



RTL Group  
Toronto & Boston, Citi Group  
8-9<sup>th</sup> October 2015



# Agenda



**Half-year  
2015 highlights**

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**Business  
segments**

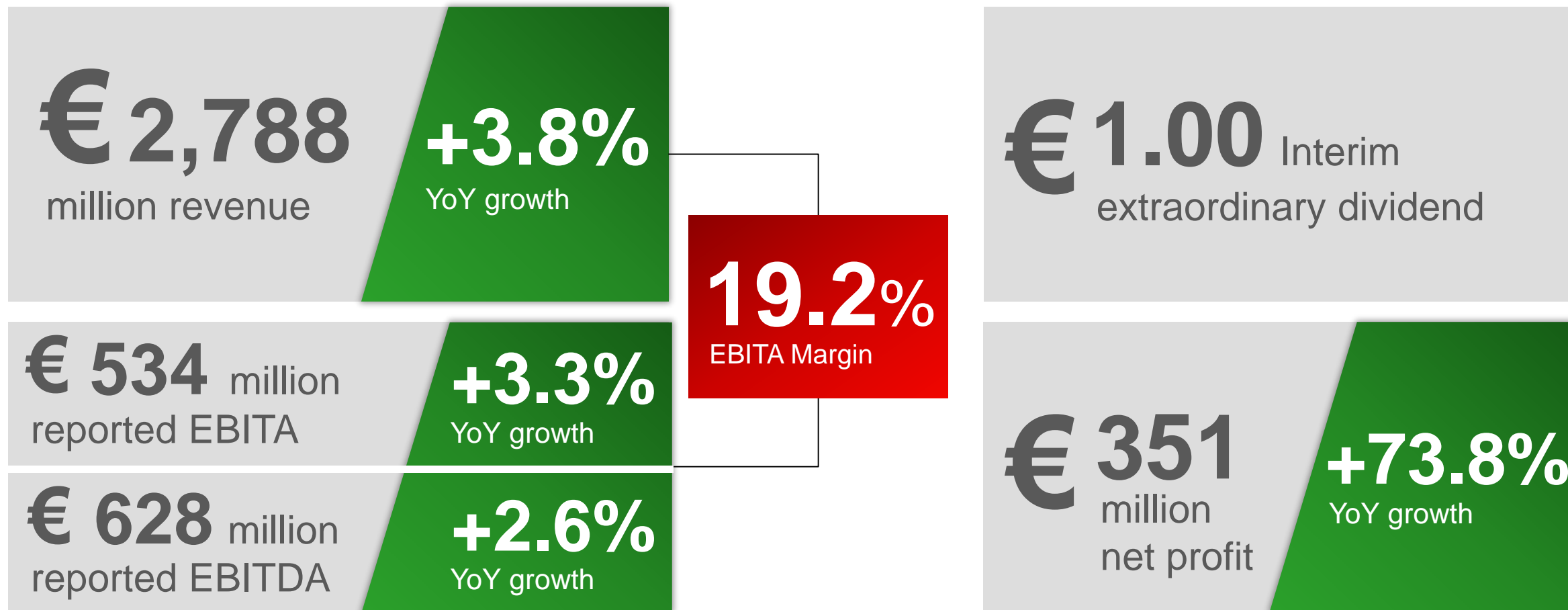
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**RTL Group's  
strengths &  
strategy**

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## Strong financial performance: revenue, EBITA and net profit up



# Agenda



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Business  
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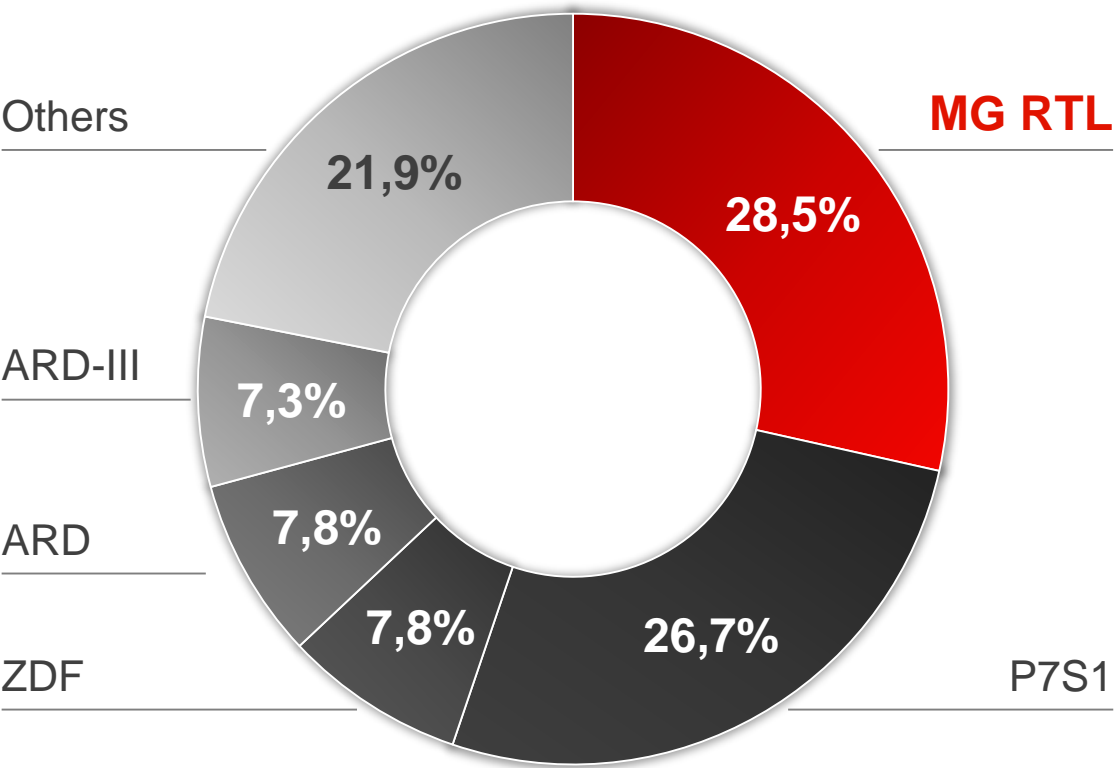
RTL Group's  
strengths &  
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# Mediengruppe RTL Deutschland

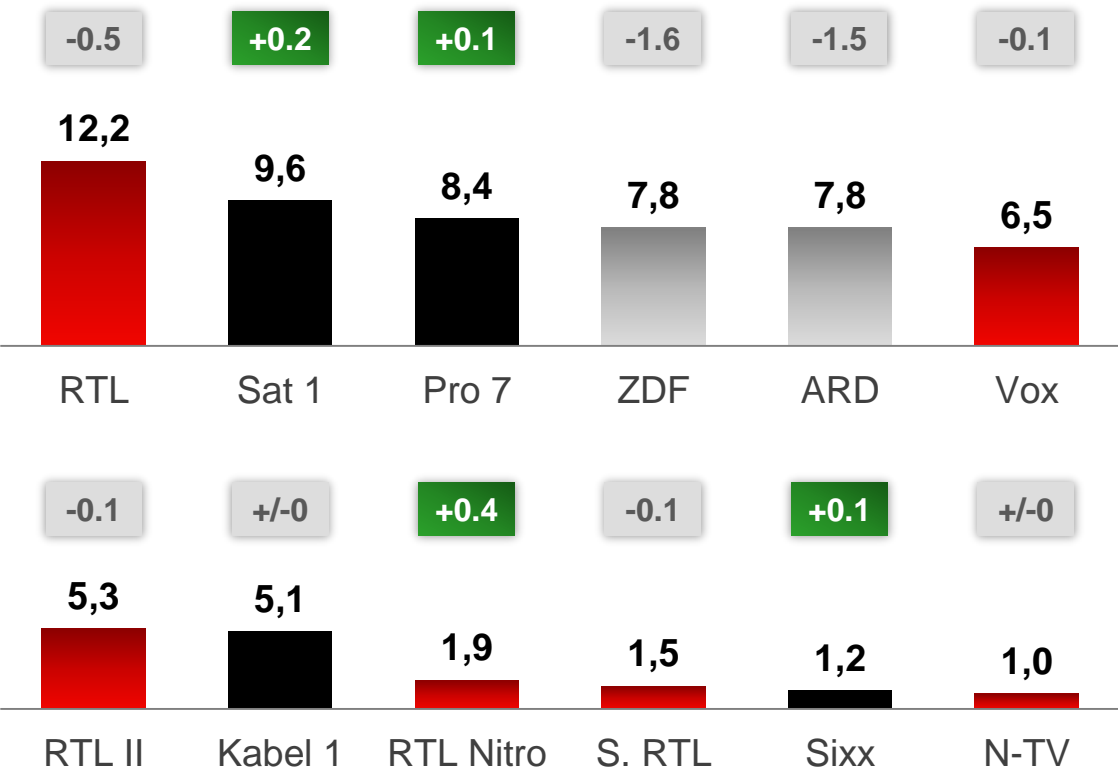
## Clear market leader in audience ratings...

FAMILY OF CHANNELS  
14 – 59 (in %), YTD 2015



Source: AGF in cooperation with GfK, YTD August  
Note: MG RTL De including RTL II and Super RTL

BY CHANNEL  
14 – 59 (in %)

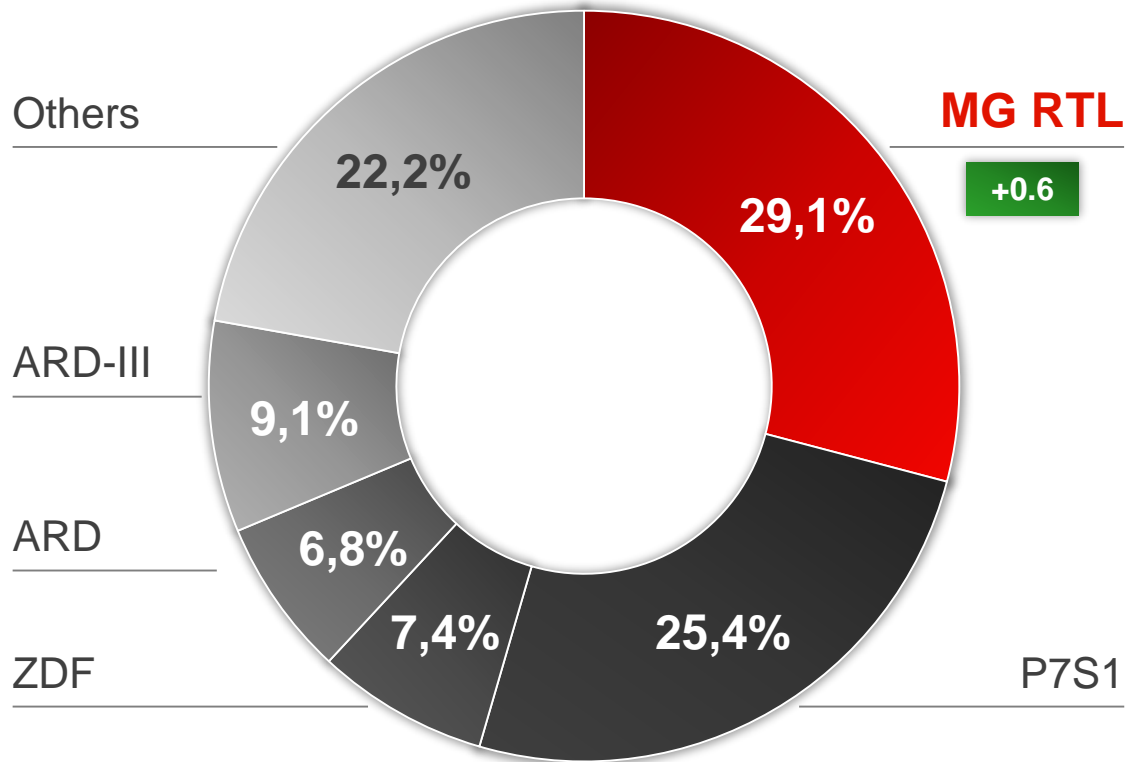


X Percentage point deviation vs. YTD August 2014

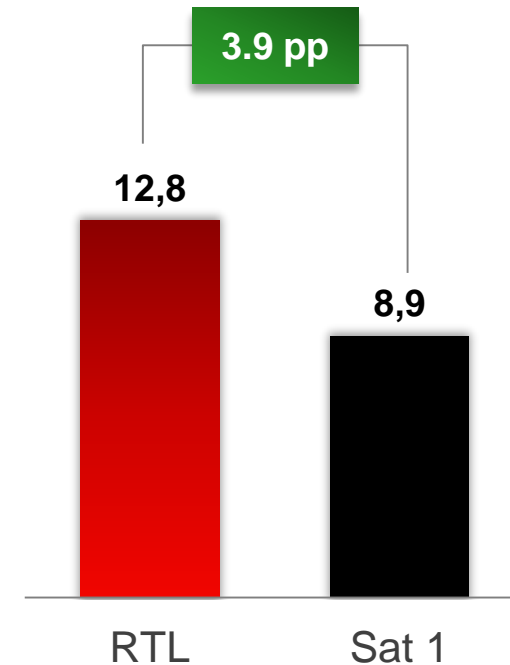
# Mediengruppe RTL Deutschland ...but especially in access Prime Time.....

## FAMILY OF CHANNELS

14 – 59 (in %), Access PT YTD 2015



## ACCESS PRIME TIME (17 – 20h) 14 – 59 (in %)



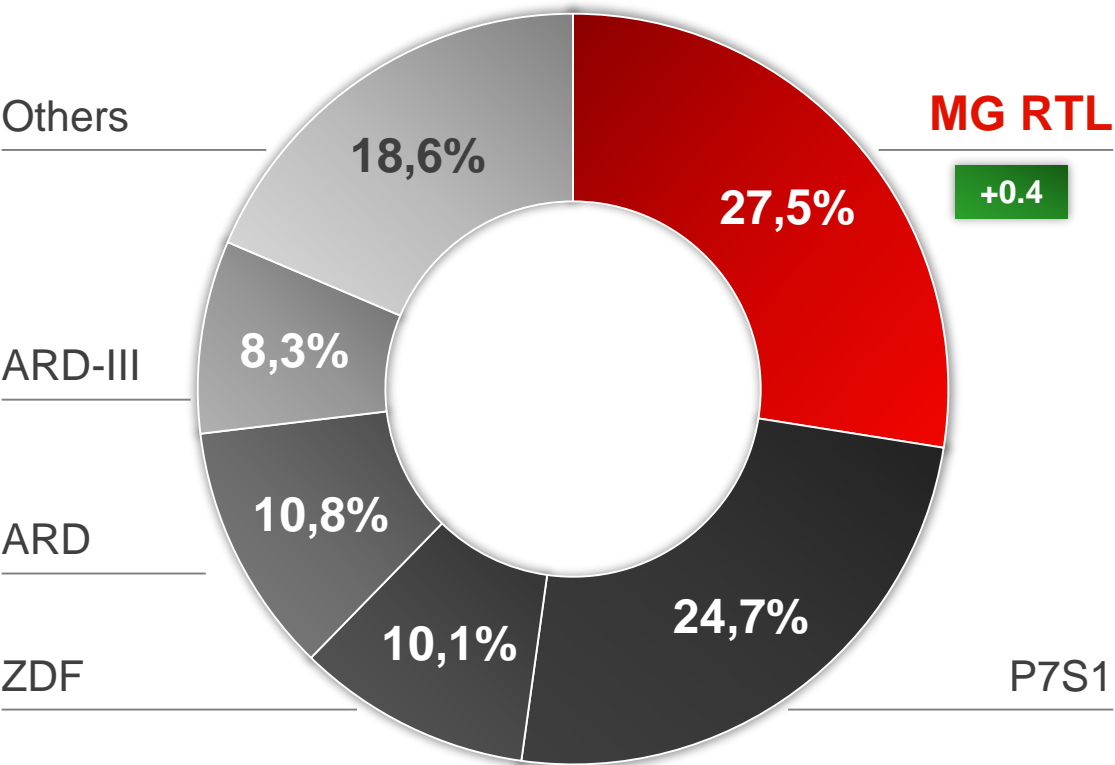
Source: AGF in cooperation with GfK, YTD August  
Note: MG RTL De including RTL II and Super RTL

+X Percentage point deviation vs. YTD August 2014

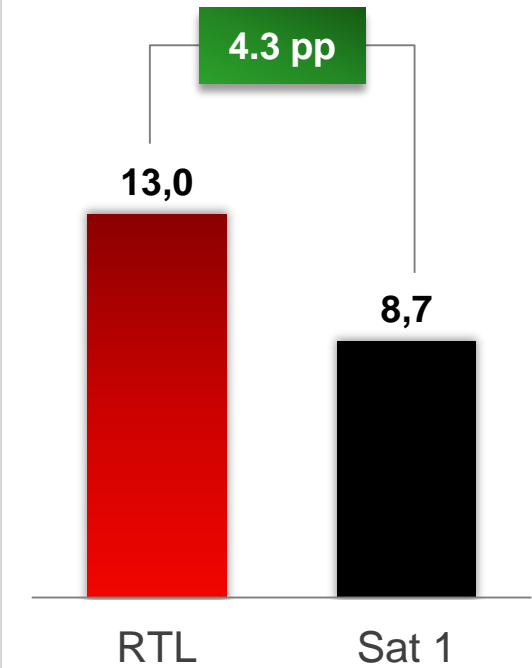
# Mediengruppe RTL Deutschland

## ...and Prime Time, the main ad revenue generation slots

**FAMILY OF CHANNELS**  
14 – 59 (in %), PrimeTime YTD 2015



**PRIME TIME**  
(20 – 23h) 14 – 59 (in %)



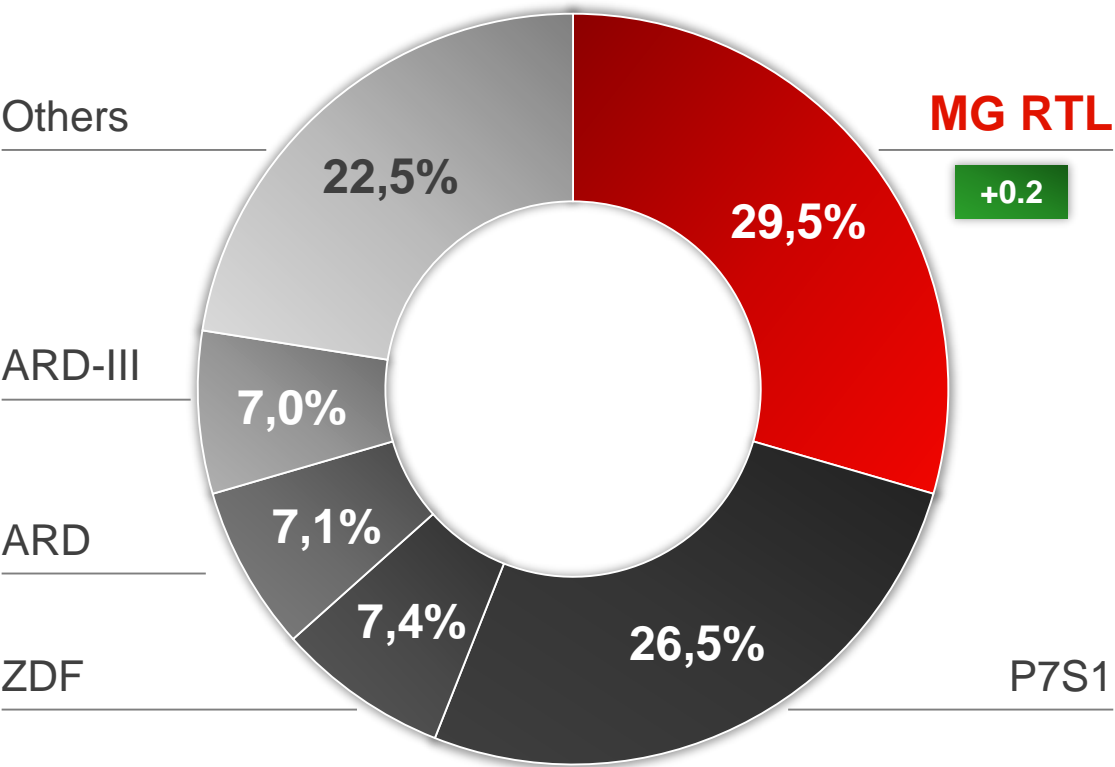
Source: AGF in cooperation with GfK, YTD August  
Note: MG RTL De including RTL II and Super RTL

+X Percentage point deviation vs. YTD August 2014

# Mediengruppe RTL Deutschland

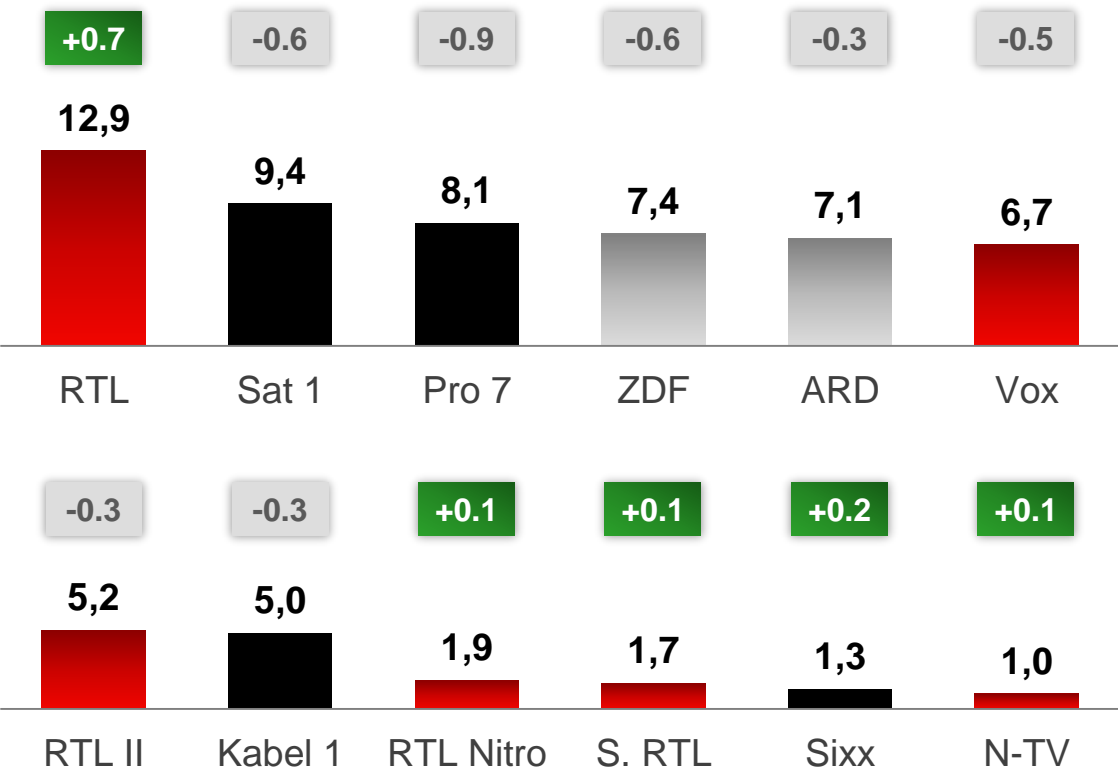
## Good start into new season for main channel

FAMILY OF CHANNELS  
14 – 59 (in %), September 2015



Source: AGF in cooperation with GfK, September 2015  
Note: MG RTL De including RTL II and Super RTL

BY CHANNEL  
14 – 59 (in %)



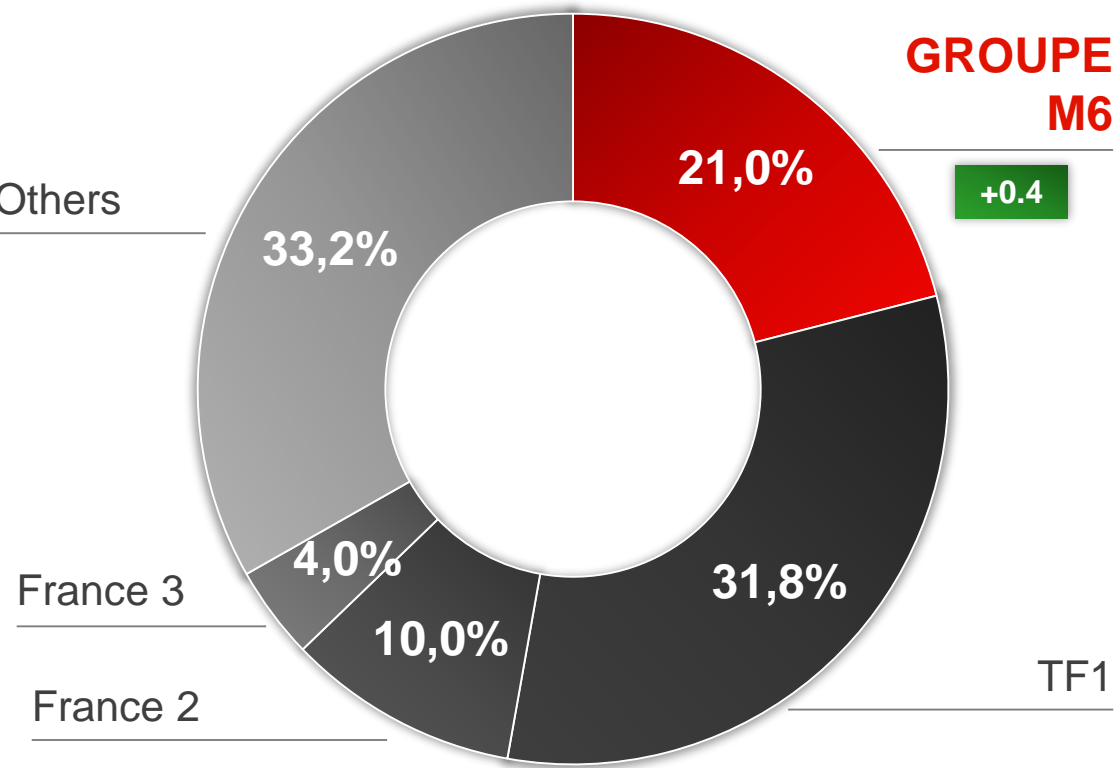
X Percentage point deviation vs. September 2014



# Groupe M6

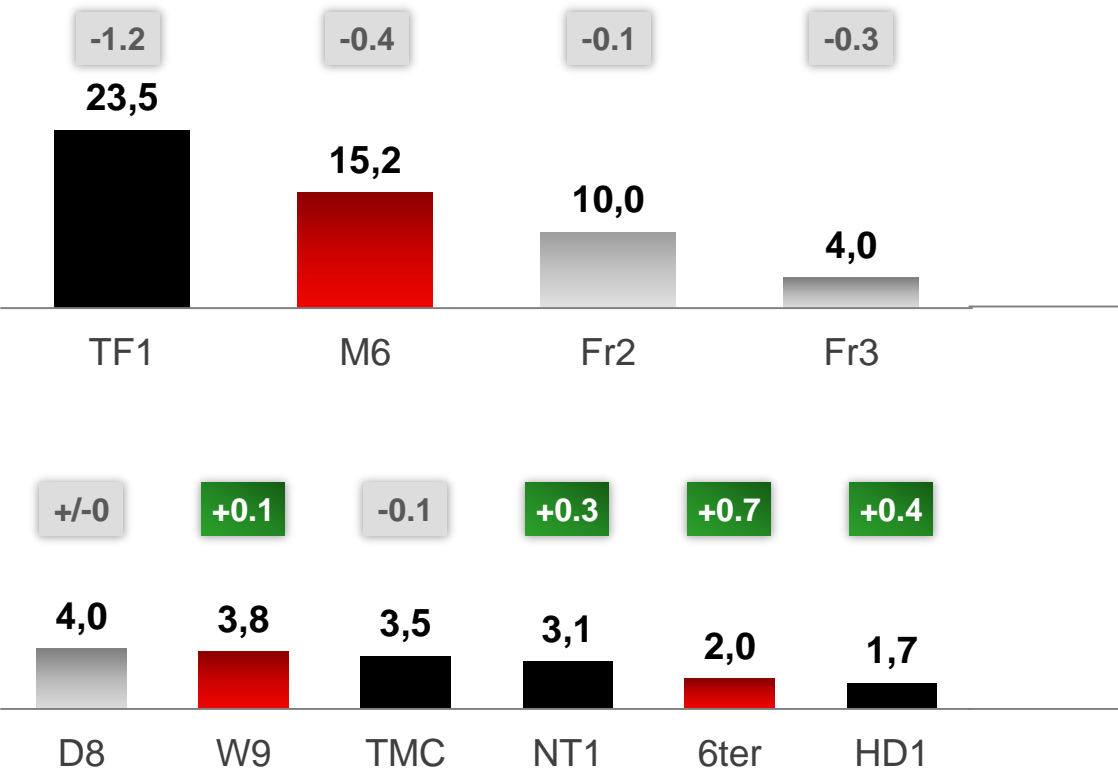
## Slight increase in audience share for family of channels

**FAMILY OF CHANNELS**  
 Women < 50 responsible for purchases (in %), YTD 2015



Source: Médiamétrie  
 Groupe M6: M6, W9 and 6ter; TF1 Group: TF1, TMC, NT1 and HD1

**BY CHANNEL**  
 Women < 50 responsible for purchases (in %)



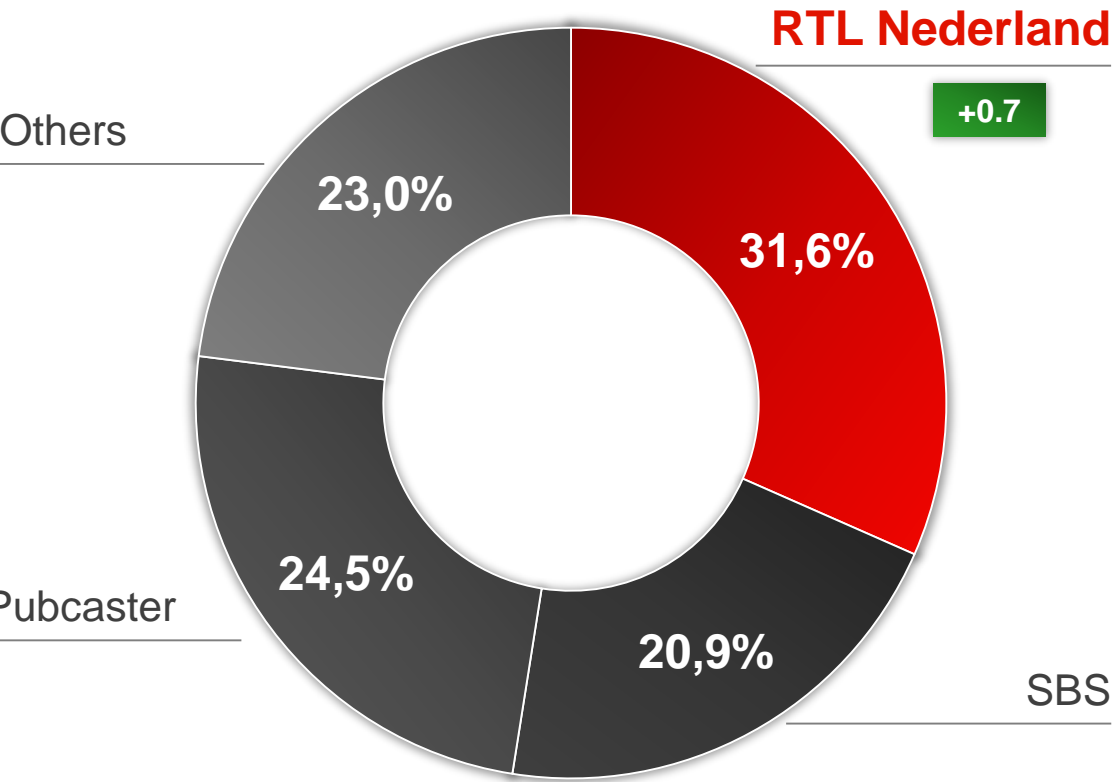
X Percentage point deviation vs. YTD August 2014

# RTL Nederland

## Family of channels continues growth

### FAMILY OF CHANNELS

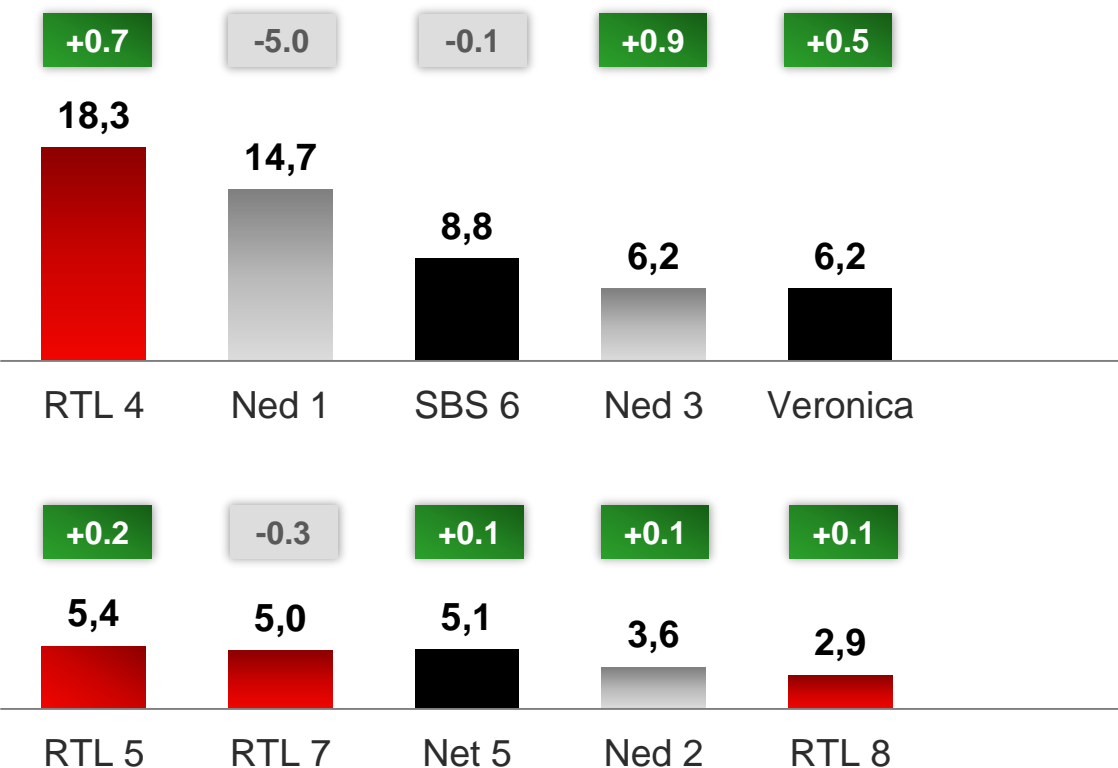
20 – 49, Primetime (in %), YTD 2015



Source: SKO

### BY CHANNEL

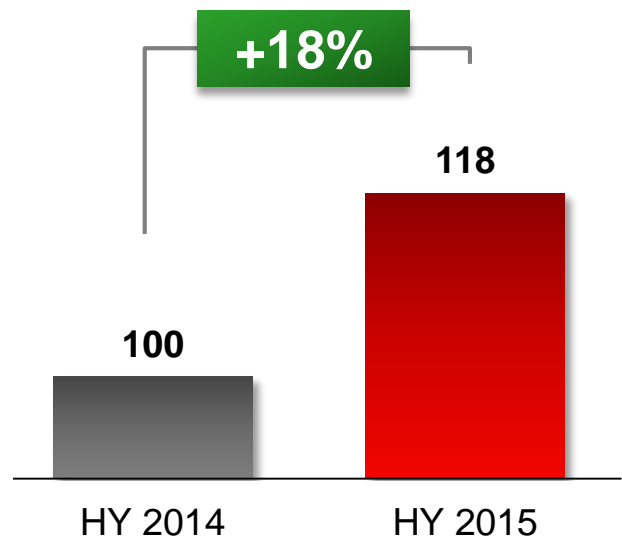
20 – 49, Primetime (in %)



X Percentage point deviation vs. YTD August 2014

# Retransmission fees grow double digits

RTL GROUP PLATFORM REVENUE  
(in € million)



HD channels



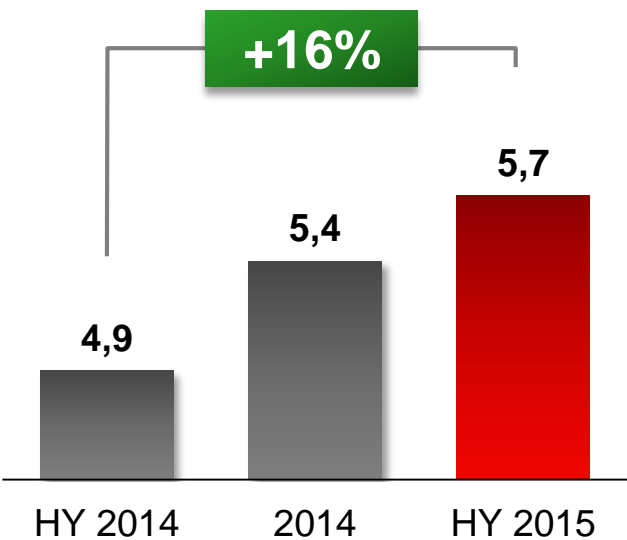
Thematic channels



VOD on managed platforms



HD SUBSCRIBERS, GERMANY  
(in million)



Platform revenue defined as revenue generated across all pay platforms (cable, satellite, IPTV) including subscription and re-transmission fees

# FremantleMedia

## More format development, drama and digital



**€28m**

**stable EBITA**

**WILDSIDE**

**acquisition of a leading  
Italian producer**

**+149%**

**digital revenue**



America's Got Talent, FremantleMedia North America

# FremantleMedia

## Push into scripted prime-time entertainment

### New acquisition



- ***The Young Pope***: Starring Jude Law, Diane Keaton

Leading Italian independent producer

### New top production



- ***Deutschland 83***: “Fresh and enjoyable” (New York Times)

Sold to +20 countries and SVOD platforms

### New development



- ***American Gods***: TV serial adaptation of best selling novel

Commissioned by US premium pay channel Starz



# FremantleMedia

## Boosted by recent M&A and talent deals

### Development deals



- Development deal with new Danish based production company Skylark focusing on entertainment formats with a global appeal



- Following 25% stake in Corona TV, new JV (Locomo TV) created with British TV writing duo Laurence Marks & Maurice Gran

### Recent acquisitions / investments



- 25 % stake in new UK based production company with Simon Andreae



- 75 % stake in Dutch based factual production company



- 51% stake in new French based scripted production company Fontaram



- 51% stake in French based TV films and series specialist Kwai

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**RTL Group's  
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# Media is in a state of constant evolution

## Television

Remains highly profitable – video consumption increasingly across all screens

## Monetisation

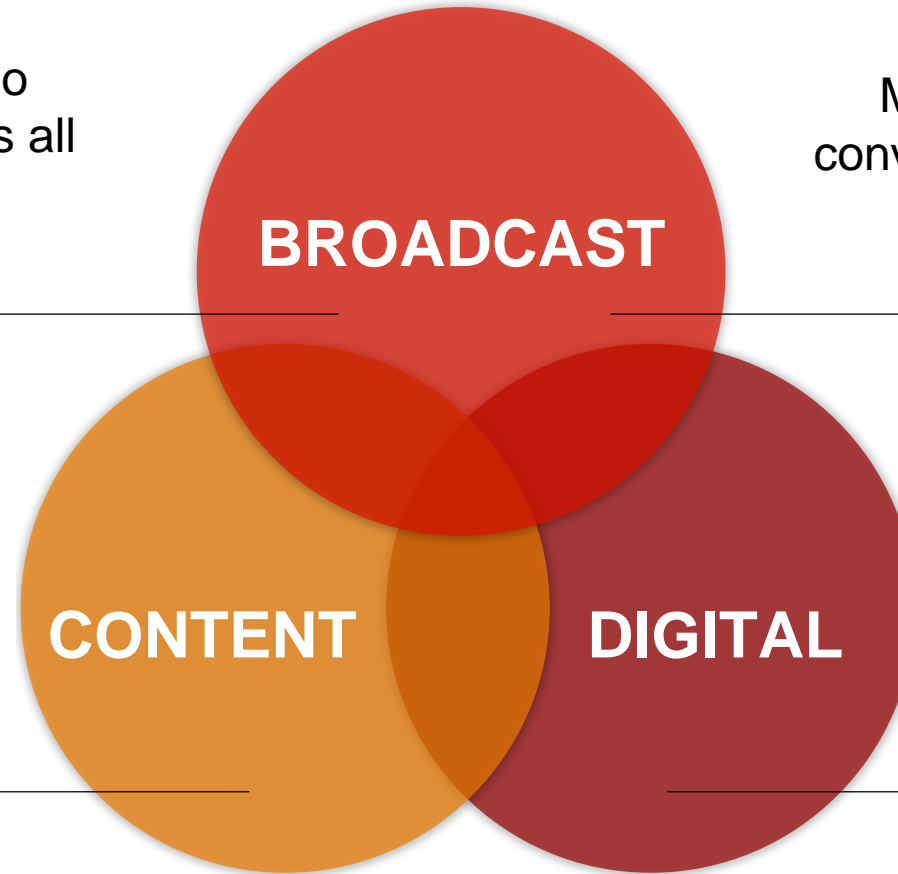
Multi-platform distribution leads to converging media sales and platform fee opportunities

## Production & IP

New global hits are hard to find with genres from high-end drama to low-cost web content

## Digital Video

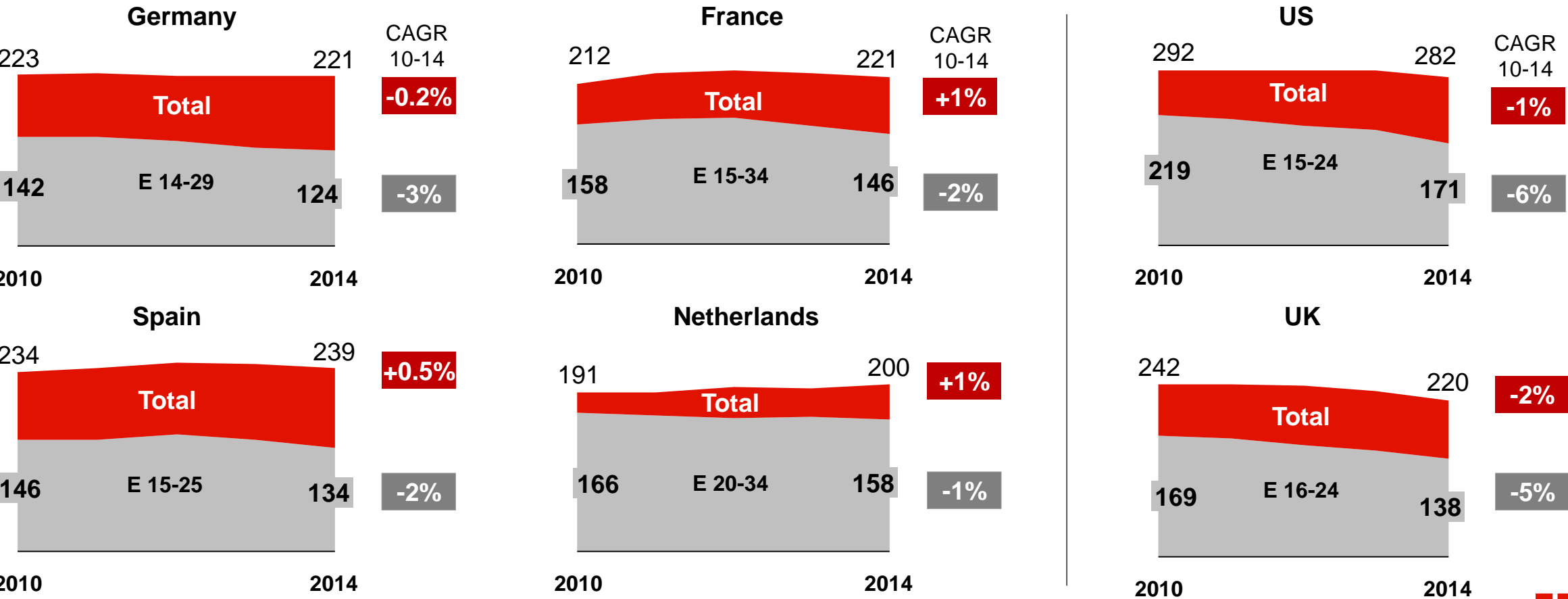
Gaining reach as content quality improves, but still lacks profitability





# Viewing time stable, but slight decline in young demo's

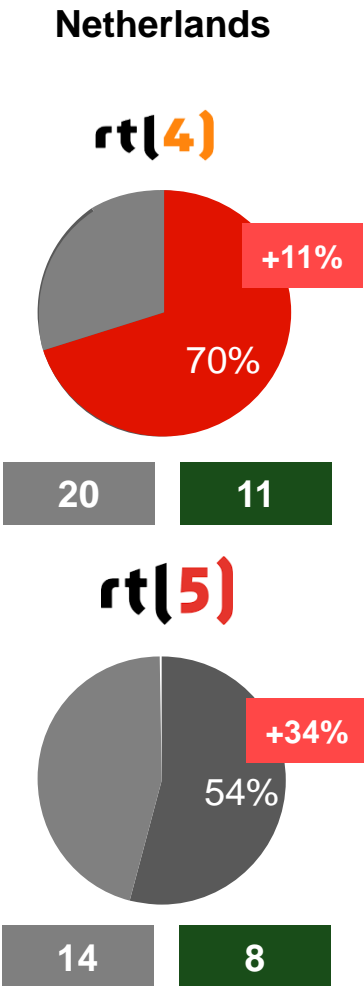
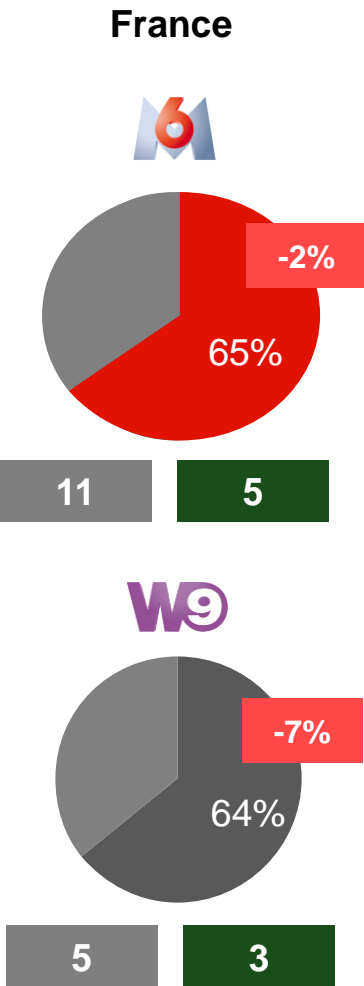
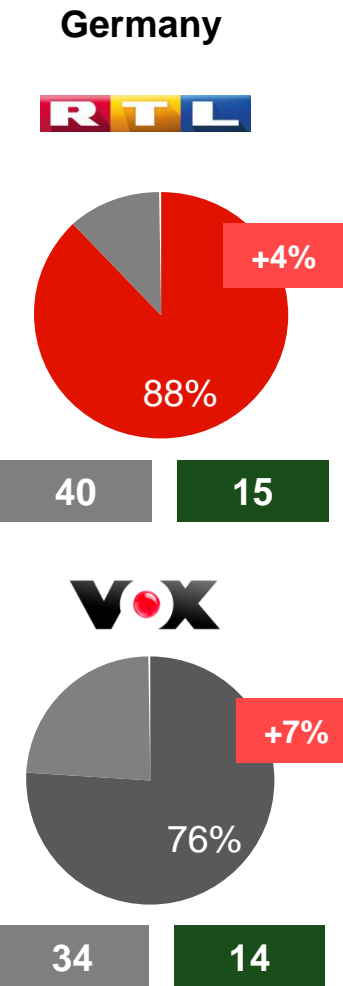
TV viewing time in minutes per day<sup>1)</sup>  
Average daily time (incl. time shifting)












SOURCES: GER: AGF/GFK, TV SCOPE 5.0, FR: MÉDIAMÉTRIE (AND M6), UK: BARB, US: NIELSEN, NL\_ SKO; ALL INCLUDING DVR VIEWING, TOTAL VIEWING TIME DEMOGRAPHIC DIFFERS SLIGHTLY BETWEEN COUNTRIES (DE: INDIVIDUALS 3+, FR, ES, UK: INDIVIDUALS 4+, NL: INDIVIDUALS 6+)

# Our main channels invest heavily in local production

- Local productions
- Acquired content
- In hours, in 2014
- +X% YoY growth
- X New format launches
- X New format launches above channel average



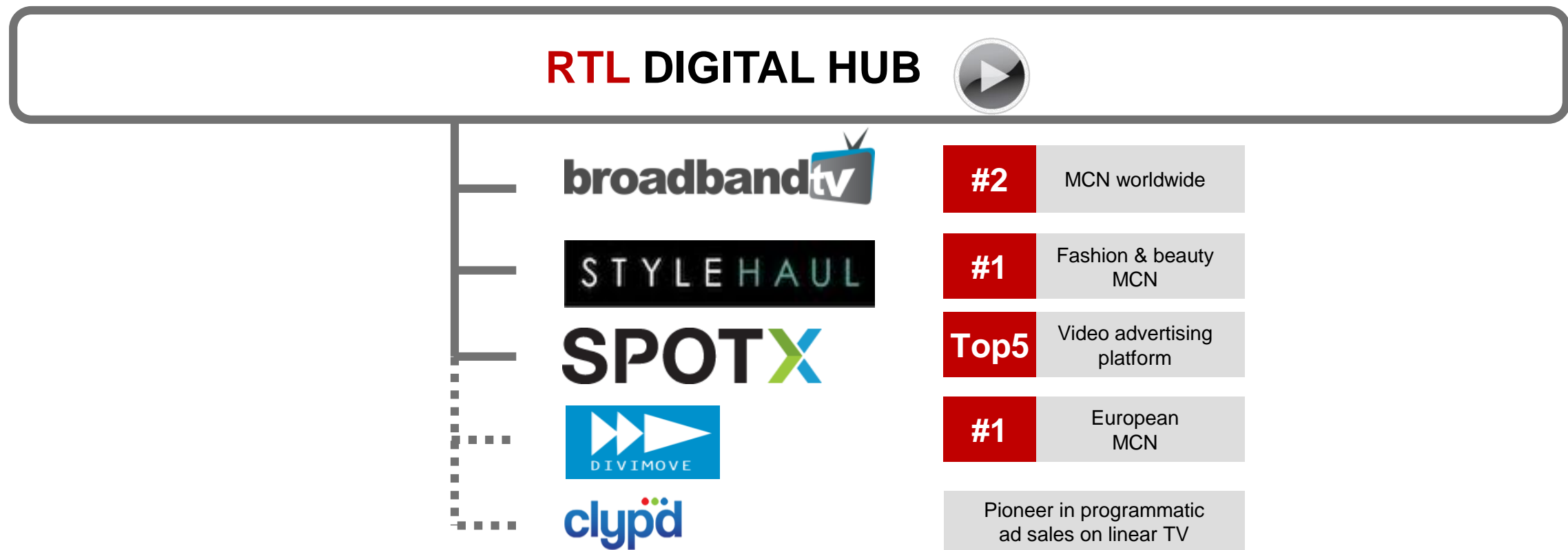
# Measurement systems need to adapt to follow the audience

Type of viewing		Trend	Data	DE	FR	NL
Linear TV	Overall linear viewing on TV set		Extended TV Panel Measurement	 4 days		
	With younger viewing					
Time-shifted	Time shifted viewing within 7 days					
Online (PC)	Catch-Up TV (7+days)		Hybrid online data (Panel + Census)	Starting 2015	2016 Incl. IPTV	Starting 2015
	Other offers (e.g. YouTube, VOD services <sup>1)</sup> )			Planned 2015/16	n/a	Starting 2015
Mobile	Video viewing on mobile devices		Mobile integration with online panel	Planned 2015/16	Planned 2015/16	Starting 2015

**Measurement is only gradually adapting - changes not expected until 2016**

1) Depending on participation (e.g. YouTube to join in GER, not in NL)

# Digital hub created to manage growth of video assets



\* 51% shareholding in Divimove is held by FremantleMedia; RTL Group has a 17 per cent minority stake in clypd

# RTL Group is becoming a truly global online video powerhouse

VIDEO VIEWS RTL GROUP  
HY 2015 (in billion)<sup>2)</sup>

1#

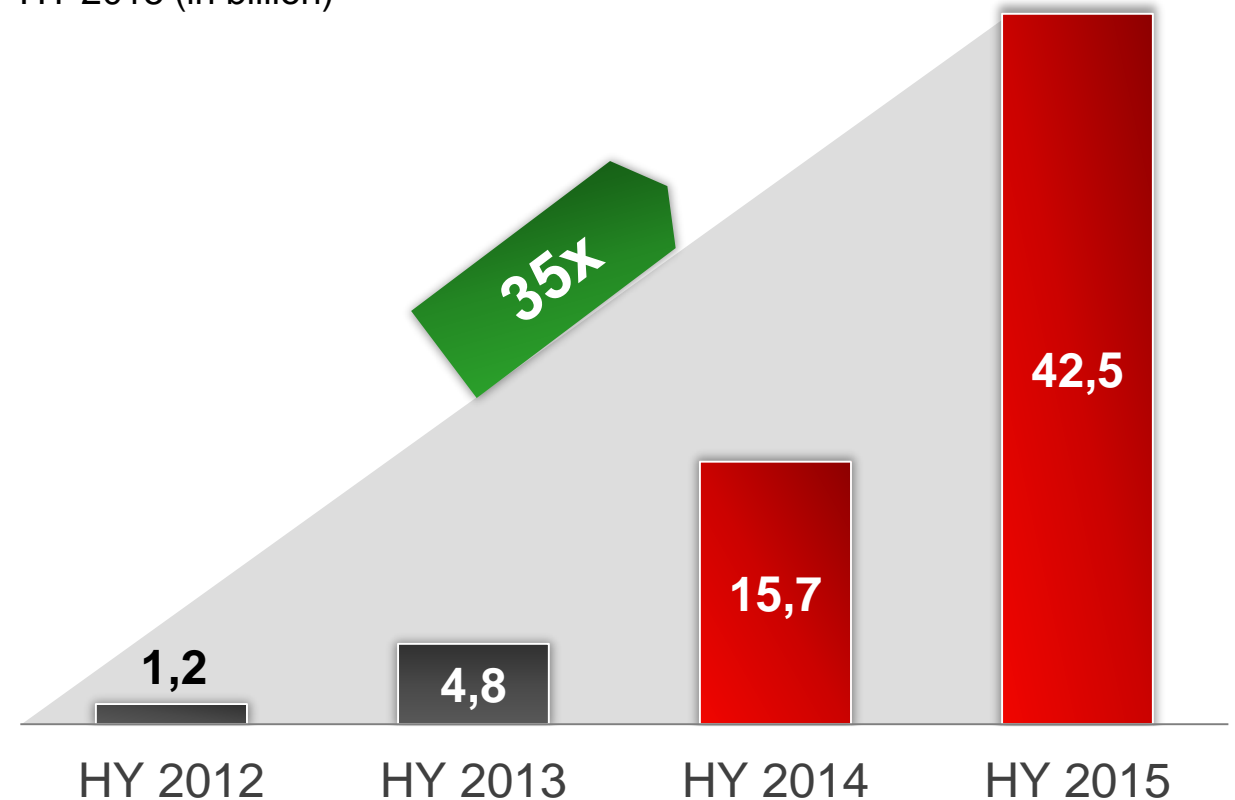
European media company  
in online video<sup>1)</sup>

+94%

digital revenue, driven by  
acquisitions and organic  
growth of +33%

45,000

YouTube channels managed  
by world leading stack of MCNs



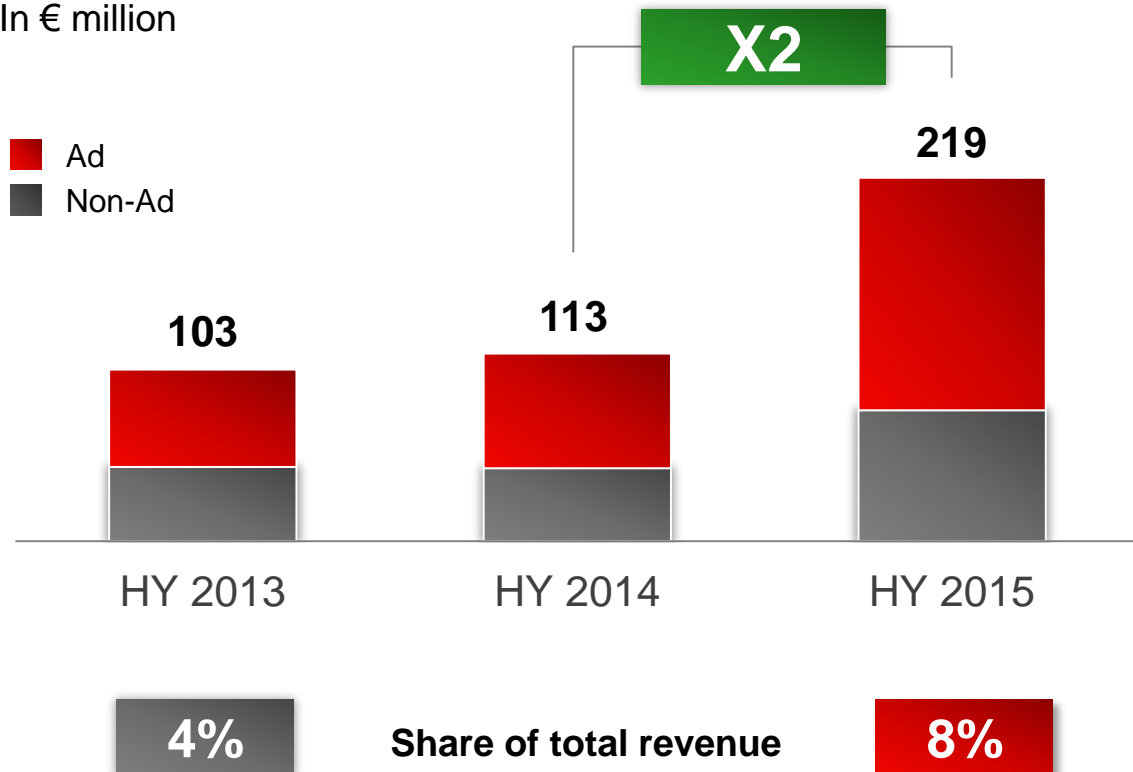
1) By comScore video property ranking; 2) Consolidated view: excl. Atresmedia, including BroadbandTV since July 2013, StyleHaul since Dec. 2014, Divimove since February 2015 and YoBoHo since April 2015



# Digital has become a key driver of RTL Group's top-line growth

## DIGITAL REVENUE

In € million



YoY growth

**broadbandtv**

**+84%**

**STYLEHAUL**

**+112%<sup>1)</sup>**

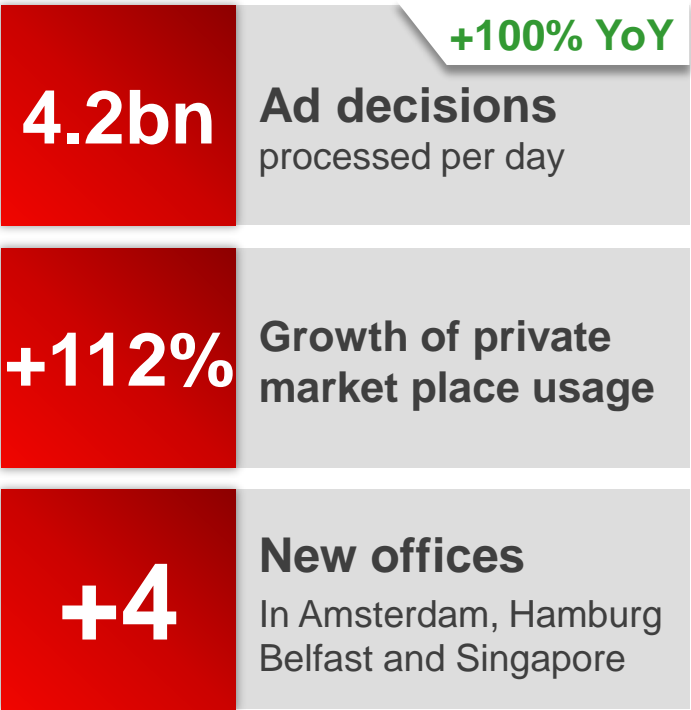
**SPOTX**

**+90%<sup>1)</sup>**

**RTL Group to further grow its leading position in online video**

1) Pro-forma

# SpotX - impressive profitable growth path



## Strong revenue growth

HY 2015 revenue growth, YoY<sup>1)</sup>

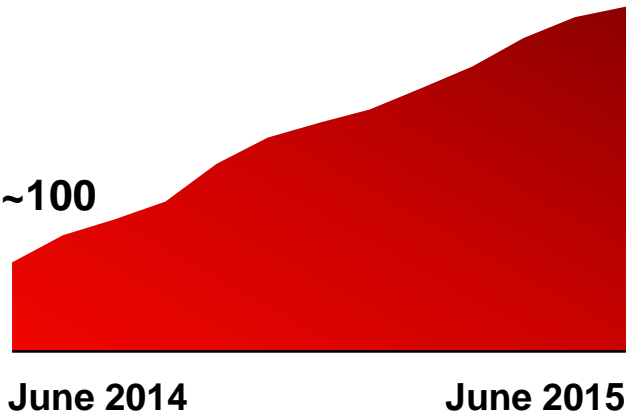


## Growing publisher base

Latest additions



Live platform publishers



All figures relate to HY 2015 1) IFRS view, proforma



# RTL Group's strategic focus

## Strengthen & reinforce

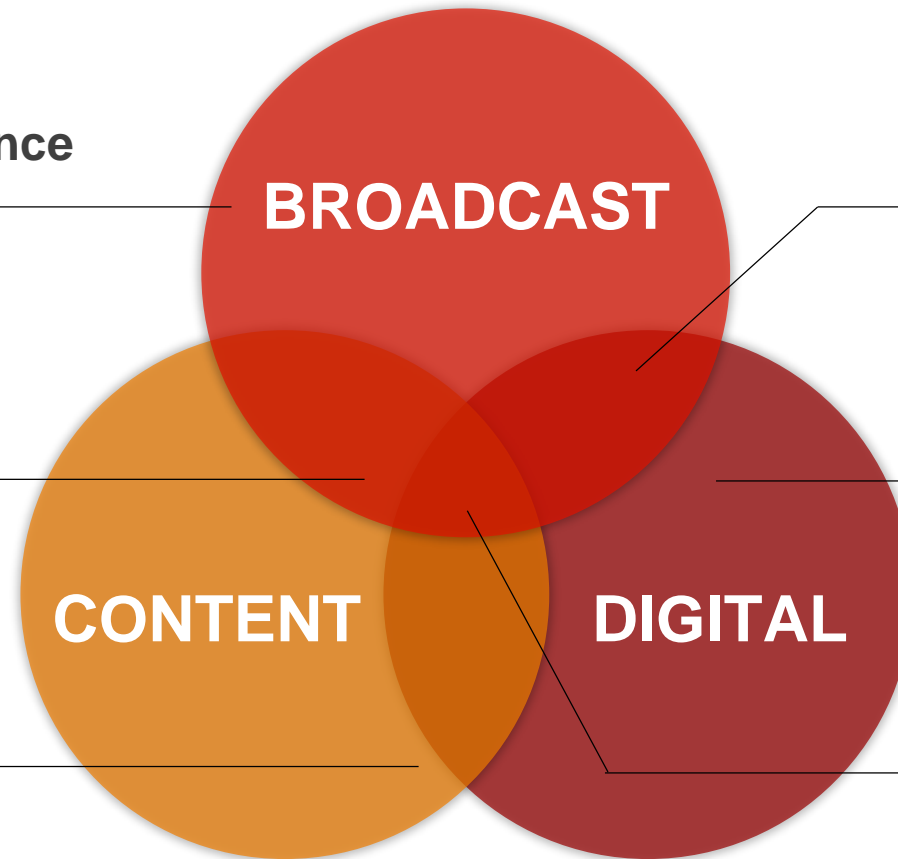
Reach and audience performance

## Develop & innovate

Broadcaster programming

## Invest & grow

FremantleMedia



## Improve & extend

Sales and monetisation (ad/pay)

## Broaden & intensify

Digital capabilities (e.g. ad-tech)

## Scale & expand

Video presence (esp. off-YT)

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