BUSINESS, NOT AS USUAL

How RTL Z will fill a gap in the Dutch television market

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Anke Schäferkordt on regulation and fair competition

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On air since 10 September 2015, the new TV channel RTL Z will be focusing on Business, Finance, Tech and Lifestyle. With the slogan ‘Business, not as usual’, the channel will target Dutch viewers with an entrepreneurial mindset. The other two pillars of the new channel are digital and live events.

“A CHANNEL FOR THE GO-GETTERS”

The Netherlands – 10 September 2015
RTL Z
Until its launch, RTL Z was a programme window on RTL 7 – a channel that targets men aged 20 to 49 with news, action, comedy and sports. Bert Habets, CEO of RTL Nederland, explains the goal of the new member of the RTL Nederland family: "This channel is a very thought-through project. It targets a group not yet served on the market. It's a channel created for forward-thinking people, the go-getters. RTL Z will be targeting this very specific group thanks to its focus on subjects not yet offered on Dutch television. I am convinced there is a market for the type of programming RTL Z broadcasts."

Marco Louwerens, Programme Director of RTL 7, will be in charge of programmes at the new channel. He adds: "We want to establish RTL Z as a channel that combines information and entertainment perfectly. Business, politics and breaking news remain important, and they are part of RTL Z's DNA. However, we intend to offer more diverse programming, including subjects like technology, innovation, lifestyle and personal finance – and using a new approach and under a new light, alternating with, among other things, documentaries."

RTL Z positions itself as a channel for ambitious men and women who are very demanding of themselves and approach life with a can-do attitude. The 24/7 TV channel will remain the breaking news channel of the RTL Nederland family. Thus, while the morning and day-time programmes offer the general, breaking and stock-exchange news, in the evenings the focus is on in-depth and background analysis, with opinion as well as entertainment. The overall aim is to shed an optimistic light on the future, with interesting ideas and business opportunities, as shown by channel's line-up.

For instance, Toekomstmakers (Future Makers), presented by Hella Hueck and Jim Stolze, is an informative programme focusing on innovation, inspiring entrepreneurs and smart scientists, analysing ideas that will change the world – and also make money. Bright TV (and the tech event Bright Day) targets viewers interested in technology and design, addressing these two subjects from a different perspective. In daily programme Z Talks, viewers can see the most inspiring TED talks, selected by Dutch TEDx organiser Jim Stolze. Also very inspirational is Z in Zaken (Z in Business), fronted by Rens de Jong where different types of entrepreneurs tell their success stories. Also part of the daily line-up are, of course, Dutch and international documentaries (Z Doc), as well as evening news format Z Today, and talk show Van Liempt Live.

RTL Z also boasts a new website, a new mobile app and a social media presence. In fact, digital news is central to the channel, together with analysis, tips and comment, and based on stories that, of course, aim to entertain and inspire. Viewers can watch programmes on demand, online or via the app, any time of the day. In addition, RTL Z will also offer seminars and events – both online and live – such as the RTL Z Masterclasses, the tech event Bright Day, evening seminars, the EY Entrepreneur of the Year and the Accenture Innovation Awards, allowing the channel to regularly meet and be in contact with its target group. These events will also serve to put like-minded people in touch.
Joris van Lierop, Editor RTL Nieuws Groep, confirms: “You don’t reach people with an entrepreneurial mindset only via television, but also using digital and events. These are the best ways to get in touch with this specific target group, which is constantly on the go, and help them connect to each other. We don’t want to only broadcast to them, but also interact with them and create a network.”

The new RTL Z is RTL Nederland’s fifth free-to-air channel, alongside RTL 4, RTL 5, RTL 7 and RTL 8. It can be watched through cable operators KPN, Telfort, XS4All and Vodafone (channel 11) and Ziggo (channel 12), as well as online at www.rtlz.nl. In the first months of its launch RTL Z will also continue to be a programme window on RTL 7 during the daytime.

**WHO IS PAUL VAN LIEMPT?**

He will front a new talk show, *Van Liempt Live*, broadcast live every evening from 21:30 to 22:30 on RTL Z. Before joining RTL Nederland he was working at BNR Nieuwsradio, where he presented the morning show, *BNR Paul van Liempt*.

Born in 1962, Paul van Liempt studied cultural anthropology and journalism. He started his career working as a journalist for the daily newspaper Het Parool. After that he also worked for Vrij Nederland, het Financieele Dagblad and since 2005 for the Volkskrant Magazine. In addition to his career as a print journalist he also works as a radio journalist. He has hosted shows on VPRO-radio and Talkradio before joining BNR. He has written six non-fiction books and has experience working on television.

Paul van Liempt comments on his new position: “After eight amazing years interviewing guests live on BNR’s morning show, I am looking forward to a new adventure on RTL Z, pioneering a new and ambitious channel offering great possibilities.”
NEW CHANNEL – NEW LOOK AND FEEL

The RTL Z brand is already 13-years-old, and with the launch of the channel, it went through a rebirth. RTL Z has a new design which has a clear link to today’s RTL Z Nieuws. The letter Z in the logo has been revamped and depicted more strongly. The aim is to put the concepts of moving forward and looking forward at the centre of it all. This means everything revolves around one fixed point on the horizon, the so called ‘one point perspective’, inspired by Stanley Kubrick’s signature.

The new marketing campaign and film developed for the occasion portrays renewal by showing how inspiring ideas come together to form one single entity. See for yourself.
On 9 September 2015, the German business daily Handelsblatt published an op-ed by Anke Schäferkordt, Co-CEO of RTL Group, on fair competition and regulation in the digital media landscape.

Luxembourg – 9 September 2015

Two sisters, who could not be more different: one of them Egypt’s best-known belly-dancer, provocative and self-assured, the other a strict Salafist, always veiled, shy and even distrustful. One leads a life in the spotlight, mobile phones galore filming every performance, with fans including many women wearing headscarves; the other lives a secluded existence, almost holed up in her home – a nun-like life in the shadows.

RTL Television Chief Correspondent for Foreign Affairs, Antonia Rados, spent almost a year following the sisters in what was a period of severe political unrest. She summarises the experience saying: “These sisters’ fate reflects the fate of Egypt as a whole country.”

This example shows that anyone wanting to report on politics and current affairs going beyond the scope of the daily news coverage needs to be on the scene, speaking with the people there and listening to their stories – and that involves an investment of both time and money.

Regardless of whether they are commercial TV channels or radio stations, public broadcasters, newspapers or magazines, it is mainly the established media companies who provide the financial backing for truly value-added journalistic and creative projects – and that goes even for today’s digital media landscape.

Media companies have always been the main partners who creative thinkers, producers, writers and journalists have teamed up with. They bundle creators’ content, develop brands, monetise the demand for this content and then reinvest the revenue they have generated in creative development, journalism and new talents. So does Mediengruppe RTL Deutschland, which is today opening its new Berlin office, accommodating more than 150 staff. This is the only way in which a healthy cyclical process can work.
But what happens if this sustainable cycle is seriously disrupted?

This disruption takes place when content is copied without permission, repackaged and distributed over the internet. In today’s digital world, it's no longer about copies of CDs or video cassettes for private use, but professional piracy which is fast and lastingly devaluing our industry's key commodity, namely intellectual property.

This makes robust copyright protection an essential prerequisite for a functional German creative industry – a sector which is now the fourth biggest in Germany.

However, the creative cycle is also disturbed when other market players are allowed to do things the broadcasters are not – even though nowadays the content provided by TV channels, online video services, publishers and social networks all end up on the same screen of the same receiver.

To take just one example: in the online video advertising market, the European TV companies are competing with various global giants. While on the one hand politicians are always telling us that we should further develop our business models to keep up with the US internet heavyweights, on the other hand a joint, cross-broadcaster technological platform for on-demand or catch-up TV was brought to a halt in Germany before it could even get off the ground.

By and large, the winners from this over-regulation of our sector have their base on the other side of the Atlantic, and for many of them the creative sector is too costly and risky. Instead of reinvesting in new content, they mainly focus on scaling their business models, using the content supplied by others. Their goal is to roll out their data-driven and certainly cutting-edge platforms in as many markets as possible, with a view to then binding a growing number of market players to their platform and the associated software and sales systems.

A hitherto unhelpful application of the cartel legislation, weaknesses in the implementation of copyright protection and an almost absurd patchwork of out-of-date advertising regulations are hampering the German and European creative industry, resulting in strengthening others.

While we completely understand how difficult it is to ensure fair regulation in fast-changing markets, we as a company accept the challenges involved and feel it is now high time to completely rethink media regulation and eliminate structural inequalities. In the interests of a strong European creative industry this major task belongs at the top of any Digital Agenda.
On 8 September 2015, FremantleMedia announced that it acquired a majority stake in Fontaram, the newly formed French scripted company from renowned French producer/writer partners François Aramburu and Pascal Fontanille.

United Kingdom / France – 9 September 2015

FremantleMedia will have a 51 per cent holding with the opportunity to buy the remaining shareholding in the future. The acquisition is part of FremantleMedia’s drive to expand its scripted presence globally and follows its recent purchase of Wildside, a leading Italian TV and feature film company. The deal was brokered by Monica Galer, CEO, FremantleMedia France, who will have a seat on the board of the new company.

Monica Galer comments: “François and Pascal are incredibly talented drama producers with a wealth of experience and long standing relationships with all of the major French broadcasters. This is an important deal for FremantleMedia as we establish our scripted presence in France and I look forward to a successful creative partnership with the duo.”

François Aramburu and Pascal Fontanille add: “In creating Fontaram and partnering with FremantleMedia, we are giving our new production company the best possible foundation to grow while also fulfilling our creative ambition. Joining an international group to produce French drama and international co-production both broadens our opportunities and allows us to develop new content, within an environment that is constantly changing.”

Prior to forming Fontaram, François and Pascal founded Merlin Productions in 2000. The producers are best known for popular drama such as Clem (TF1) with Victoria Abril and Lucie Lucas, the most successful drama in France in 2010. Other recent successes include On se retrouvera (TF1) with Laetitia Milot, Délit de Fuite (France 2) with Eric Cantona and Mathilda May, Meurtres au Pays Basque and Meurtres à Guérande (France 3) with Claire Borotra and Antoine Duléry.
M6’s line-up for 2015/2016 encapsulates the channel’s desire to surprise and satisfy viewers who are looking for a breath of fresh air, whilst bringing together all of M6’s hallmarks: innovation, creativity and risk-taking. The channel’s new signature puts it perfectly: Let’s keep growing together.

France – 4 September 2015

The new formats for this season include:

- **programmes**: The Apprentice, Garde-à-vous, Cauchemar chez le coiffeur, Retour vers le passé, La vie secrète des ados and Marché conclu
- **series**: Secrets & Lies and The X-Files

The following formats are back for a new season:

- **programmes**: L’Amour est dans le pré, Le meilleur pâtissier, Objectif Top Chef, The Island – seuls au monde, L’Histoire au quotidien, D&CO, Cousu Main and La France a un incroyable talent
- **series**: Scorpion, Elementary, Hawaii 5-0, Extant, NCIS and Scènes de Ménages

M6’s fiction and film offerings for 2015/2016 include Soda, De l’autre côté du périph, Fiston, Les reines du ring, Prometheus, Belle et Sébastien, Now You See Me, Iron Man 3 and Olympus Has Fallen.

Like its American namesake, The Apprentice will see a group of 14 ambitious candidates, both graduates and self-taught, put their professional skills to the test as they fight it out for a top job in French businessman Bruno Bonnell’s company. Another business-themed programme, Marché conclu, seeks to help French entrepreneurs secure the funding they need to develop their business projects, while in Cauchemar chez le coiffeur, celebrity hairdresser Sarah Guetta will be trying to turn round failing hair salons.

A ground-breaking new series, La vie secrète des ados, puts teenagers in the spotlight and gives television viewers a no-holds-barred look at how they communicate, how they deal with love and sexuality, and how they see their future. The programme’s participants were monitored and observed for nine months. In Garde-à-vous, a group of 20 young men aged from 18 to 24 will experience military service as it was in the 1960s, while another ‘time-travelling’ programme, Retour vers le passé, will see a modern family switch their MP3 players for a tape recorder and their flat screens for a black-and-white TV. How will they cope with living in the past?
Thirteen years after the end of the original series (1993-2002) and some time after the two films were released in the cinema, the famous series The X-Files (starring David Duchovny and Gillian Anderson) is returning to the small screen with six new episodes. The series’ producer and creator, Chris Carter, is also on board. Secrets & Lies, another thrilling new series coming to M6 this autumn, tells the story of ordinary family man Ben Crawford (Ryan Philippe), who becomes the prime suspect in a little boy’s murder after discovering the body. Determined to prove his innocence, he decides to conduct an investigation.

M6’s successful series Scènes de Ménages – Enfin en vacances ! A la mer will host a new couple Philippe and Camille.

M6’s new-season line-up of fiction and film features plenty of French productions, including comedies Scènes de Ménages – Enfin en vacances! A la mer (a summer holiday special), SODA: le rêve américain (with Kev Adams), De l’autre côté du périph (Omar Sy and Laurent Lafitte), Fiston (Kev Adams and Franck Dubosc) and Les reines du ring (Marilou Berry and Nathalie Baye). There are also plenty of American blockbusters – Prometheus, Now You See Me, Iron Man 3 and Olympus Has Fallen – to satisfy action-lovers’ appetites.
The tenth season of La France a un incroyable Talent (Got Talent) will include a new judging panel made up of singer Hélène Ségara, magician Éric Antoine, choreographer and director Kamel Ouali and producer Gilbert Rozon. L’Amour est dans le pré (Farmer wants a wife) will have a tenth-anniversary special featuring its most popular couples, while the new season of Le meilleur pâtissier will be a celebrity special and D&CO will return with a new presenter (Sophie Ferjani).

Last but not least, survival programme The Island – seuls au monde is coming back for a second season, but with a twist: this time, women will be taking part too. They will live on a desert island near the men’s island, but the two groups will never meet, making this a unique opportunity to compare how well men and women cope with surviving in a hostile environment.

A NEW DIMENSION FOR NEWS BROADCASTS

The new news studio, which launched on 31 August 2015, is really moving with the times and making best use of new technologies, employing augmented reality and 3D to provide information more effectively.

Lunchtime news bulletin Le 12h45 has also been extended to offer more comprehensive news coverage.

6PLAY PREVIEWS

Entertainment platform 6play will be expanding its range of programmes from the 2015 autumn season onwards. Always keen to give viewers what they want, 6play will be offering even more previews of the channel’s series. The first few episodes of NCIS (season 12), Extant (season 2), Under the Dome (season 3) and Secret & Lies (season 1) will be available exclusively on 6play, free of charge, three days before they air on M6.

“HOW ABOUT YOU – WHAT DID YOU WANT TO DO WHEN YOU WERE MY AGE?”

M6’s advertising campaign for the new season comes with a new brand signature: “Let’s keep growing together”.

The campaign has been showing on M6 since 2 September and will be rolled out to 6,000 cinemas on 9 September, for a 14-day run. It is expected to score some 33 million advertising hits.

The campaign has also been running on the internet and on social networks since 31 August 2015.

Watch the two videos of the campaign  Video 1  Video 2

#QuandJeSeraiGrand
On 8 September 2015, France’s number one radio station organised its end of summer conference. In the company of broadcasting stars, Christopher Baldelli, CEO of RTL Radio in France, welcomed the fifty or so journalists present in the Grand Studio to speak about the upcoming 2015/2016 line-up.

France – 10 September 2015

The conference was launched on the theme of curiosity. Curiosity makes up part of RTL Radio’s DNA, and is also a key ingredient of many of its programmes. And so, recreating the ambiance of the daily programme La curiosité est un vilain défaut (Curiosity Is An Awful Flaw), Sidonie Bonnec and Thomas Hugues played “hosts” to the event. Their on-air chemistry came into play as, in turn, they welcomed and interviewed, Christopher Baldelli, the presenters and reporters of programmes broadcast during the week, and then those from the weekend, as if they were in the studio of their own programme.
Among their guests were Laurent Ruquier, Yves Calvi, Olivier Mazerolle, Alba Ventura, Marc-Olivier Fogiel, Marie Drucker, Bixente Lizarazu, Georges Lang, Elizabeth Martichoux and Flavie Flament. Hidden among the other journalists, comedian and presenter Laurent Baffie entertained the public with his inimitable commentary full of dark humour and repartee in response to the words of his colleagues.

First in the interviewee’s chair, the CEO of RTL Group’s radio stations in France, Christopher Baldelli, stated that he was heading into the 2015/2016 season with a sense of pride and confidence. “We have the great pleasure of working together, and I think that listeners also take pleasure in listening to us. We can talk with unwavering confidence as the last season saw us undertake three big changes which all paid off, as demonstrated by the increases in audience figures.”

So, as you don’t change a team that’s winning, the 2015/2016 RTL Radio line-up will not see much reorganisation. “This year, we have not undertaken any big changes – it’s not a thing that we can do every year – but rather we have made some adjustments,” confirms Baldelli.

In view of the upcoming presidential elections, the political broadcasts have undergone the most “adjustments”. The veteran political journalist Olivier Mazerolle is joining the morning programme and will have the responsibility for the political interview broadcast at 07:50 during the main bloc of information RTL Matin with Yves Calvi at the helm from 07:00 to 09:00. Nicolas Domenach and Benjamin Sportouch are new voices that are to be added to the programme (Backstage reported). As for Le Grand Jury, the programme will still be presented by Elizabeth Martichoux, accompanied by new partners and subject to a change in airing time (Backstage reported).

Christopher Baldelli also made sure to explain his idea of the role of a radio station like RTL Radio, especially in this period where the next presidential election campaigns are heating up: “We are a large media organisation in a world that is always changing, and as such we have a great responsibility, not just to provide news on tap, or to preach or teach, but rather to provide listeners with the tools with which to inform themselves. RTL Radio owes it to itself to be an impartial radio station, a sort of federative media, free from demagogy.”
Other “adjustments” include those to *On refait le monde*, where Marc-Olivier Fogiel is enlarging his circle of pundits, welcoming international journalists from all over the world. As for *Les Grosses Têtes*, they are to welcome new members, such as Karine Le Marchand, Cristina Cordula and Benjamin Castaldi, among others. At the same time *A la Bonne Heure* will be able to call on new voices, which may already be familiar to listeners, in particular Cyprien Cini et Adeline François who are already well-established on the air. Finally, a special event is also planned for the European Cup football event which will take place in France in 2016.

The Chairman of the Board of the RTL Group’s radio stations in France closed the conference by explaining that RTL Radio was “a radio station that speaks to everyone in France, no matter their age, their job, or their political orientation,” and that the station aims to remain France’s number one radio station, after having ended the previous season with an audience share of 11.8 per cent, far ahead of the nearest rival.

As a reward for his efforts with the digital part of the business, France’s number one radio station won the CB News prize for Digital Strategy.

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**WHAT THEY SAID?**

“Last year we built a strong foundation, this year we are adding rhythm and tone.”

*Yves Calvi*

(*RTL Matin*)

“Breaking down political news doesn’t need to be flashy, it just needs a critical eye.”

*Alba Ventura*

(*RTL Matin / political department*)

“If I want to have a good day, I don’t listen to the interview. I always find a flaw.”

*Olivier Mazerolle*

(*RTL Matin / L’invité de RTL*)

“We are going to see a growth in strength with the presidential election campaigns”

*Elizabeth Martichoux*

(*Le Grand Jury*)

“This year, we are going to have more fun; the idea is to help listeners understand, even if it is a group of friends having a laugh, and conveying the idea that we are all part of the same family.”

*Stéphane Bern*

(*A la bonne heure*)
On 18 September 2015, the Cologne children’s channel Super RTL kicks off the new TV season with three series from DreamWorks Animation – two new launches and a sequel. For the occasion the channel has even established a new programme label: “Toggo Serien Kino”.

Germany – 8 September 2015

Accompanied by a marketing campaign with a media volume of over €10 million, Super RTL will show Der gestiefelte Kater – Abenteuer in San Lorenzo and King Julien during the strong pre-primetime time slot. In November, the third season of the hit series Dragons – Auf zu neuen Ufern will launch on free-to-air TV.

Super RTL Managing Director Claude Schmit says: “We have been preparing for this moment for a long time. Now we can simultaneously offer our viewers three extraordinary animated series in movie quality.” Jörg Nommensen, Director Sales & Marketing, adds: “We are celebrating the launch with the biggest marketing campaign in our history, and nobody will fail to notice the DreamWorks themes this autumn. We are certain that our new serial heroes will cause a sensation. The outstanding success of the ‘Dragons’ TV series and the corresponding licensed products have already proven the enormous potential of the DreamWorks themes.”

Jonathan Baker, Head of International Consumer Products at DreamWorks Animation, comments: “The power with which Super RTL promotes our themes is outstanding and generates clear effects in our consumer products business. The results to date exceed our expectations. We are very happy to have found a reliable partner in Super RTL, which takes care of our themes in an integrated way and sustainably strengthens their presence in the German speaking region.”

Next >
The children’s channel is treading new ground with its marketing campaign. For the first time it will launch a high-profile advertising campaign in cinemas nationwide using numerous methods – ads, cinelights and branded popcorn bags. A new event tour through a variety of shopping centres will also bring over 15,000 children into direct contact with the series heroes thanks to the sophisticated design of a special campaign stand. The channel says that millions of households will also be targeted through widespread promotional activities.

Along with the launch of “Toggo Serien Kino” the campaign will also feature on all of the Cologne-based channel’s platforms and in all relevant children’s print titles. Within Mediengruppe RTL Deutschland cross-promotional measures will be implemented on a large scale. The DreamWorks serial stars are advertised with large-scale outdoor advertising, in indoor playgrounds and at swimming pools. Trailer visibility in McDonald’s restaurants throughout Germany, a massive online campaign and the distribution of branded exercise books round off the marketing package.
On 3 September 2015, Berlin-based radio station 105’5 Spreeradio became the first commercial radio station ever to win a prize in the Best Current Affairs Report category at the Deutscher Radiopreis awards in Hamburg.

Germany – 7 September 2015

The Grimme Prize jury awarded the prize to Yvonne Fricke and Toni Schmitt for their current affairs report about people smugglers, Schlepperbanden – Menschenleben werden Ware. The report highlighted the various aspects of the problem of people smuggling gangs. The programme makers talked to smugglers and refugees, and also to volunteers, official agency employees and members of the German Federal Police.

Yvonne Fricke and Toni Schmitt were already nominated for the prize last year. All in all, four channels belonging to the RTL Radio Deutschland radio portfolio made it into the finals in four different categories: Katja Desens from 104.6 RTL – Berlin’s ‘Hit Radio’ (Best Presenter), Arno und die Morgencrew (Best Breakfast Show) and Antenne Thüringen (Best News and Information Programme).
Gert Zimmer, CEO of RTL Radio Deutschland, Germany: “This is an outstanding achievement, and I would like to extend my warmest congratulations to the prize winners and to the entire team. It is not an easy feat to win an award in a field that often involves intensive and difficult research. Toni Schmitt and Yvonne Fricke prove with a high level of journalistic quality, continuity and an instinct for bringing the major issues of our times closer to the audience that they are absolutely on par with the public broadcasting channels.”

Stephan Schmitter, Managing Director of RTL Radio Center Berlin: “The fact that 105’S Spreeradio is the first private radio channel to win an award in this category is an incredible achievement for our reporter Toni Schmitt and for the whole team. It emphasises that the commercial radio channels also have a good instinct for pressing current affairs, and know how to skilfully and passionately present these to their audience.”

This year, the Deutsche Radiopreis prize was awarded in eleven categories. The independent Grimme Prize jury selected the winners from hundreds of submissions – in each category, there were three nominees. The Deutscher Radiopreis is sponsored by the radio programmes of German public broadcasting channel ARD, the channel Deutschlandradio and Germany’s commercial radio channels.

The awards ceremony was hosted by Barbara Schöneberger and aired live on TV and radio.
New research report says: programmatic online video advertising in Europe to grow fivefold in the next five years to become a €2 billion industry.

North America – 10 September 2015

On 9 September 2015, SpotX published a new research report conducted by the global analyst firm IHS which looks into the growth of programmatic online video advertising across Europe. According to the report, programmatic online video advertising has grown almost twenty-fold from €22 million in 2012 to €375 million in 2015 and will grow at a rate of 38.7 per cent between now and 2020, when more than half of all online video advertising revenue in Europe will be generated programmatically.

IHS identifies 23 per cent of online video advertising in the UK as traded programmatically in 2015, compared with 34 per cent in the Netherlands and 19 per cent in France. This is predicted to grow substantially, to 63 per cent in the Netherlands, followed by 60 per cent in the UK and 54 per cent in France in 2020.

The UK programmatic video advertising market is worth €135 million now, and is expected to grow to €602 million by 2020. Revenue in France is expected to rise to €358 million. The report sizes the programmatic video advertising market in Germany at €31 million, with growth expected to reach €254 million in 2020, making it the third largest market in Europe.
Commenting on the research, Mike Shehan, CEO of SpotX, explains: “These findings reflect the growth of our business, with revenues rising 90 per cent year-on-year in the first half of 2015. As a result, we have invested heavily into Europe over the past year, appointing three new Managing Directors, and recruiting more staff.”

Daniel Knapp, Senior Director of Advertising Research, IHS, adds: “Our new analysis reveals the extent of the growth trajectory for online video advertising, with programmatic video advertising growing rapidly and taking an ever increasing share. The majority of growth in the next five years will come from broadcasters’ video catch-up inventory moving to programmatic trading.”

The research report follows a rebrand from SpotX last week, where the company shortened its name to highlight its evolution from an ad exchange to a holistic inventory management platform, developed specifically for the supply side.

The full report from IHS can be downloaded here.

### METHODOLOGY

IHS conducted in-depth 35 interviews with media owners, sales houses, agencies, technology intermediaries, advertisers and industry organisations and combined this with the proprietary IHS advertising market database across all media which includes media buyer and seller sentiment indices, market size and growth trends. Additional quantitative and qualitative inputs from third party data were harmonised and aggregated in the IHS econometric advertising forecasting models to produce an outlook to 2020.
Beyond the simple statement of the facts

**RTL Belgium**

On Tuesday 8 September 2015, *RTL Info* presented a special edition programme: *Migrants, tous concernés* (Migrants: everyone is affected) broadcast at 19:45 on RTL-TVI, Bel RTL and RTLinfo.be. The programme attracted an audience share of 31.4 per cent in the target group (18-to-54 year-old shoppers).

Belgium – 8 September 2015

Why not take a look?

**FremantleMedia France**

In September 2015, the web series *Pourquoi?* (Why?) produced by FremantleMedia France for Télé-Loisirs passed the one million views in total, since its first episode went online on 18 May 2015. Click on the image to enjoy the first season of *Pourquoi?*

France – 4 September 2015

A great summer

**M6**

Groupe M6 achieved very good audience share of 22.6 per cent among women under 50 responsible for purchases, an increase of 1.7 points compared to summer 2014. It’s the only year-on-year increase recorded for by any broadcaster among this target group.

France – 10 September 2015

Rendez-vous in Cannes

**BroadbandTV**

BroadbandTV has been short-listed in the MCN of the Year category at this year’s Content Innovation Awards. The awards are organised by Digital TV Europe and TBI Vision and are being held in Cannes ahead of MipCom. Click here to view the full 2015 shortlist.

North America – 10 September 2015

In the benefit of science

**La Sexta**

La Sexta has launched a new science award. In collaboration with the Fundación Axa, the channel awards the Premios Constantes y Vitales, as part of its corporate responsibility programme in the categories biomedical research and preventive health care.

Spain – 9 September 2015
On 8 September 2015, FremantleMedia announced the appointment of David Liddiment as Non-Executive Chairman FremantleMedia UK (FMUK). He will sit on the FremantleMedia Operating Board advising on a range of matters in the UK and globally.

Liddiment will support and advise Interim CEO FMUK, Richard Holloway, as well as the Managing Directors of FMUK labels – Boundless, Euston Films, Newman Street, Retort, Shotglass Media, Talkback and Thames – and the FMUK Management Team to help grow the genres and commercial opportunities for the UK business.

Cécile Frot-Coutaz, CEO of FremantleMedia, says: “David is one of the UK’s most respected industry leaders. He combines a wealth of experience, an impressive mix of creativity, strong editorial judgement and a deep understanding of UK audiences and the creative community. I’m delighted that we will benefit from his knowledge and experience in this important market.”

David Liddiment adds: “I am really looking forward to taking up this role. FremantleMedia is amongst the liveliest and most creative companies I have encountered in my career. As well as producing some of TV’s most iconic programmes, the labels at FMUK are bursting with fresh and exciting programme ideas. In addition, FremantleMedia’s global operation in programme distribution and digital is hugely impressive and I relish the opportunity to work with colleagues on the Operating Board to navigate our way through the challenges of a rapidly changing media landscape.”

In 2003, Liddiment was presented with the Royal Television Society’s Gold Medal for outstanding services to television. In addition to his TV work, David set up and ran the Old Vic Theatre Company with Kevin Spacey (2003-2007) and is currently Chairman of the acclaimed contemporary art gallery The Hepworth Wakefield.

Liddiment is a highly experienced creative leader with a long career in the media. He was most recently Co-founder and Creative Director of the independent production company All3Media and a BBC trustee from 2006 to 2014. He was formerly Director of Programmes and Channels at ITV (1997–2002), where commissioning highlights include Pop Idol, I’m A Celebrity Get Me Out Of Here, Who Wants To Be A Millionaire, Sally Wainwright’s At Home With The Braithwaites, Kay Mellor’s Fat Friends and Mike Bullen’s Cold Feet.
From 17 September 2015, Carine Galli will be joining W9 to present the tenth season of 100% Football, scheduled every evening during the UEFA Europa League.

Carine Galli, who takes over from Vincent Couëffé, will be joined by some pundits and celebrities and thus present the evening programme, review the matches and lead the panel discussion. The programme, which first aired in 2005, will be broadcast throughout the season after every evening of UEFA Europa League games around 23:00.

Carine Galli is a football fan and has been a sports journalist on RMC since 2009. She has worked on Eurosport since 2012 and L’Équipe 21 since 2013. She also appeared on BFMTV in 2014 to provide analysis and commentary on special programming. The presenter will continue to work with L’Équipe 21, RMC and Eurosport.
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