

Corporate responsibility



24 hours of programming designed to inspire viewers to donate for children in need. In 2006 RTL Television's Spendenmarathon raised over €5 million.

Many successful companies, one set of values

As the leading European entertainment network, our products and services reach many homes and individuals in many countries. We have certain responsibilities to all these viewers and their communities, as well as to our employees and shareholders.

We recognise that business success is not measured purely in financial terms, and acting as a responsible citizen has always been an integral part of our business philosophy. In this way, we are accountable to all, and we expect our companies to discharge their corporate responsibilities following the same principles. However, the wide range of activities and initiatives this embraces naturally reflects our decentralised corporate structure.

In this year's report on responsibility we focus on three main areas:

- Children – our future, the world's future
- Credibility – editorial standards and journalistic freedom
- Diversity – the value of many different individuals



RTL Nederland broadcasts the annual Friends for War Child concert. War Child protects and supports children in areas of armed conflict.

Children

We believe children have a right to look forward to life. Therefore many of our activities focus on health, opportunity and education, especially for children currently under-served by our society. Here we describe some of our companies' initiatives.

RTL Television Germany. The company's 11th Spendenmarathon (Telethon) to support children in need took place over two days in November 2006 and raised over €5 million. Wolfram Kons presented 24 hours of programming designed to inspire viewers to donate, including special auctions and attempts at world records. Since the project started, it has raised more than €56.54 million. With the donations, RTL Television is directly supporting relief projects for children in need, not just in Germany but throughout the world.

RTL Radio France. RTL supports the non-profit organisation Hôpitaux de France through its initiative Pièces Jaunes (Yellow Coins) which aims to improve the quality of life for children in hospitals. Since 1989, the initiative has funded over 5,000 projects, and this year RTL was participating for the 18th time. The scheme kicked off with presenters, journalists, artistes and sports stars raising over €50,000 during a special radio show.

RTL Belgium and RTL Luxembourg. The companies collected over €7.2 million through their Télévie fundraising event in 2006, and have raised almost €77 million since the start of the initiative in 1989. Télévie was created to help finance and improve research into cancer and children's leukaemia.

RTL Nederland. The company has special ties to War Child, which protects and supports children in areas of armed conflict. It broadcasts the annual Friends for War Child concert, and on the same evening presents several other programmes showcasing the organisation's good work. RTL Nederland also provides free advertising airtime to help Meldpunt Kinderporno, which runs a hotline for reporting child pornography, to promote its efforts more effectively.

Antena 3. Antena 3 Foundation launched a new channel for hospitalised children which combines conventional content such as films, series and cartoons, with educational programming and friendly and entertaining programmes designed to promote good health. The channel, FAN3, airs from Monday to Friday, free of charge and has no advertising.

IP Deutschland. Every year the employees support a good cause and in 2006 collected €10,000 to help the Cystic Fibrosis Center in Cologne care for children, young people and adults with cystic fibrosis.

104.6 RTL Radio. For ten years, the Berlin radio station has collaborated with the city's transportation services to collect donations towards gifts for children who have to spend Christmas in hospital, and also for socially disadvantaged children.

Super RTL. As it is a leading children's broadcaster, you'd expect Super RTL to be active in this area and they don't disappoint. Initiatives include: Media Smart, providing primary school children with the tools to help them interpret, understand and use information provided in advertising to their benefit; Peb & Pebber the puppet nutrition heroes; the Lazy Town puppets and animation which promote an active healthy lifestyle; Toggo's favourite book competition; the WOW science competition for primary schools; and Bob the Builder's efforts to build an environmentally friendly town. This year our Toggo TV Special team also matched a children's choir donation of €10,000 to Unicef, and our Super RTL presenters teamed up as the singing group Toggo 5, and donated one euro for every Christmas CD sold, to the RTL Spendenmarathon.

Vox. The company raised over €300,000 during the Vox telethon 2006 to benefit a school project for AIDS orphans in Swaziland, enabling youngsters to receive food and education in a familiar environment close to relatives.

As a Group we respect the special requirements and sensibilities of younger viewers and listeners. Our flagship children's channel, Super RTL in Germany, commissions external studies to improve its understanding of the ways in which children use television.

Corporate responsibility

Credibility

Media businesses have special roles in society. They are both opinion formers and information providers. Our aim is to offer a broad range of content, addressing all of society, which includes both quality information and popular entertainment.

Maintaining editorial standards

We regard editorial independence as sacrosanct and we apply rigorous ethical standards to ensure the material we broadcast is appropriate for the time of day, and sensitive to the needs of our audiences. As news and information programmes are central to our programme philosophy, we are committed to achieving the highest quality in these genres. Most of our news programmes are produced in-house. The local CEOs act as publishers and do not interfere in the production of content. The respective editor-in-chief is responsible for the editorial content. We thus ensure diversity of opinion through cultivating journalistic freedom. Our companies are just as rigorous in the application of advertising standards, either by membership of independent national organisations or by implementing their own control mechanisms.

FTSE4 Good Index

RTL Group continues to meet the criteria for the FTSE4 Good Index which lists companies which are making strong efforts to manage their social, ethical and environmental impacts, and who follow responsible business practices.

- RTL Television in Germany has a philosophy to ensure objective and fair news programming. In a survey conducted this year by Forsa, *RTL aktuell* was declared the most popular newscast on commercial television and the clear favourite among young viewers, who described it as appealing, varied, up-to-the-minute, easy to understand and modern.
- In France M6 won awards for two features at the 'Festival International du Scoop' in Angers. They were broadcast as part of M6's magazine *Enquête exclusive* with Bernard de la Villardière. The prize for the best current events scoop went to *Six semaines au coeur de la guerre du Liban* (*Six Weeks at the Heart of the Lebanon War*), which aired in early September. Stéphane Rodriguez, Paul Comiti and Géraud Burin des Roziers produced the award-winning film. Meanwhile, *Antiterrorisme: au coeur d'une police très secrète* prevailed in the 'Best Research' category. This report on the work of a top-secret anti-terrorism police unit working against the ETA was aired in May, and was produced by Xavier Deleu and Clarisse Feltin.
- The *RTL Nieuwsshow* in the Netherlands has a code of conduct for its journalists setting out their rights and obligations.
- According to two major surveys, Antena 3 News is the best in Spain. *Antena 3 Noticias* is the most watched news programme on Spanish TV with an audience share of 24.2 per cent.
- In the UK, Five's *Your News* section is pioneering stories and clips from the general public, whom it pays and credits for items shown.

Quality programmes

RTL Group is built upon the recognition that success in Europe, with its many languages, cultures and media regulations, can only come through having a strong local presence. All our operations are therefore run by local management. Our channels offer a wide variety of programme genres, yet each station retains its own particular profile.

RTL Television is Germany's leading private broadcaster for news programmes while M6 in France has a good reputation for its economic and investigative magazines. RTL Radio in France is famous for its political and cultural programmes while Five in the UK has a well-regarded strand of arts programmes.





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All RTL Group's German channels are members of the Voluntary Self-Control TV (FSF), which is funded and supported by various private channels. Its aim is to improve the protection of minors in TV and films, and to encourage better understanding of the impact of sex and violence in the media on young people's development.

In 2006 Five and the Arts Council of England, a national development agency for the arts, have launched the third phase of the Fivearts cities initiative in Oxford, designed to showcase the nation's cultural offering and to encourage people to explore the arts as well as their own creativity.

Diversity

The challenge of diversity is not just about equality of employment opportunity, but also about portrayal and output. Therefore it is a subject that touches all our staff and all our viewers, and our companies recognise and reflect the diversity of the cultures they serve.

Our channels are already using the latest technology to make programmes more accessible for all. Five has a strong commitment to its hearing-impaired audience with 60 per cent of the programmes subtitled, rising to 80 per cent in 2008. For digital transmission, our companies are introducing sign language translation and this will grow in the next few years, as will audio description for visually impaired viewers. Since 1998 M6 in France has actively participated in subtitling and significantly surpasses the mandatory quota of the French Media Authority (CSA).

case study: Diversity at Five

Five has a responsibility to ensure its output and staffing reflects the social and demographic profile of the UK, and has a number of initiatives to support this position.

Five is an active member and sponsor of the Diversity and Disability forums, which help raise awareness and take action to increase employment and portrayal of under-represented sections of the community.

These forums help us promote these issues with suppliers, particularly those responsible for our output. For instance, we sponsor a film we send out to production companies on the effects of background noise on the hard of hearing. We also work with PACT (the UK trade association for independent film and TV) to explore how we can promote diversity issues. In addition to regular monitoring and analysis of employee statistics, we also monitor the ethnic diversity of those involved in the production process.

We employ runners from under-represented and disadvantaged backgrounds to provide opportunities for people to break into the industry and gain valuable and transferable experience and skills. For the past five years, we've employed a broadcast trainee from an underrepresented part of the community, and this year we have jointly sponsored a disabled trainee with Sky to work on our news programmes.

In 2007, we are participating in the Disability Standard, which will allow us to compare our efforts with other industries through an audit of our employment, marketing, communication, output and systems. We advertise all vacancies internally and externally, and we work with the Ethnic Media Group to target recruitment media aimed at ethnic minorities.