A PACEMAKER IN THE DUTCH MEDIA LANDSCAPE

RTL Nederland’s upcoming TV season keeps the innovation speed of the past 25 years
A PACEMAKER IN THE DUTCH MEDIA LANDSCAPE
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Guests in attendance at Studio 21 were treated to a lively presentation of RTL Nederland’s new season line-up, which for 2014/15 includes renewal of flagship shows, thrilling new dramas and new formats filled with humour, emotion or controversy.

Matthias Scholten, Content Director at RTL Nederland: “The country wakes up with us and goes to bed with us”
Organised on 27 August 2014 in Hilversum, the presentation was kick-started by RTL Nederland’s Content Director Matthias Scholten, who was the first to enter the stage. After welcoming the 300 or so guests — including some 50 of RTL Nederland’s onscreen stars — he announced that the flagship channel RTL 4 will be celebrating its 25th anniversary on 2 October, adding that it all started in 1989 with RTL Véronique broadcasting from Luxembourg. A year later RTL Véronique rebranded as RTL 4 — a name it has kept ever since.

He then went on to explain what has made the family of channels so popular over the years: “In the past 25 years, we have often served as a pacemaker in the Dutch media landscape. We were the first to turn talking into an art with our talk shows, whether in the mornings, afternoons or late at night. The country wakes up with us and goes to bed with us. We have turned unknown talents into stars in De Soundmixshow, and were the first ones to marry people on live TV. We then made history when we let viewers follow the lives of ordinary people 24/7 in Big Brother. Finally, we took the lead in bringing difficult subjects such as bullying, obesity, poverty and debt onto the screen,” he said before concluding: “If you want to be the number one, you need to give the best of yourself — always. And that’s exactly the dynamic we want to keep following in the next 25 years, so that we can continue to surprise, inform and entertain the Netherlands unceasingly, every day.”

The trip down memory lane continued with the screening of a trailer celebrating RTL 4 and its most emblematic programmes since 1989. The jingles of the various shows were played live by a band at Studio 21, after which it was Humberto Tan’s turn to take the stage to host the presentation of the new season. The RTL Late Night presenter welcomed his “guests” — Erland Galjaard, Programme Director at RTL Nederland, and cast members from some of the new shows that will premiere on the various channels — in a stage set that resembled that of his daily late-night show on RTL 4. As on RTL Late Night, he interviewed the guests, giving them the opportunity to talk about their respective shows and share experiences and anecdotes with the audience.

Erland Galjaard, Programme Director at RTL Nederland

RTL 4

Before screening the trailers presenting the new programmes for the channel, Erland Galjaard said a few words about RTL 4’s new season: “For the upcoming season, we have again new formats, new themes and new faces. Each year it is at the same time exciting, pleasing and magical to present these. As a TV maker, I look forward to the next months and I hope the viewers do so too.”

In 2014/15 fans of the Netherlands’ longest-running soap will be treated to the 25th season of Goede Tijden, slechte Tijden (GTST) on RTL 4, which will celebrate its 5,000 episode in October 2014, as well as season five of The Voice Of Holland. Hilarious “diva”-duo Geer and Goor (actual name Gerard and Gordon) return for a second season of helping the elderly entitled Geer & Goor: Waarheen, Waarhoor? This time they accompany seniors on trips to various destinations such as the Turkish coast, Lourdes,
or Ibiza and make sure they have the time of their lives. Other shows that will return in the new season include RTL Late Night, Life 4 You, Ik Hou Van Holland, Love Is In The Air and the talent shows The Voice Kids and Holland’s Got Talent.

Besides these, a new talent show will be launched, Het Orkest Van Nederland, where amateur musicians of all ages will be given the possibility to become part of what the makers of the show call “the very best amateur orchestra of the Netherlands” and perform at the prestigious Royal Concert Hall in Amsterdam.

Also in store for the new season are three family formats. For example, in Familie Gezocht (Looking For A family) newcomer Nance Coolen helps individuals solve mysteries of their past and family using DNA tests, while in Geef Mij Nu je Angst (Give Me Your Anxiety), Irene Moors offers assistance to individuals suffering from obsessive-compulsive disorder overcome their anxieties and reconcile them with their families. In Met Open Armen, Natasja Froger follows families during their adoption process in China, Nicaragua, Haiti and the United States. Natasja will also be hosting the new show Doof!. Based on the format Out of the Silence, it tells the stories of hearing-impaired individuals who undergo a cochlear implant surgery, and looks at their lives before and after the operation.

RTL 5 Programme Director Paul Cormont described his channel’s new season as follows: “RTL 5 is known for its sharp and extraordinary character-driven programmes. This is the best way to attract young people to their screens. As a consequence, you will see a lot of sharp and extraordinary programmes in our the new season, especially when it comes to reality shows. We are also broadcasting our first exclusive drama series, and I’m proud to say that both controversial TV and socially relevant TV are a good match. We are in fact adding two socially relevant formats for the season ahead.”

These are Tourette on Tour and Buitsenlandse Gevangenissen: Hollanders in de Cel. The first one sees talented youngsters suffering from Gilles de la Tourette syndrome being coached by professional musicians into overcoming the barriers of their disease by forming a band and performing in front of their friend and families. In the second programme, Jan Kooijman travels to prisons in Panama, Colombia and Bolivia to visit Dutch prisoners and show their lives behind bars and the impact of their incarceration on their families.

The new Dutch drama Nieuwe Buren (New Neighbours) will offer thrilling, suspenseful and intriguing TV moments, while Thuis Voor De Buis, based on the format Gogglebox where viewers are filmed while watching TV, promises to be hilarious.
Bluf, a brand-new drama series created specifically for the channel, revolves around a group of friends who win big in a poker tournament. It premieres on RTL 5 on 11 September. Also new is Celebrity Pole Dancing, and the humourous Sex Academy, in which couples go “back to school” to learn new techniques to spice up their sex life, and De Slechte Chauffeur Van Nederland featuring the country’s worst drivers.

Returning for a new season are Expeditie Robinson, Roy Donders, Samantha and Michael (this time travelling with their families to Thailand) and Holland’s Next Top Model.

Newcomers in the reality-show genre are Bobbi Eden, Dubble D In LA (Bobbi Eden, Double D in LA) which features the life of adult-entertainment star Bobbi Eden and her manager husband Marq, as well as Zon, Seks & The Ouders In Shock (Sun, sex and your parents in shock), where teenagers go on holiday and make the most of it, only to find out at the end that their parents have been spying on them the whole time.

RTL 7 Programme Director Marco Louwerens was pleased to announce the men’s channel’s new formats. He emphasised that the channel “didn’t want to rest on its laurels,” so besides the usual mix of sports, films and reality – as well as a revamped studio for its flagship show Voetbal International – RTL 7 is introducing a new talk show about cars, called RTL Autovisie in collaboration with the auto magazine Autovisie. Meanwhile, the darts academy initiative, which welcomes youngsters interested in training in the discipline, is bound to please the Netherlands’ many dart lovers, while with Nog Meer Voor Mannen the channel offers its target audience their own lifestyle magazine.
RTL 8
The main novelties for the channel aimed at women, under Programme Director Désirée Van Grinsen, are the series *Ieder Huisje… Familieverhalen Uit Het Echte Leven* (Every House…Real-Life Family Behaviours) based on real events, and the ‘series theme weeks’. After yet another successful season for its theme weeks, which will also return in 2014/15, the channel will again host ‘series theme weeks’, where a whole season of a series is broadcast in a single week. The US formats *Those Who Kill* and *The Night Shift* are lined up for the TV season ahead.

RTL Telekids
In the upcoming season, the children’s channel will feature two new shows. * Totally Fit Kidz* will teach children and parents everything about eating healthy and exercising, while in *Wie O Wie Zingt Do-Re-Mi?* (Who sings Do-Re-Mi?), viewers will be able to watch other young kids audition for the musical *The Sound of Music*.

RTL Nederland’s new programmes will be on the air starting 27 August 2014, when the 2014/15 season officially begins.

DID YOU KNOW?

- RTL 4 launched on 2 October 1989 as ‘RTL Véronique’, broadcasting from Luxembourg
- It was one of the first commercial broadcasters in the Netherlands
- It still operates under a Luxembourgish license, as private broadcasters weren’t allowed in the Netherlands until 1996
- In 1990, RTL Véronique rebranded to RTL 4
- RTL Nederland was founded in 1996 as the Holland Media Group (HMG) and rebranded in 2004
- RTL Nederland’s other TV channels – RTL 5, RTL 7 and RTL 8 – were launched in October 1993, August 2005 and August 2007, respectively
- RTL 4 has broadcast the first and longest-running soap of the Netherlands, *Goede Tijden, Slechte Tijden*, since 1 October 1990
- Jan de Hoop and Irene Moors have been presenters on RTL 4 since the very beginning

RTL NEDERLAND’S ON-SCREEN STARS REMEMBER RTL 4 AND THE PAST 25 YEARS

“RTL is my biggest love! I can do anything! It’s a club with the craziest people! I am proud to be an RTL’er!” Presenter Gordon

“In 1989 I was 18 years old and began a new life. […] From Day 1 I was glued to the telly watching *De 5 Uur Show* and *RTL Nieuws*. And during my university years, I was addicted to *GTST*. Three years later, I started working for the channel as a host on *Showtime*, and have never been under contract to another channel since. RTL is an important part of my life!” Peter van der Voorst

“I remember the start of RTL Véronique as if it was yesterday. Back then I was a real TV junkie. […] I would get home after school and sit on the couch and watch everything that came up – *The Bold and the Beautiful*, the Gulf War coverage by Jaap van Meekren, *The Wheel of Fortune*, *GTST*. You name it!” Jan Kooijman

“In 1989 I was travelling all over the world with *Twenty 4 Seven*. I danced and sang but watching TV was not part of my daily routine. I missed a lot of TV; however *GTST* was something no one could miss.” Nance Coolen
On 19 August 2014, RTL Belgium publicly announced its 2014/15 schedule for its three television channels: RTL-TVI, RTL Club and Plug RTL. This season, interactivity and great entertainment will be more important than ever.

Belgium – 21 August 2014

Great moments in entertainment
Among the major new interactive programmes broadcast during prime time on RTL-TVI: The highly anticipated *Rising Star* (successor to *Belgium's Got Talent*) will be adapted for French television on M6, and on RTL-TVI in late September. This programme’s originality lies in its totally free-to-use voting system through which the viewers become the jury. The adaptation of British television format *The Gogglebox* will be screened under the name *Vu à la télé*. In this programme, several Belgian families will be filmed at home and each week will give a running commentary, from their living rooms, on the TV programmes of the past seven days. The programme will take another look at the best bits from that week’s TV and show the family’s reactions to the various programmes. Last but not least, the first interactive game show in which viewers participate in real time, *Je le savais*, will see three celebrities and 300 University students go head to head testing their general knowledge.

*Stéphane Rosenblatt*, Head of Television at RTL Belgium said: "Interactivity allows the viewer to become even more involved in the programme and to take part in it from start to finish – this will notably be the case with *Rising Star* which clearly demonstrates our desire to make interactivity free."

Furthermore, the channel’s flagship programmes, including *Top Chef, L’Amour est dans le pré* and *Le meilleur pâtissier* will return to the screen for new seasons. Show-wise, this season sees Belgium’s favourite comedian *Pirette* celebrate ten years with the channel.

Factual programmes include: *Simplement extraordinaire*, which will give four citizens the chance to pay a surprise tribute to four previously ordinary people, who they see as exceptional. Annie Cordy, Cloclo, the stars of the 80s, the 2004 Asian tsunami as well as the King and Queen, will all be afforded a special edition of the show.
Films having their Belgian television premiere include: The Avengers, Hunger Games, Prometheus, Ice Age 4, Twilight: Breaking Dawn (parts 1 & 2), in addition to some new series: The Blacklist, Under the Dome, The Client List and Sleepy Hollow.

The News relaunched
Information reporting will also see some major adjustments: news bulletins are to be overhauled with some big changes at the aesthetic level (decor and infographics), production methods, tools and editing process. Jean-Claude Defossé, former well-known journalist to public-service viewers, will take the helm of a new investigative magazine which will be added to the current offering (Reporters, I Comme, Tout s’explique). Airing daily at 12:45, Pour ou contre will replace RTL+ as of 1 September. In this programme, two people debate a topical issue. Viewers will be able to question the participants by telephone, Skype or social media.

Club RTL and Plug RTL remain true to their values
For its 20th year, Club RTL will offer its viewers the chance to see some of cinema’s greatest classics (Fast & Furious 4, Gone Baby Gone, Hancock, 21, Pirates of the Caribbean, Jurassic Park), lots of cartoons in the Kidz RTL slot, and series (such as Les Experts (CSI), Esprits Criminels (Criminal Minds), and Sons of Anarchy). Club RTL will pay special homage to French actor Pierre Richard’s 80th birthday and will broadcast some of his work for its viewers. On the sports front, the second channel will continue to follow the matches of the Champions League and the Europa League.

As for Plug RTL, it will be offering a new season rich in entertainment (Nouvelle Star, Touche pas à mon poste, L’œuf ou la poule), in reality TV (Les Anges de la télé-réalité, L’incroyable famille Kardashian (Keeping up with the Kardashians)) but also in films (C’est arrivé près de chez vous) and in series (Dracula, Beauty and the Beast and Girls).

VIRTUAL PRODUCT PLACEMENT

The 2014/15 season on RTL Belgium will also be marked by a new interactive technological innovation: virtual product placement. This service will allow advertisers to ‘dress’ topical programmes with their logo or their products.
Super RTL Managing Director Claude Schmit on developments in the German market for children’s TV.

Germany – 26 August 2014

“All German children’s channels will be affected by the launch of the Disney Channel,” predicted Super RTL Managing Director Claude Schmit at the beginning of this year, commenting on the launch of Disney’s free-to-air channel in Germany. For the Cologne children’s channel, the launch meant the entry of a new competitor in the highly competitive German children’s TV market, and the elimination of all Disney formats, which Disney had previously supplied as a co-shareholder, from its programme line-up. Eight months after the launch, it has become clear that Super RTL has no reason to fear the Disney Channel – not least thanks to a record-breaking programme offensive by the market leader. Claude Schmit talks about developments this year and the outlook for the months ahead.

Mr. Schmit, how has Super RTL coped with the launch of Disney Channel?
Claude Schmit: Super RTL has coped very well – better than many experts and even we ourselves expected. Our audience share now stands at nearly 21 per cent, only about two percentage points less than in 2013. The Disney Channel has around eight per cent, Nickelodeon about ten per cent. So, our audience share is more than twice the size as theirs – and we remain the market leader in German children’s TV. We are also the market leader in Austria and Switzerland, who have their own advertising windows with us. The crucial fact for our
advertisers is that Super RTL alone achieves the same reach as our two commercial competitors Disney Channel and Nickelodeon combined – the world’s two biggest children’s channels if you look at the international picture.

**Has the German children’s TV market become bigger overall due to the launch of the Disney Channel?**

Yes, the pie has actually gotten bigger and that’s something I personally didn’t expect. While last year the three German children’s channels collectively attracted about 55 per cent of the target demographic (children aged 3 to 13), this year the share has risen to nearly 58 per cent. So far, more children now watch children’s channels than they did a year ago.

**Is this development also reflected in the advertising revenues?**

We initially assumed that we would lose a lot of revenues and earnings due to the new competitor. For example, we reckoned we would lose 20 per cent of our daytime revenues for the current year, but the actual loss has been much lower. We also took countermeasures on the cost side early on, of course. No matter what area you look at, Super RTL simply has twice the audience for advertisers here. Our hit Dreamworks series *Dragons – The Riders of Berk* actually achieved net reach of 73 per cent across the whole target group – no one else can claim that. Thanks to the many high quality formats in our pipeline, we are bound to maintain or even expand this lead.

**You’ve defended your market leadership and hardly lost any market share. How did Super RTL manage this?**

First and foremost, with the programme line-up, of course. We’ve never before broadcast so many new formats and new episodes of popular formats as in the current year. To do this we began by expanding our partnerships with the two major US production firms: Warner Bros. and Dreamworks. Warner Bros. gives us classic series like *Scooby-Doo* and *Tom and Jerry*, which earn us above-average ratings. We just signed another significant extension to our long-term contract with Dreamworks in May – an output deal that will see us adding all Dreamworks series in the years ahead to our programme line-up. Specifically, we’re talking about eleven high-end animation series tying in to major motion pictures. The Dreamworks Animation strategy of setting up movies for sequels from the outset and filling the waiting time between the individual movies with series is very much in our interests. The cooperation now goes so far that Dreamworks actually involves us in the development of new series early on. Here alone, we’re talking about 700 half-hour episodes. Add to that other series from the Dreamworks Classics studio: More than 400 episodes of new series such as *Mr. Magoo* and 180 hours of existing programs such as *Raa Raa* and *Olivia*. *Dragons* shows how fantastically well Dreamworks series perform on our channel. And returning to the Disney Channel: *The Dragon Riders* example proves very nicely that in the end what counts is the quality of the content and not the name of the producer. Children don’t care if it’s a Disney format or not.

**And what about your own formats?**

They are an essential part of our programme strategy. Above all, the popular-science magazines we produce in-house like *Wow – Die Entdeckerzone* and *Woozle Goozle* do really well in access prime time, starting at 18:45. Science magazines not only go down very well with
children, they also have a high level of acceptance among parents, who are the primary determinants of what children watch. That is why in November, we’re launching *Tierisch unterwegs*, a new popular-science magazine about animals.

You responded to the Disney Channel not only with new formats, but also with a belt-tightening programme. How extensive was it? As we expected a significant loss in revenues and earnings, we not only intensively revised the programme, but also our structure. This was also associated with job losses, and our headcount fell from about 120 to 100 employees. I’m proud that we didn’t have to sack anyone, as within two months we had found enough people who accepted our settlement offer. That was very important for our workplace atmosphere at the channel. At the same time, we worked hard on revising our structures, processes and interfaces. This reorganisation – for example, the programme department now handles our websites directly – has released powerful positive forces throughout the channel and we are seeing the effects every day.

In addition to the TV business, licensing is becoming increasingly important for Super RTL. Has the Disney Channel caused any shifts in the business here?

Quite the opposite. Super RTL is now the largest licensing agency for children’s themes in Germany, Austria and Switzerland. Today we hold full licensing rights to more formats than before, including subsidiary rights for licensed merchandise. The number of licenses has risen to around 300, resulting in a total of 10,000 licensed products. This position is strengthened enormously by our expanded partnership with Dreamworks, because unlike the collaboration with Disney, we are the German licensing agency for all Dreamworks productions – including the movies.

Disney not only runs the Disney Channel, but is also a Super RTL shareholder. How is the cooperation going?

It may sound amazing, but the collaboration with Disney, who still own 50 per cent of Super RTL, is working better than ever. For Disney, Super RTL is now a purely financial investment, which is organisationally under the supervision of ESPN, Disney’s sports division, and so is completely separate from the Disney TV business in terms of content. And as we achieve very good results, our investor is very happy with us and doesn’t interfere with our business in any way.

So your market leadership is secure, but what happens now?

In the coming months we will be airing a record number of new formats and series, including three new Dreamworks series – *Puss in Boots*, *Turbo Fast* and *King Julian*. We are also relying on new editions of classics, plus three new series: *Alvinnn!! and the Chipmunks*, *Calimero* and *Inspector Gadget*. As we’ve already seen with *Tom and Jerry*, the classics go down well with children and parents alike. But this is by no means automatic. *Tom and Jerry* didn’t do well on other channels, such as Kabel 1, in previous years. We therefore took great care with the processing, and were quite a nuisance for our colleagues at Warner in the United States, because we wanted the 161 episodes, most of which are 50 years old or older, in the best quality possible. We now have that – and the excellent ratings to match. If everything goes on in this way, we can look cheerfully to the future.
FremantleMedia’s new primetime sports-reality entertainment format *Master Athletes*, premiered on Saturday 23 August at 20:00, in Sweden’s SVT. The new format attracted 1.1 million viewers and a 35.2 per cent audience share among viewers aged 12-59, making *Master Athletes* the No 1 programme in its time slot across all key demographics and placed it as the highest rated show of the weekend and highest rated new launch of the summer. The premiere episode saw 24 amateur athletes (12 male, 12 female) paired up as they began an epic battle through 10 weeks of intense competition.
RTL Lëtzebuerg still the undisputed leader

RTL Lëtzebuerg

Media audience figures for the 2013/14 season in Luxembourg have just been released. RTL Lëtzebuerg once again confirms its position as market leader across all three media categories: television, radio and Internet. Together, the three “RTL” brand media categories reach 279,400 people in Luxembourg every day – almost six in ten residents (58.7 percent of the population aged 12 or older).

Luxembourg – 27 August 2014

The French-speaking Belgian radio market in April-June

Bel RTL, Radio Contact

According to the radio audience figures in French-speaking Belgium published on CIM for the period from April to June 2014, the RTL radio stations are growing in popularity and have achieved a combined audience share of 28.7 per cent (an increase of 8 per cent year-on-year).

Belgium – 25 August 2014

104.6 RTL distributes satchels to schoolchildren

104.6 RTL

Together with the German children’s charity Deutsches Kinderhilfswerk, 104.6 RTL has given away 500 satchels worth €50,000 to future Year One schoolchildren in inner Berlin.

Germany – 22 August 2014
New Thursday evening line-up on RTL Television

On 28 August, the new talent show *Rising Star* made its debut on RTL Television. Afterwards, the broadcaster will air the social experiment *Adam sucht Eva* (*Adam Lookinf For Eve*), where potential couples first meet on a deserted island – dressed only in their birthday suit. This is followed by comedy in the form of *Was wäre wenn?* (*What if?).

Germany – 28 August 2014

Bull runnings

On Tuesday 26 August, Antena 3 broadcasted live the bull runnings of San Sebastian de los Reyes, in Madrid, which this year will be held from 26 to 31 August. Highlights and interviews will also be broadcast daily.

Spain – 26 August 2014
As from 1 September 2014, Frédéric de Vincelles will become the Deputy Programming Director at Groupe M6. Jérôme Fouqueray will take over from him as Managing Director of W9, and he in turn will be replaced by Tristan Jurgensen as Managing Director of Fun Radio/RTL 2.

To strengthen M6’s Programming Department, Bibiane Godfroid, Programming Director, has appointed Frédéric de Vincelles as her deputy. Frédéric de Vincelles has been the Managing Director of W9 since 2006, having joined Groupe M6 in 2000 as Head of Fun TV, before being named Managing Director of TF6/Série Club in 2003.

Jérôme Fouqueray, Managing Director of Fun Radio and RTL 2 since 2007, has been named Frédéric de Vincelles’ successor at W9. Jérôme Fouqueray joined Groupe M6 back in 1998 as Head of Fun TV, then of Série Club/TF6 and Téva, before becoming Managing Director of Studio 89 Productions in 2005.

Tristan Jurgensen, currently heading the digital subsidiary RTL Net, has been appointed Managing Director of Fun Radio and RTL 2. Tristan Jurgensen became involved with the French radio activities of RTL Group in 1998 when he joined the research subsidiary Mediapanel, before being put in charge of RTL Net in 2008.
Henry Or has been appointed VP, Kids & Family Entertainment, Asia; Tracy Griffiths is VP, Licensing & Consumer Products EMEA & Australia, and Nicola Herrmann joins FremantleMedia Kids & Family Entertainment (FMKFE) as Global Brand Director.

Rick Glankler, Executive VP and General Manager FMKFE, has announced the appointment of the three new senior roles within his division. Glankler comments: “I’m really excited about bringing Henry, Tracy and Nikki into the FremantleMedia family. All three have an impressive track record in kids and family properties and extensive experience in developing international franchises. I’m very much looking forward to working with them as we continue to build on our rapid and growing success in the kids’ space to drive even more opportunities around the world.”

Tracy Griffiths will be tasked with expanding FremantleMedia’s existing agents business in EMEA and will work closely with FMKFE’s Director of Licensing in Australia, Liz Burnett.

In this capacity both Or and Griffiths will be responsible for developing local strategies for their respective markets to build strong licensing programmes, manage local agents and licensees and generate new business.

Henry Or will be based in Hong Kong, while Tracy Griffiths and Nicola Herrmann will work from FremantleMedia’s offices in Central London.

Or joins FremantleMedia from Hit Entertainment Ltd where he was Director for Asia, overseeing and managing the daily operation for the Asia Pacific regional office. His credits include restructuring the business to streamline operations while increasing year-on-year growth and concluding deals with CCTV in China and launching Thomas & Friends, Bob the Builder and Fireman Sam as consumer product properties. Prior to Hit, Henry Or was Manager of Regional Operations at Top-Insight International, where he achieved double digit year-on-year growth and expanded the licensing business to over nine key countries in Asia.

As VP Kids & Family Entertainment in Asia, Henry Or will have overall responsibility for the kids business in the region. He is tasked with developing a new Asia sales team responsible for the distribution of FMKFE titles across broadcast, digital and Home Entertainment platforms, as well as building the consumer products business.
Griffiths also joins the FMKFE team from Hit Entertainment where she was Group Director, Softlines, for EMEA. While there, Tracy Griffiths was responsible for building a cohesive strategy across Softlines for the region, and built key retail relationships. She is credited with launching new brand Mike the Knight into the market, ensuring the title was supported by a robust licensing programme, with 30 licensees at launch. Prior to Hit, Tracy was a buyer of kids’ apparel at Woolworth’s Group Plc, generating a turnover of around £20 million.

Nicola Herrmann joins the business from Zodiak Rights, where she was Head of Brand Marketing, responsible for leading the development and implementation of international brand strategies through all key business functions. She is credited with taking pre-school show, Tickety Toc, from programming concept to retail shelf in the US, Canada, the UK and Australia. Prior to Zodiak, Nicola was Director, International Brand Management (EMEA) for Nickelodeon & Viacom Consumer Products where she created international Brand, Marketing and Communication strategies amongst key titles, including Sponge Bob Square Pants, Dora the Explorer and TMNT.

Nicola Herrmann will report to Tessa Moore, SVP Global Brand Management, and will be responsible for the creation and execution of global and local brand strategies for key properties in FMKFE’s portfolio.

Nicola Herrmann, Global Brand Director, FMKFE
Whilst already presenting the new M6 format, *Mon incroyable marché* (My amazing market), *Louise Eckland*, will also be presenting *100% Mag* and *La France a un incroyable talent* (France has got talent) in September.

Born in Liverpool, Louise Eckland is already a familiar face to the French public and M6 viewers. In 2007 and 2008, she presented *M6 music hits flash* on M6 from Monday to Friday before securing a regular spot on *Morning*. In 2008, she returned to France Télévisions where she presented cultural and sports programmes. Parallel to this, she was the anchor on the business programme on BFM TV until 2012.

During the 2013/2014 season, the British presenter co-hosted *Grand Morning* on RTL2 alongside *Christophe Nicolas*, as a replacement for *Agathe Lecaron*. She returns to M6 in July 2014 to present the summer version of *100% Mag* and *Mon incroyable marché*, before taking over as the presenter of *100% Mag* to replace *Faustine Bollaert* and *Incroyable Talent* following the departure of *Sandrine Corman*. 
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