

Sportfive retains its leading position in the football rights marketplace.

€million	2004	2003
Revenue	135*	269
EBITA	11	18

*lower revenue due to changed consolidation method in 2004

Holding
Sportfive: 25%

Our sports marketing business Sportfive is one of the world leaders and operates through an extensive network of subsidiaries, representative offices and agents.

A new ownership structure was put in place during 2004. RTL Group reduced its holding from 46.4% to 25%, and Groupe Canal+ and Jean-Claude Darmon sold their stakes. The two largest shareholders are now the private equity company Advent International and Goldman Sachs, who together hold 75% of the company.

Sportfive is a strong business and we are collaborating with our new partners to develop the company further and release its exciting potential.

A global leader

Paris-based Sportfive offers a complete range of sports rights marketing services, from stadium advertising and hospitality programmes to shirt sponsorships, ticketing services and the sale of international TV rights.

Its main focus is football. In 2004, it represented 34 European football federations, and marketed worldwide TV distribution rights for 10 national leagues, including those for England, Italy, Spain, France and Germany. It represented many clubs in the German Bundesliga and the French Ligue 1, and it partnered the African football authorities to boost revenues and raise the profile of African football around the world. In the qualification cycle for the FIFA World Cup in 2006, Sportfive will market at least 238 of the 282 matches.

Sportfive's stature in football marketing was confirmed in February 2005 when UEFA awarded it the contract to distribute the international television rights to the European Football Championships 2008.

Sportfive works with many RTL Group broadcasters to deliver top quality sports coverage to viewers around the world. As well as football, Sportfive markets other sports such as handball, rugby and boxing. In 2005, RTL Television in Germany will cover beach volleyball for the first time following a deal with Sportfive.

