

Germany

The German version of *Pop Idol* returned for its third season on RTL Television in 2005 to record audiences



Our family of channels maintained its leadership of the German TV market, supported by excellent performances from two of the smaller channels, VOX and Super RTL.

Revenue 2005

€1,858m

2004 €1,826m

EBITA 2005

€244m

2004 €262m

RTL Group advertising market share 2005

43.5%

2004 44.2%

RTL Group audience share 2005*

32.2%

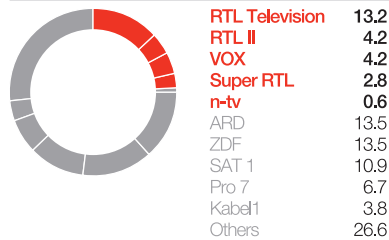
2004 32.9%

*Target: 14-49

Germany Television

TV national audience breakdown 2005 (%)

Source: GfK
3+

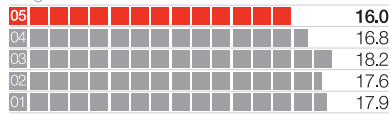


TV audience share 2001/2005 (%)

Source: GfK

RTL Television

Target: 14-49



RTL II

Target: 14-49



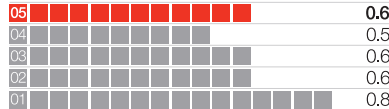
VOX

Target: 14-49



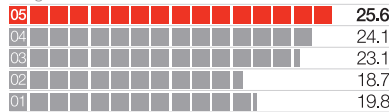
n-tv

Target: 14-49



Super RTL

Target: 3-13



The German advertising market remained sluggish in 2005, although there were some signs of improvement in the second half of the year. Competition between broadcasters was as intense as ever, but the RTL family of channels remained the clear leader in the 14 to 49 year-old target group with a combined share of 32.2%, though this was down on the previous year (32.9%).

RTL Television lost some viewers, as did most of Germany's "first tier" channels, although it remained number one in its target group. Some of the smaller channels gained audience share at the expense of their larger competitors – VOX and Super RTL were two of the strongest performers, both making significant gains in market share. Measures taken to boost RTL Television's share of audience in 2006 include substantial investment in major new programmes such as the big budget TV movie *Die Sturmflut (Stormtide)*, produced by the FremantleMedia company teamWorx.

The RTL family of diversified businesses continued to develop. With the opening up of digital TV in Germany, new offers and subscription-based channels are being developed to target special groups. By the end of 2005, contracts had been signed with three key cable

operators, Kabel Deutschland, Kabel BW and Unity Media, thus securing digital distribution via cable for the RTL channels throughout Germany.

In April 2005 Anke Schäferkordt took over as Chief Executive of RTL Television, and in September she became Head of the German RTL Family.

RTL Television

RTL Television was Germany's number one channel for the thirteenth consecutive year. Its well-established mix of big shows, exciting fiction and reality formats ensured that it retained a clear lead over its competitors with a share of 16.0% of the 14 to 49 year-old target audience.

RTL Television had the country's most successful movie, *Harry Potter And The Philosopher's Stone*, which scored an impressive 45.9% share of the target audience. The channel also had the top performing series of the year, *Alarm Für Cobra 11*, and the most liked sitcom, *Nikola*. The long-running soap *Gute Zeiten, Schlechte Zeiten (Good Times, Bad Times)* was once again the leading daily series on German TV. A special movie episode was shown in October 2005 to mark the show's 3,333th edition.

Television holdings

RTL Television: 100%

RTL II: 35.9%

Super RTL: 50%

VOX: 99.7%

RTL Shop: 100%

n-tv: 50%

Traumpartner TV: 100%

Universum Film: 100%

Cologne Broadcasting Center: 100%

01 New two-part event format:
Typisch Frau, typisch Mann

02 In its sixteenth season *Alarm für Cobra 11* continues to be a ratings hit for RTL Television

03 Celebrity cook Tim Mälzer prepares another delicious offering on VOX

01



The *Idols* format *Deutschland Sucht Den Superstar* started its third season in November 2005 on a high note – 5.3 million viewers watched the first show. The classic quiz show *Wer Wird Millionär?* (*Who Wants To Be A Millionaire*) again performed strongly, as did the world-record spectacular *Domino Day* and the tenth *Spendenmarathon*, RTL Television's annual charity show.

Reality formats with high production values were a distinctive theme in 2005. Tine Wittler's home makeover special *Einsatz In Vier Wänden – Spezial* was one of the top performers in prime-time, with *Super Nanny* also scoring well. Two new productions, the home-documentary *Unsere Erste Gemeinsame Wohnung* and the TV romance *Bauer Sucht Frau*, made strong debuts.

The prime-time show *RTL Aktuell* took the top position among main news shows watched by the target audience. Other news magazine formats, such as *Punkt 12* and *RTL Nachtjournal*, also held on to their leading market positions. *Punkt 9* improved its share by 3.7 percentage points to 20.3%.

RTL Television also had the most successful magazine formats, with the prime-time show *Stern TV* and the boulevard magazine *Explosiv* both performing well.

Formula One motor racing continued to draw large audiences, peaking with the Canadian Grand Prix in June 2005 which attracted nearly 10 million viewers. The average for all 19 races was 6.9 million.

VOX

This was another great year for VOX. The Cologne-based channel delivered a record 6.4% share of the target market (14 to 49 year-olds) – a year-on-year improvement of 16%.

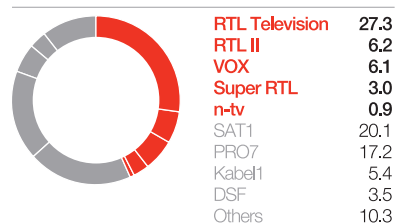
High quality US productions, such as the crime series *CSI:NY*, *CSI, Law & Order: Criminal Intent* and *Crossing Jordan*, were the main driver of VOX's excellent ratings. Another US series, *Gilmore Girls*, transferred successfully from daytime TV to a new Tuesday evening slot.

TV chef Tim Mälzer was the top performer of VOX's in-house productions. His *Schmeckt Nicht, Gibt's Nicht* is German television's most successful cooking show, and his second book spin-off, *Born to Cook 2*, was an immediate number one in the non-fiction bestseller list for its publishers, Mosaik-Verlag. VOX's weekend schedules continued to be dominated by the magazine formats that have been successful for many years, such as *Auto Motor Und Sport TV*. Presented by Peter Stützer, this is one of the most popular motoring shows on German TV. It celebrated its 500th episode in autumn 2005.

VOX further enhanced its stature by winning two awards, one of them a Gold, at the Promax/BDA trade fair in New York for its Faces 2004 presenter campaign.

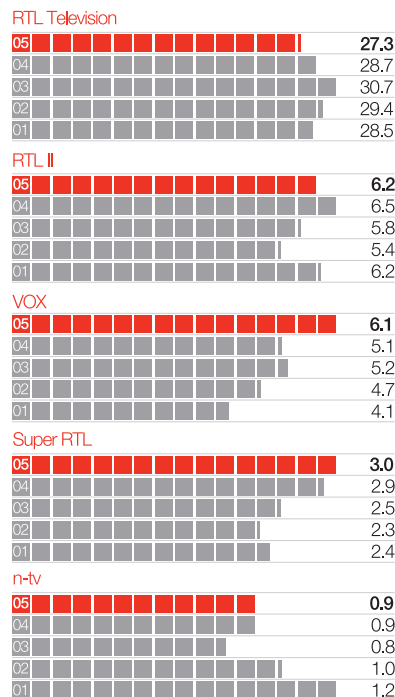
TV national advertising breakdown 2005 (%)

Source: Nielsen S+P



TV advertising share 2001/2005 (%)

Source: Nielsen S+P



02



03



Germany Television

RTL II

2005 was a year of innovation for Munich-based RTL II. New and inventive programming helped it retain its position as the leading "second tier" channel with programming aimed at younger adult viewers. In 2005 it achieved a market share of 8.2% of 14 to 29 year-olds.

RTL II was successful in developing the science magazine show *Welt Der Wunder* as a highlight throughout Europe, and the show spawned a number of spin-off formats. The channel was also successful with a new prime-time reality-soap about the joys of cooking, *Die Kochprofis*. This was one of several shows to establish themselves as solid brands on German TV – another was the popular series *Frauentausch*. The *Big Brother* show continued to be a mainstay of RTL II's programme schedule – in March 2005 *Big Brother – Das Dorf* was launched as a daily reality-soap.

Another innovation was Indian cinema, which RTL II has established as a completely new genre on German television. It is the first and only German channel to dub Bollywood movies and broadcast them at prime-time, where they have become cult viewing.

The quality of RTL II's on-air design and promotion was recognised with nine awards, including two Golds, at the PROMAX/BDA trade fair.

Super RTL

2005 was Super RTL's most successful year yet. Ten years after its formation in 1995, the entertainment channel for children and their families has a powerful position as the clear market leader in German children's television.

Super RTL's market share of 25.6% of 3 to 13 year-olds was its best ever annual average and nearly double that of its closest competitor. Disney formats such as *Kim Possible* performed strongly, alongside innovative in-house productions such as *TOGGO United – Die Fussballshow* and the channel's educational shows, including *Finger Tips* and *Art Attack*.

Super RTL's successes continued on the internet, where its TOGGO and TOGGOLINO websites scored up to 150 million page impressions per month. The two subscription websites, TOGGOLINO Club and TOGGO CleverClub, were much in demand and now have 85,000 subscribers. Super RTL also has a thriving merchandising business. It broke new ground in 2005 with the marketing of *Kim Possible* – the first time that the Walt Disney Company has assigned the ancillary rights as well as the broadcast rights for a series to a TV channel.

01 Part of the continuing *Bollywood* offering on RTL II

02 New series *Arme Millionäre* was amongst the top 10 series on German TV in 2005

03 *Kim Possible*, a successful format and one which Super RTL also has the ancillary rights to

04 *Stars for Free*: 17,000 tickets distributed free of charge among 104.6 RTL listeners



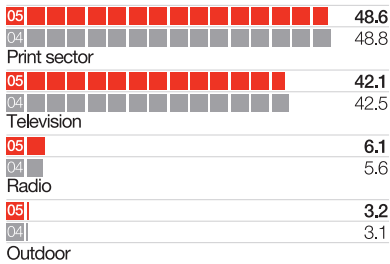
03



Germany Radio

German advertising market (%)

Source: Nielsen Media Research

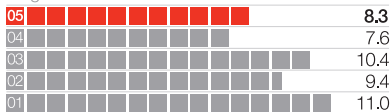


Audience share 2001/2005 (%)

Source: MA 2005

104.6 RTL

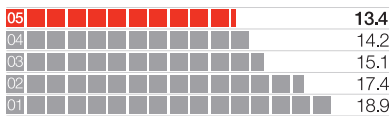
Target: 14+



Advertising share 2001/2005 (%)

Source: Nielsen S+P

104.6 RTL



We continued to develop our portfolio of shareholdings in German radio stations. RTL Radio Deutschland acquired additional stakes in 89.0 RTL, Radio Brocken and Hitradio RTL Sachsen. At the end of 2005, the portfolio contained investments in 18 stations, mostly minority participations because of regulatory constraints in Germany. These stations have a combined audience of almost 4.4 million listeners per average hour. In January 2006 the 40% stake in BB Radio was sold.

RTL Radio Deutschland works with the radio stations to develop cross-marketing and promotion opportunities and encourage the sharing of best practices. The recently established editorial platform, RTL Radio Content Desk, provides a range of programming, including news coverage and comedy produced with media partners RTL Television, n-tv, Financial Times Deutschland and wetter.de. It has been well received by the stations, 15 of which made use of its material.

Radio holdings

104.6 RTL: 100%
 RTL – Die besten Hits aller Zeiten: 100%
 Hitradio RTL Sachsen: 58%
 89.0 RTL: 53.5%
 Radio Brocken: 53.5%
 BB Radio: 40%
 Hit-Radio Antenne Niedersachsen: 36%
 Sachsen Funkpaket: 31.9%
 Radio Hamburg: 29.2%
 Antenne Mecklenburg-Vorpommern: 24.4%
 Radio 21: 17%
 Radio NRW: 17%
 Antenne Bayern: 16%
 Rock Antenne: 16%
 Antenne Thüringen: 15%
 Radio Top 40: 8.7%
 Oldie 95: 4.8%
 Radio Ton: 2%

RTL Radio Deutschland also fosters cooperation by arranging meetings of station executives. Following a conference of sales and marketing directors in 2005, the RTL radio participations agreed on a mutual marketing plan for the 2006 FIFA football World Cup hosted by Germany. A total of 23 licensed radio broadcasters, 12 of them RTL Radio Deutschland participations, will offer the only nationwide FIFA private radio offer.

