

week 19 / 8 May 2014

# backstage

# Q1 / 2014

## GOOD START INTO 2014

Solid results, new channel launches and significant  
US acquisition in first quarter

United Kingdom  
FremantleMedia  
and STV to develop  
Scottish drama

Germany  
Tweet your way  
onto TV

Belgium  
A new and  
entertaining  
television  
experience

**RTL**  
GROUP



## Cover

Motif for Q1/2014 results

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# QUICK VIEW

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FremantleMedia  
and STV to develop  
Scottish drama  
FremantleMedia  
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Tweet your  
way onto TV  
Super RTL  
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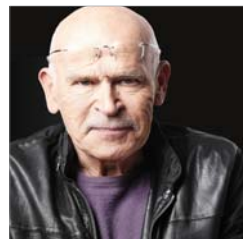


A new and  
entertaining  
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RTL Belgium  
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RTL Group reports  
first quarter results:  
"Overall, a good start  
into the year"

RTL Group  
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# “OVERALL, A GOOD START INTO THE YEAR”

RTL Group reports first quarter results: Revenue remained stable while late Easter effect on the advertising markets and higher programme investments result in lower EBITA.

Luxembourg – 8 May 2014  
RTL Group

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Q1 / 2014

**€1,313** million

Revenue

**14.8%**

EBITA Margin

**€194** million

Reported EBITA continuing operations

**Joint statement from Anke Schäferkordt and Guillaume de Posch, Co-Chief Executive Officers of RTL Group:**

“Overall, we had a good start into the year and generated one of our best first-quarter results. While Groupe M6 and RTL Radio operated in a continuously very challenging economic environment in France, all our other broadcasters reported higher or stable profit contributions year-on-year, benefiting from the recovery of most of our European TV advertising markets.

Looking at the first quarter, it is important to explain that with the late Easter this year, some advertising revenue from the traditional build-up campaigns for Easter was shifted from March to April 2014, and thus into the second quarter. In addition, the second quarter is expected to profit from advertising campaigns in the run-up to the football World Cup in June, while the weeks of such big tournaments are usually less frequented, as advertisers try to avoid the direct competition to these events.

We are continuing to invest across all strategic pillars: broadcast, content and digital. We are delighted about the successful launch of our Croatian children’s channel RTL Kockica and are looking forward to launching a new pay-TV channel, Geo Television, in Germany today, which builds on the strong and popular magazine brand ‘Geo’. Additionally, we have significantly strengthened our position in the US with the acquisition of 495 Productions which is one of the leading production companies for the growing US cable market.

Based on our very healthy financial position, we have the investment capacity to explore more opportunities and will continue to do so, applying our strict investment criteria to generate profitable growth.

We confirm our outlook for the full year 2014 and expect our total revenue, at constant scope and exchange rates, to be broadly stable. Additionally, our EBITA for 2014 is also expected to be broadly stable.”

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Anke Schäferkordt, Co-CEO of RTL Group



Guillaume de Posch, Co-CEO of RTL Group



For more information,  
please see [RTLGroup.com](http://RTLGroup.com)

## MIXED TV ADVERTISING MARKET CONDITIONS IN EUROPE

- Advertising markets continued to show signs of recovery in the first quarter of 2014. With the exceptions of Germany which was estimated to be stable and France which was estimated to be down 2.0 per cent, all European net TV advertising markets in RTL Group's territories were up year-on-year
- Reported Group revenue was stable at €1,313 million (Q1/2013: €1,317 million). Lower revenues at UFA Sports and negative exchange rate effects were offset by higher revenues from RTL Nederland and FremantleMedia
- Reported EBITA was €194 million compared to €207 million in Q1/2013. With the exceptions of Groupe M6 and RTL Radio in France, all broadcasting operations reported stable or higher profit contributions. The lower Group EBITA is also due to the Easter effect compared to 2013, when the first quarter completely included the build-up campaigns for Easter
- EBITA margin was accordingly slightly down to 14.8 per cent (Q1/2013: 15.7 per cent)
- Net profit attributable to RTL Group shareholders amounted to €92 million. In the first quarter of 2013, the net profit of €133 million included a significant positive one-off effect of €13 million, resulting from the partial reversal of an impairment on RTL Group's holding in the Spanish broadcasting company Atresmedia

## SOLID PERFORMANCE ACROSS THE GROUP

- Despite the Easter effect drawing advertising revenue from March to April 2014, Mediengruppe RTL Deutschland's EBITA remained stable at the record level of €134 million reached in Q1/2013
- At Groupe M6, EBITA was down to €43 million (Q1/2013: €60 million) due to lower TV advertising revenue and higher programme investments year-on-year
- FremantleMedia's EBITA reached €9 million (Q1/2013: €10 million)
- RTL Nederland's EBITA was up to €6 million from €4 million in Q1/2013, driven by higher TV advertising revenue



New channel launches in Europe and South East Asia

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## RTL GROUP CONTINUES TO DELIVER ON ITS STRATEGIC GOALS

### Broadcast

In January 2014, RTL Hrvatska launched its new children's channel [RTL Kockica](#). In the first quarter 2014, the new channel already achieved an average daytime audience share of 20.6 per cent among children

- On 27 March, RTL CBS Asia Entertainment Network launched its second pay-TV channel [RTL CBS Extreme HD](#). The channel aims to cater male audiences and offers action-packed entertainment programmes. The channel is already on air in Singapore, Thailand, the Philippines, Malaysia and Indonesia
- On 8 May, Mediengruppe RTL Deutschland launches its new pay-TV channel, [Geo Television](#), which will be available on Deutsche Telekom's IPTV platform Entertain

### Content

- End of March 2014, FremantleMedia acquired a 75 per cent majority stake in the US-based reality production company, [495 Productions](#), and has the opportunity to acquire the remaining shareholding in the future. This allows FremantleMedia to expand its share of the valuable US cable market and will complement and diversify FremantleMedia's existing portfolio of content and clients in the biggest TV market worldwide

### Digital

- In February 2014, FremantleMedia and Vice Media announced a partnership to create a multi-channel food platform. The companies will co-develop and co-produce digital content for the vertical dubbed "[Munchies](#)", which was launched at this year's Mip TV and which FremantleMedia will take to TV around the world
- RTL Group has a strong and rapidly growing presence across all digital platforms. In the first quarter of 2014:
  - RTL Group's total online video views, including catch-up TV services and websites as well as BroadbandTV on Youtube amounted to 7.2 billion, up 228 per cent year-on-year
  - of which FremantleMedia's more than 150 Youtube channels attracted 1.62 billion views, up 30 per cent year-on-year
  - Online video advertising was up 17 per cent in Germany and up 23 per cent in the Netherlands year-on-year

## SEASONALITY OF OPERATIONS

RTL Group's revenue is generally lower in the first quarter of the year and during the summer months. This is due to a reduction in advertising spend although this is compensated by higher advertising revenue in the run up to the Christmas period.



*Jersey Shore*, one of 495 Productions' signature formats

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# FREMANTLEMEDIA AND STV TO DEVELOP SCOTTISH DRAMA

FremantleMedia

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FremantleMedia and STV Productions have announced plans to jointly develop a new action-adventure drama series centred on the iconic Scottish figure, Rob Roy.

United Kingdom – 6 May 2014



Sarah Doole, Director of Global Drama at FremantleMedia

FremantleMedia's Director of Global Drama, Sarah Doole and STV Productions Head of Drama, Margaret Enefer, have jointly commissioned a script from writer **Caleb Ranson** (*Young James Herriot*, *Child of Mine*).

**Sarah Doole**, Director of Global Drama at FremantleMedia, adds: "Caleb's treatment of this iconic Scottish story gives it an exciting new twist: combining action heroes and fantastical creatures with a wonderful steampunk overlay that will capture the imagination and attention of every member of the family. I can't wait to see the script come to life and look forward to pitching the show to international broadcasters."



Alan Clements, Director of Content at STV Productions

**Alan Clements**, Director of Content at STV Productions, said: "Rob Roy is one of the most iconic characters in Scottish history and this fantasy adventure series will bring a mythical and contemporary edge to the story. We are very excited to work with FremantleMedia to bring to life Caleb Ranson's compelling script."

Set in a Scotland populated with mythical creatures and under the tyrannical rule of a cruel English King George, the story takes the historical truth of Robert Roy MacGregor's story and gives it a contemporary twist. The adventure series takes Rob Roy and his companions on a complex and dangerous quest to find the true king of Scotland and bring peace back to his native land.

The project will be co-funded by Creative Scotland's development fund. FremantleMedia will distribute the series internationally.



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# TWEET YOUR WAY ONTO TV

Super RTL

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Super RTL is relying fully on multimedia networking between viewers as it prepares to launch the series *Pretty Little Liars*.

Germany – 7 may 2014

Super RTL is hosting another ‘tele-tweeting’ session for the free-TV premiere of the mystery series *Pretty Little Liars* at 20:15 on 7 May, making it possible for viewers to follow the ongoing Twitter discussion about the programme on the TV screen.



*Pretty Little Liars* © Warner Bros.

How it works: **all ‘tweets’ (short messages sent via the micro-blogging service Twitter) containing the hashtag #pll and originating in Germany can be viewed during the broadcast of *Pretty Little Liars* on page 777 of Super RTL Teletext.** If a viewer selects this page during the broadcast, the tweets will be displayed at the bottom of the screen in real-time.

*Pretty Little Liars* has been a huge success and social media phenomenon in the U.S., especially among female audiences. Jörg Nommensen, Director Sales & Marketing, is therefore relying heavily on online marketing to help get the series off to a successful start in Germany as well: “We target our audience with online advertising and also offer them every possibility to get information and share their thoughts about the series on the social networks.”

With its tele-tweeting offer for the musical series *Glee* in 2011, Super RTL became the first TV station to introduce a new interface that allowed viewers to easily follow the online discussion on their TV sets.

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# A NEW AND ENTERTAINING TELEVISION EXPERIENCE

RTL Belgium

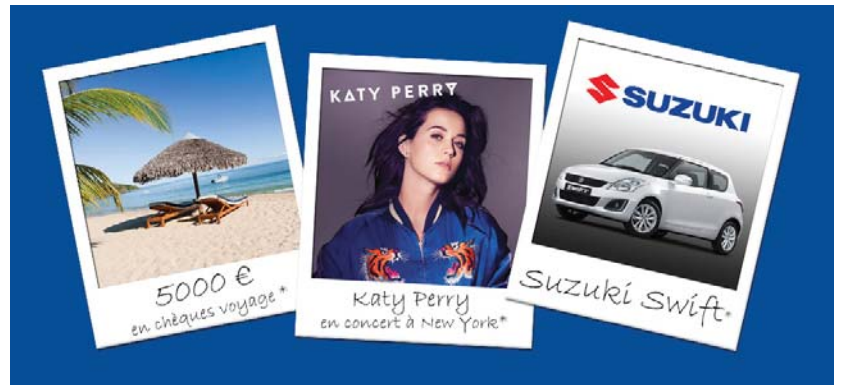
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On 5 May 2014, RTL Belgium launched 'Le Jeu Connect', the first free, real-time interactive game on the second screen that is linked to television programmes and adverts.

Belgium – 8 May 2014

Since the end of last summer, the 'Connect' function has been available on tablet, smartphone and the Web. The function allows interaction with TV programmes and adverts on RTL Belgium channels, which stimulates a higher level of involvement among viewers. Now, with 'Le Jeu Connect', the interactive experience goes even further.



With 'Le Jeu Connect', you can win €5,000 for travelling, attend a concert of Katy Perry during three days in New-York city or own a Suzuki Swift car

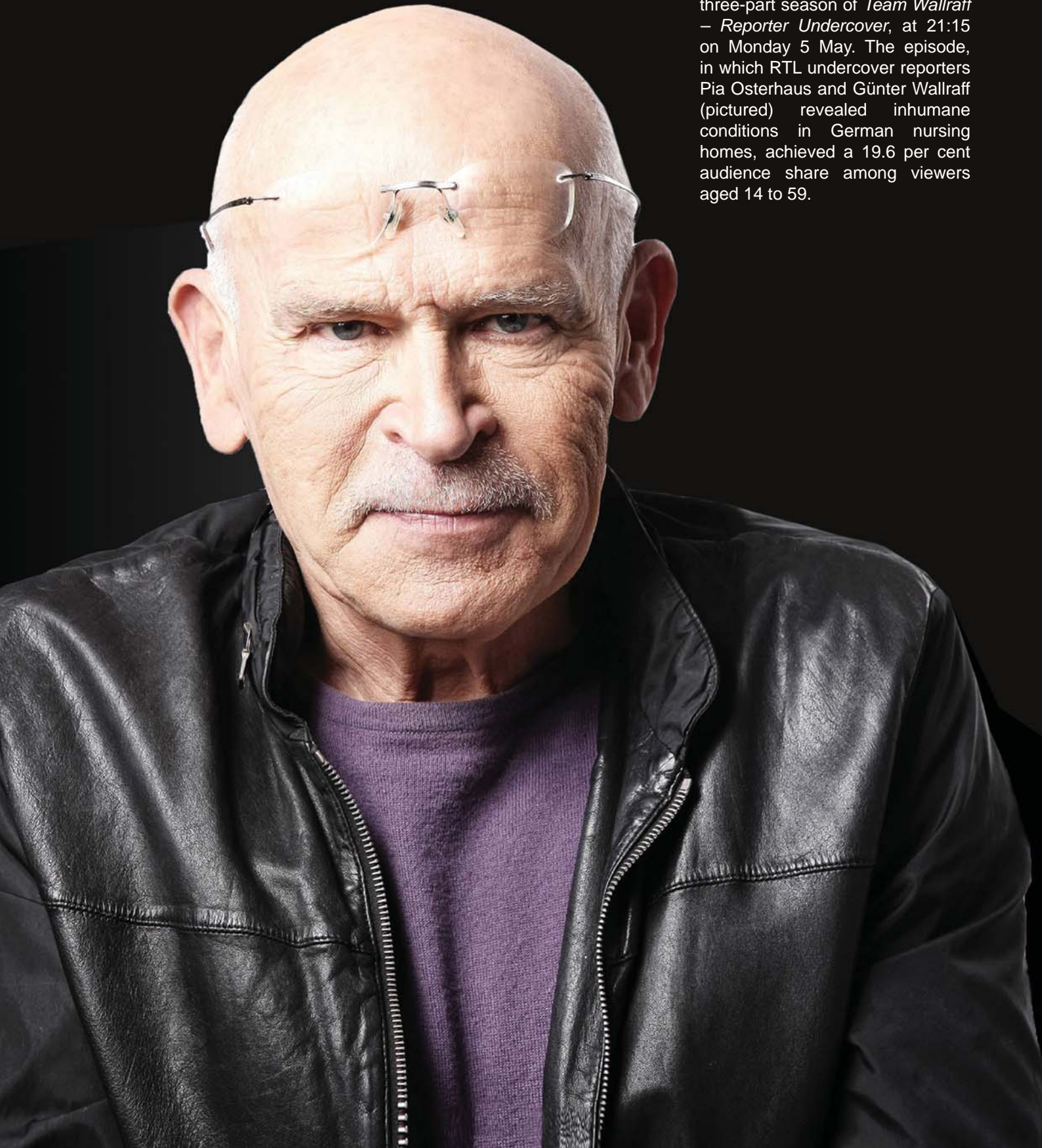
Until 31 May, several kinds of entertainment (games, films, series) and adverts on RTL Belgium channels will display a 'Connect' logo for a short period of time. Viewers can then use their favourite medium to play. By correcting answering a question relating to the programme or advert being shown, they will enter a draw to win one of the prizes offered (a car, a travel voucher or a trip to New York).

To access the game, viewers simply need to download or update their favourite channel's second-screen application. 'Le Jeu Connect' is directly integrated in the said application and a simple click will provide access.

More information is available on the *RTL.be* website.

# *Team Wallraff – Reporter Undercover*

4,40 million viewers watched the second part of RTL Television's three-part season of *Team Wallraff – Reporter Undercover*, at 21:15 on Monday 5 May. The episode, in which RTL undercover reporters Pia Osterhaus and Günter Wallraff (pictured) revealed inhumane conditions in German nursing homes, achieved a 19.6 per cent audience share among viewers aged 14 to 59.



# SHORT NEWS 1/1

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## The German TV market in April

Mediengruppe RTL Deutschland

In April 2014, Mediengruppe RTL Deutschland's channels collectively attracted 29.9 per cent of the 14- to 59-year-old viewer market, putting them 3.6 percentage points ahead of the ProSiebenSat1 channels (26.3 per cent).

Germany – 5 May 2014



## Britain's Got Talent tops the Youtube charts

FremantleMedia UK

Britain's Got Talent's Youtube channel had 36 million views last week – a 112 per cent increase on the week before – ranking at #6 on the Top 50 Most Viewed Youtube Channels Worldwide.

United Kingdom – 5 May 2014



## A plus in Hungary

RTL Hungary

With effect from 1 May 2014, RTL Hungary renamed its existing cable channel Prizma to RTL+. The new branding aims to underline the affiliation of the channel to RTL Group's Hungarian family of channels.

Hungary – 6 May 2014



## The end of a digital chapter

Atresmedia

Following a ruling by Spain's Supreme Court, on Tuesday 6 May nine DTT channels will be switched off permanently, among them three of Atresmedia's DTT channels: Nitro, Xplora and La Sexta 3.

Spain – 6 May 2014



## RTL.fr. the leading website for news

RTL Net

RTL.fr, the definitive leader in radio websites in France, registered its second highest score ever with 4.9 million Unique Visitors in March – a very high score that was mainly due to the municipal elections.

France – 7 May 2014

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## PEOPLE

# JOOST DE JAGER

**RTL Ventures**

The Netherlands – 5 May 2014

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On 1 May 2014, Joost de Jager became the new Managing Director of the dating site Pepper, a RTL Nederland venture.

In his new role, de Jager will be responsible for advancing the growth of the dating site. Besides playing a leading role in spearheading the portal's strategy and innovation, he will also be in charge of the further commercialisation of Pepper.

De Jager began his career at KPN Mobile and the digital marketing company Lost Boys before joining T-Mobile, where he held several positions in strategy and management over several years. He then joined Capgemini as a Consultant for the Telecom, Media and Entertainment sectors.

He acquired his experience in the dating market when he joined Parship as their Country Manager. In the past year, Joost de Jager has worked as an independent consultant for UPC, T-Mobile, Mediamarkt and Tele2. He joined the Pepper team in January and has managed it on an interim basis until now. De Jager takes over from Lex Boost, who at the beginning of the year left to join Leaseweb in Washington, USA.



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# More about *Backstage*

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

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