the menu: even more intriguing criminal investigations and novel revelations.

France – 18 January 2013



Popular on social networks

RTL II

According to the Social TV Monitor annual evaluation, in 2012 RTL II was the most popular TV channel in Social Networks in Germany. *Berlin – Tag & Nacht* was by far the most popular format on Facebook.

Germany – 21 January 2013



The intelligent app for kids

RTL Telekids

RTL Telekids recently launched a free app enabling kids to enjoy the channel's latest shows online, wherever and whenever they want.

The Netherlands – 21 January 2013



Innovations in the New Year

RTL Radio

Since the end of 2012, the regional programme line-up of 'RTL Radio 93.3 und 97.0' has gone on air with the new slogan 'Die besten Hits im besten Mix' (The best mix of the best hits). Since the New Year, the morning show has also been revamped.

Luxembourg – 21 January 2013



446,500 music albums sold

RTL Special Marketing

In 2012, RTL Special Marketing had its best year ever: 446,500 music albums sold in collaboration with several major players in the music subsidiary.

France – 22 January 2013

SHORT NEWS 2/2



FremantleMedia awarded ISO 14001

FremantleMedia

For the fourth year in a row, FremantleMedia's corporate headquarters in London has been awarded the ISO 14001 environmental accreditation in recognition of the company's proven effort to reduce its carbon footprint and decrease the pollution and waste it produces.

United Kingdom – 23 January 2013



Fans help develop *Verbotene Liebe* app

Grundy UFA

In the spring of 2013, Grundy UFA will release the first official app for a German daily drama – and *Verbotene Liebe* (Forbidden Love) fans are actively involved in its development.

Germany – 23 January 2013



Three possible endings: the viewers decide

M6 Web

For Season 3 of *Hawaii Five-0*, M6 has set up a unique operation, in which viewers can play detective and wrap up the investigation themselves.

France – 24 January 2013



Top ratings for *Family Feud*

FremantleMedia North America

The US version of *Family Feud*, the popular game show produced by FremantleMedia North America, has scored its highest ratings in over 22 years.

United States – 24 January 2013

PEOPLE

MATTHIAS BÜCHS

RTL Interactive

Germany – 18 January 2013



Matthias Büchs, Head of Online / Mobile / Teletext at RTL Interactive

Matthias Büchs has been named the new Managing Director of the social network *Wer-kennt-wen.de*, with Mirko Meurer assuming the newly created position of Chief Operating Officer.

From 1 March, Büchs takes over the management of the subsidiary *Wer-kennt-wen.de* in addition to his duties as Head of Online / Mobile / Teletext at RTL Interactive. He succeeds Eva-Maria Bauch, who becomes the new Managing Director of Gruner + Jahr Digital. Büchs has been responsible for the activities of the social network ever since the purchase of *Wer-kennt-wen.de* in his capacity as a member of the RTL Interactive Management Board.

At the same time, Mirko Meurer takes up the newly created position of Chief Operating Officer, which comes with a seat on the *Wer-kennt-wen.de* Management Board. After management positions at Bertelsmann Springer, Gruner + Jahr and Weka Media, Meurer was most recently Managing Director of Boesner Holding and Innovations.

The social network *Wer-kennt-wen.de* has over 9.6 million active members who all want to make new contacts, be reunited with old friends, send and receive messages, set up photo albums, chat and post on blogs and forums. Headquartered in Cologne, *Wer-kennt-wen.de* was established in October 2006, and since February 2009 has been wholly owned by RTL Interactive.

PEOPLE

VALÉRIE CALAZEL

AXEL DANLOS

Groupe M6

France – 22 January 2012



Valérie Calazel

Groupe M6 recently made some senior management appointments in the Communications department.

Valérie Calazel has been promoted to the position of Director of the Photo department for Groupe M6. A graduate of the Sorbonne, she joined the company in 2007, where she was in charge of the photo department. Before this, she held senior management positions at GWorld Gamma, H&K and *Gala* magazine.



Axel Danlos

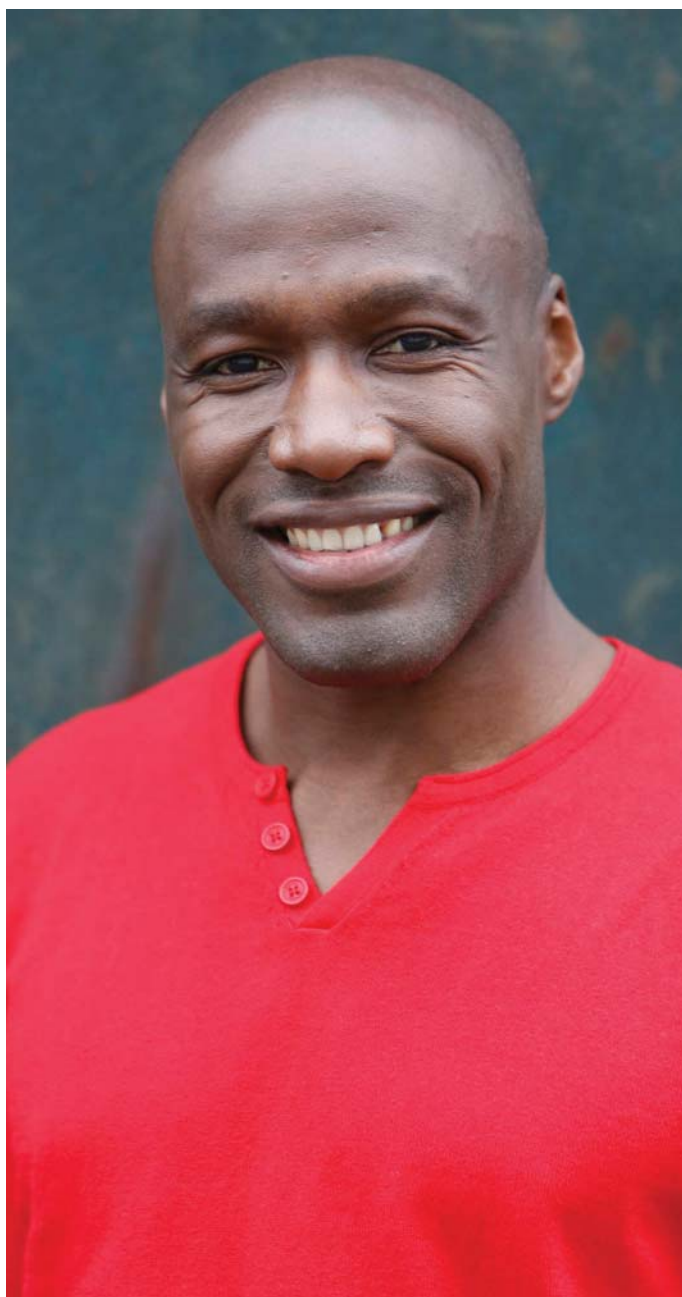
Axel Danlos has been promoted to Manager of the programmes communications, where he will be in charge of the centre dealing with series, fiction, youth, cinema co-productions, magazines and sports. With some 10 years' experience in communications, he has served as press secretary at M6 since 2006. He will continue to work with Jérémy Guyot, Director of Press Relations for the M6 channel. Axel Danlos and Valérie Calazel will report to Emilie Pietrini, Director of Communications for Groupe M6.

PEOPLE

ANICET MBIDA

Groupe M6

France – 24 January 2012



Anicet Mbida

Anicet Mbida, who recently joined the 6ter channel to present *Secrets de Fabrication*, has also joined the teams of *Le 19h45* and *Clubic.com*.

An engineer by training as well as a TV, print, web and radio journalist specialising in computers and new technology, Anicet Mbida is a multi-faceted talent. One of the faces of 6ter since its launch on 12 December 2012, he is now also providing his expertise to other Groupe M6 companies.

From 28 to 31 January 2013, he will take his first steps on *Le 19h45*, joining the team of journalists in M6's editorial department to present the column 'Expliquez-nous' that is part of the television news programme. He will offer his expert point of view, while answering questions from viewers.

Anicet also joins the editorial department of the high-tech website *Clubic*, where he will host a weekly column for IT decision makers in the Clubic Pro section, as well as a video humour column relating to topics in the news.

Before his arrival at Groupe M6, Anicet Mbida served as Deputy Editor-In-Chief of the magazines *01Informatique* and *01net*, joining the first in 1994 and the second in 2008. At the same time, he presented the programme *Culture Geek* on BFM TV from 2008 to the end of 2012.



More about *Backstage*

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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.

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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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