

AT A  
GLANCE  
2014

THE  
FUTURE.

TOGETHER.  
NOW!

RTL  
GROUP

# KEY FIGURES (I)

## REVENUE

	2010–2014 (€ million)	
14		5,808
13		5,824*
12		5,998
11		5,765
10		5,532

\*restated for IFRS 11

## EBITA

	2010–2014 (€ million)	
14		1,145
13		1,148*
12		1,078
11		1,134
10		1,132

\*restated for IFRS 11

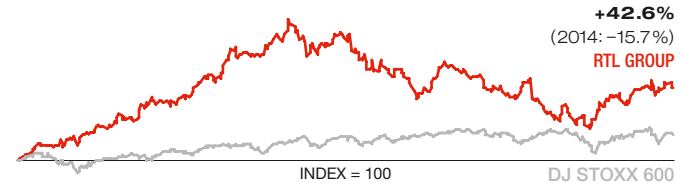
## NET PROFIT ATTRIBUTABLE TO

### RTL GROUP SHAREHOLDERS

	2010–2014 (€ million)	
14		653
13		870
12		597
11		696
10		611

## SHARE PRICE PERFORMANCE

30/04/2013 – 31/12/2014\*



\*RTL Group shares have been listed in the Prime Standard of the Frankfurt Stock Exchange since 30 April 2013

## TOTAL DIVIDEND/DIVIDEND YIELD

### PER SHARE

	(€)	(%)
14		6.8
13		10.0
12		13.9
11		6.6
10		6.5

\*Including an extraordinary interim dividend of €2.00 per share, paid in September 2014

\*\*Including an extraordinary interim dividend of €2.50 per share, paid in September 2013

## MARKET CAPITALISATION

2010–2014 (€ billion)\*

14	
13	
12	
11	
10	

\*As of 31 December

# KEY FIGURES (II)

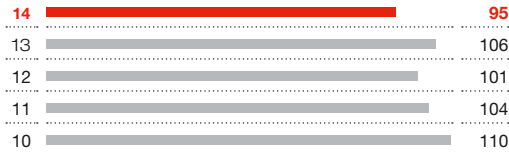


Photo: Dominik Gajler

GUILLAUME DE POSCH AND ANKE SCHÄFERKORDT  
CO-CEOS OF RTL GROUP

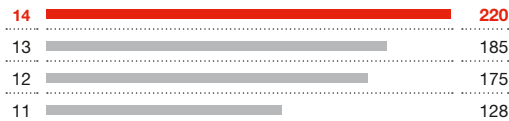
**“We have become the leading European media company in online video, currently generating 5.3 billion online video views per month.”**

## CASH CONVERSION RATE\* 2010–2014 (%)



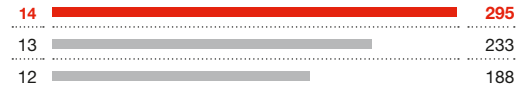
\* Calculated as operating pre-tax cash flow as a percentage of EBITA

## PLATFORM REVENUE\* 2011–2014 (€ million)



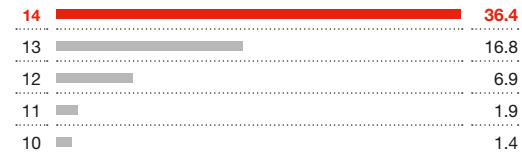
\* Revenue generated across all distribution platforms (cable, satellite, IPTV) including subscription and re-transmission fees; figures not audited

## DIGITAL REVENUE\* 2012–2014 (€ million)



\* Excluding e-commerce, home shopping and distribution revenue for digital TV; figures before 2013 not audited

## ONLINE VIDEO VIEWS 2010–2014 (billion)



## THE LEADING EUROPEAN ENTERTAINMENT NETWORK

With interests in 49 television channels and 29 radio stations, RTL Group is the leading European entertainment network. The Luxembourg-based company owns stakes in TV channels and radio stations in Germany, France, Belgium, the Netherlands, Luxembourg, Spain, Hungary, Croatia and South East Asia. It is one of the world's leading producers of television content: from talent and game shows to drama, daily soaps and telenovelas, including *Idols*, *Got Talent*, *The X Factor*, *Good Times – Bad Times* and *Family Feud*.

The roots of the company's history date back to 1924, the year when Radio Luxembourg first went on air. Compagnie Luxembourgeoise de Radiodiffusion (CLR) was founded in 1931.

RTL Group itself was created in spring 2000 following the merger of Luxembourg-based CLT-UFA and the British content production company Pearson TV, owned by Britain's Pearson PLC media group. CLT-UFA was created in 1997 when the shareholders of UFA (Bertelsmann) and the historic Compagnie Luxembourgeoise de Télédiffusion – CLT (Audiofina) merged their TV, radio and TV production businesses.

Bertelsmann has been the majority shareholder of RTL Group since July 2001. RTL Group's shares are publicly traded on the regulated market (Prime Standard) of the Frankfurt Stock Exchange as well as the Brussels and Luxembourg stock exchanges. Since September 2013, RTL Group has been listed in the prestigious M-Dax stock index.

## THE BUSINESS AREAS

**BROADCAST ► Television:** RTL Group is Europe's largest broadcaster. Each day, millions of viewers all over Europe watch RTL Group's television channels, which include the families of channels clustered around the flagships RTL Television in Germany, M6 in France, RTL 4 in the Netherlands and RTL-TVI in Belgium. The Group also has broadcasting operations in Hungary (RTL Klub), Croatia (RTL Televizija), Luxembourg and interests in Atresmedia in Spain. In August 2013, RTL Group and CBS Studios International announced a new venture – RTL CBS Asia Entertainment Network – which currently operates two pay-TV channels across South East Asia.

**Radio:** RTL Group's radio stations reach millions of listeners each day. The Group's flagship radio station is RTL Radio in France, and it also owns or has interests in stations in Germany (104.6 RTL, Antenne Bayern), Belgium (Bel RTL, Radio Contact), Spain (Onda Cero) and Luxembourg (RTL Radio Lëtzebuerg).

**CONTENT ►** RTL Group's content production arm, FremantleMedia, is one of the largest creators, producers and distributors of television brands in the world. With operations in 28 countries, FremantleMedia creates over 10,000 hours of TV programming each year. The company also distributes more than 20,000 hours of content in over 200 territories.

**DIGITAL ►** RTL Group has become the leading European media company in online video and is ranked among the top five global players in online video thanks to the Group's on-demand platforms and catch-up services, as well as to key investments in multi-channel networks such as BroadbandTV, StyleHaul and Divimove. In addition, FremantleMedia is Youtube's biggest independent TV production partner, with more than 210 channels and over 20 million subscribers. Overall, the Group registered a total of 36.4 billion video views in 2014. Moreover, RTL Group has a majority shareholding in one of the world's largest programmatic video advertising platforms, SpotXchange.

*Got Talent*, recognised by the Guinness World Records as the most successful reality format

The roots of RTL Group date back to 1924, when Radio Luxembourg first went on air.

Since then, we have undergone many transformations – through mergers, strategic partnerships and acquisitions.

During our journey from radio to TV, and now to a converging digital media world, some things have remained constant: our innovation and pioneering spirit; and the fact that we have always been market leaders.

With our strong families of channels we are the number one commercial broadcaster in Europe. And with FremantleMedia, we are a global leader in content production. We've also succeeded in becoming the leading European media company for online video.

But we won't rest on our laurels. We want to do more.

We have set ourselves four major tasks in our efforts to continue RTL Group's success story.

From animated 3D production *Asterix* to football and fashion bloggers – RTL Group offers its audiences the broadest possible diversity in entertainment

RTL GROUP TODAY:  
A LEADER ACROSS  
CONTENT, DIGITAL



Ich bin ein Star – holt mich hier raus!  
 guarantees stellar ratings for  
 RTL Television, in all demographics

TV is about creativity, storytelling and having a close relationship with the audience.

Keeping our established hit formats fresh and alive, and adapting them to the changing tastes of our audience, has clearly been one of RTL Group's biggest strengths.

However, creating and establishing the next successful format for a mass audience is becoming ever-more challenging in today's highly fragmented digital world.

This is why we invest significantly in programme development and in acquiring new formats and rights.

Finding the new hits – both big and small – is a shared priority for both our broadcasters and our content production arm, FremantleMedia.

**TASK  
NO.1**

**TO BE  
THE BEST  
IN TV...**

StyleHaul's famous vlogger, Zoella, is a true Youtube influencer, with over 7 million subscribers

... TO BE  
THE BEST  
IN ONLINE  
VIDEO...

Bars & Melody – Simon Cowell's chosen 'Golden Buzzer' act on *Britain's Got Talent* reached over 64 million views on Youtube



**TASK  
NO.2**



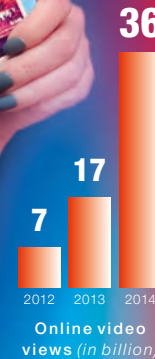
We always want to be where our audiences are – and so we want RTL Group to become a global force in online video.

We are constantly expanding our advertising-funded catch-up TV services, making them available on all devices and platforms.

We create original content for digital platforms.

And finally, we are aiming for a strong short-form video presence through our own platforms or our multi-channel networks, BroadbandTV and StyleHaul. This is an important opportunity, as multi-channel networks offer access to global audiences on a significant scale.

More than 80 per cent of our 5.3 billion monthly video views are already outside our principal broadcasting territories, and we expect substantial further growth.





**TASK  
NO.3**

**... TO BE THE  
BEST AT  
MONETISING...**

**+24%**

Estimated Compound Annual Growth Rate (CAGR) of online video advertising between 2014 and 2018




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*The Price Is Right* retains its status as the number one daytime show in the USA

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Advertising budgets follow eyeballs: online video advertising is currently the fastest-growing digital advertising segment.

To better monetise our rapidly growing digital reach will require new skills and resources – skills like aggregation and production of short-form video, and in advertising technology.

In 2014, RTL Group acquired a majority stake in SpotXchange – one of the largest global marketplaces for digital video advertising. This investment is a structural move into the area of digital monetisation – improving our opportunities by adding innovative data and technology-based capabilities.



# ...TO ENSURE THAT WE HAVE THE BEST PEOPLE.

RTL Group has a strong and long-standing DNA that combines creativity and boldness in programming strategies with a prudent business approach.

But we also believe we have to become 'hungrier' again – hungry for the next acquisition, the next big hit, the next scoop – to remain a leader in innovation.

Competing with the global internet giants, we will make the best use of our assets.

This requires closer co-operation across broadcast, content and digital.

Above all, we need the best people. We need expertise across the board – the programme maker, the sales guy, the strategist, the techie – all bring different perspectives to the table.

We follow new paths and create an atmosphere where our people are inspired to try out even more new ideas, and take more risks – and where they feel responsible for the results.

## TASK NO.4

Our **FUTURE** lies in fostering creativity and innovation.

**TOGETHER** we can take advantage of our global scale, if we succeed in closer and more open collaboration.

Because **NOW** we have the chance to shape our future.

# THE FUTURE. TOGETHER. NOW.

Images from RTL Group's Management Congress 2014 in Hilversum/Amsterdam

# OMC

## Operations Management Committee



**ANKE SCHÄFERKORDT**

Co-Chief Executive Officer,  
RTL Group;  
Chief Executive Officer,  
Mediengruppe  
RTL Deutschland



**GUILLAUME DE POSCH**

Co-Chief Executive Officer,  
RTL Group



**ELMAR HEGGEN**

Chief Financial Officer,  
Head of the Corporate  
Centre, RTL Group

**“We have a unique combination  
of a pan-European broadcasting group  
and a worldwide leader in content production.  
In the digital world, we will leverage our  
assets more strongly – and this includes closer  
co-operation across our business units.”**

ANKE SCHÄFERKORDT & GUILLAUME DE POSCH



**CHRISTOPHER  
BALDELLI**

Chief Executive Officer,  
RTL Radio (France)



**ALAIN BERWICK**

Chief Executive Officer,  
RTL Lëtzebuerg



**BERT HABETS**

Chief Executive Officer,  
RTL Nederland



**ROMAIN MANNELLI**

Executive Vice President,  
Corporate HR, RTL Group



**PHILIPPE DELUSINNE**

Chief Executive Officer,  
RTL Belgium



**VINCENT DE DORLODOT**

General Counsel,  
RTL Group



**ANDREAS RUDAS**

Executive Vice President,  
Regional Operations &  
Business Development  
CEE and Asia, RTL Group



**NICOLAS DE  
TAVERNOST**

Président du Directoire,  
Groupe M6



**OLIVER FAHLBUSCH\***

Senior Vice President,  
Corporate Communications  
& Marketing, RTL Group



**CÉCILE FROT-COUTAZ**

Chief Executive Officer,  
FremantleMedia



**HENNING TEWES**

Chief Executive Officer,  
RTL Hrvatska



**GERT ZIMMER**

Chief Executive Officer,  
RTL Radio Deutschland



**DIRK GERKENS**

Chief Executive Officer,  
RTL Hungary



**ALEXANDER GLATZ**

Executive Vice President,  
Strategy & Controlling,  
RTL Group



**EDUARDO ZULUETA**

Consultant, Managing Director,  
Mabuat (Spain)

# MEDIENGRUPPE RTL DEUTSCHLAND

## HIGHLIGHTS 2014

Mediengruppe RTL Deutschland's combined average audience share in the key 14 to 59 target group was 29.0 per cent, ahead of commercial competitor ProSiebenSat1 by 3.1 percentage points.

With an audience share of 12.7 per cent in the target group of viewers aged 14 to 59 in 2014, **RTL Television** was the viewers' number one choice – 3.1 percentage points ahead of next competitor, Sat1. RTL Television was the only channel to score a two-digit share in this demographic.

**Vox's** average audience share was 6.7 per cent in the target group of viewers aged 14 to 59. **RTL II** recorded an average audience share of 5.4 per cent among viewers aged 14 to 59.

Combining all platforms and portals, the total number of professionally produced content amounted to 1.1 billion video views. 21 per cent of the video views were generated on mobile devices – up 20 per cent year-on-year.

## National audience breakdown

Source: GfK\*\*

2014 (%)



<b>RTL Television</b>	12.7
<b>Vox</b>	6.7
<b>RTL II</b>	5.4
<b>Super RTL</b>	1.6
<b>RTL Nitro</b>	1.6
<b>N-TV</b>	1.0
Sat 1	9.6
ZDF	8.9
ARD	8.7
Pro 7	8.5
Kabel 1	5.1
Others	30.2

## Key figures

	2014 €m	2013* €m
Revenue	2,047	1,955
EBITDA	665	634
EBITA	650	619
Audience share**	29.0 %	30.6 %



\* restated for IFRS 11  
\*\* Target: 14–59

# GROUPE M6

## HIGHLIGHTS 2014

Groupe M6's combined audience share was 22.1 per cent in the key commercial target group of housewives under 50.

**M6** confirmed its status as the second most-watched channel in France among housewives under 50, scoring an average audience share of 15.9 per cent in 2014.

For the fourth consecutive year, **W9** was the leading prime-time DTT channel in France among housewives under 50, attracting an average audience share of 3.6 per cent.

Of the six DTT channels launched in December 2012, **6ter** was the leading channel in the target group of housewives under 50 with an average audience share of 1.3 per cent.

**M6 Web** recorded more than 1 billion online video views, while the network of M6 Web reached an average audience of 11 million unique users per month across its network – excluding mobile usage.

## National audience breakdown

Source: Médiamétrie\*\*

2014 (%)



<b>M6</b>	15.9
<b>W9</b>	3.6
<b>6ter</b>	1.3
TF1	25.0
France 2	10.1
France 3	4.2
D8	4.1
TMC	3.7
NT1	2.7
Canal Plus	2.3
France 4	1.8
Others	25.3

## Key figures

	2014 €m	2013* €m
Revenue	1,295	1,374
EBITDA	327	319
EBITA	209	207
Audience share**	22.1 %	22.5 %



\* restated for IFRS 11  
\*\* Target: housewives < 50 (including digital channels)

# FREMANTLEMEDIA

## HIGHLIGHTS 2014

FremantleMedia's global network of production companies was responsible for creating over 10,000 hours of programming.

Guinness World Records officially named *Got Talent* 'The World's Most Successful Reality TV Format' ever – the show having been commissioned in an impressive 58 territories worldwide. The format has continued to travel and is now in 66 markets.

In the UK, *Birds Of A Feather* was ITV's highest rated sitcom launch in over 10 years. The show recorded an average audience share of 28.6 per cent.

UFA's historical theatrical release *Der Medicus* (The Physician) has attracted 3.6 million movie-goers in Germany since its launch in December 2013.

FremantleMedia content registered 9.0 billion online video views in 2014 and a total of more than 20 million Youtube subscribers. FremantleMedia now has over 210 channels in 40 different territories.

## Number of hours broadcast

Programmes	2014		2013	
New		3,194		2,070
Returning		6,900		6,429
Total		10,094		8,499

## Breakdown of hours broadcast by main markets

	2014		2013	
USA		1,086		967
Germany		753		790
France		461		608
UK		326		280
Italy		245		350

## Key figures

	2014 €m	2013* €m
Revenue	1,486	1,525
EBITDA	149	156
EBITA	113	136



\* restated for IFRS 11

**FREAKY!**



This is the cast of *Party Down South*, one of many reality TV shows produced by 495 Productions. The Los Angeles-based company is one of the largest and most creative producers of reality shows in North America. RTL Group's production arm FremantleMedia acquired 75 per cent of 495 Productions in 2014 – with an option to purchase the remaining 25 per cent.

Photo: 495 Productions/CMT/FremantleMedia

# RTL NEDERLAND

## HIGHLIGHTS 2014

RTL Nederland's channels reached a combined prime-time audience share of 32.4 per cent in the target group of viewers aged 20 to 49 – ahead of the public broadcasters (26.6 per cent) and the SBS group (19.9 per cent).

Flagship channel and market leader **RTL 4** scored an average prime-time audience share of 19.3 per cent among shoppers aged 20 to 49. **RTL 5** achieved a prime-time audience share of 6.4 per cent among viewers aged 20 to 34. The men's channel **RTL 7** scored an average prime-time audience share of 6.6 per cent among male viewers aged 20 to 49, while the women's channel **RTL 8** attracted an average prime-time audience share of 3.5 per cent of women aged 20 to 49.

RTL Nederland's platforms and partners generated a total number of 763 million online video views in 2014 – up 18.7 per cent from 643 million in 2013.

## National audience breakdown

Source: SKO\*\*

2014 (%)



RTL 4	18.7
RTL 5	5.7
RTL 7	5.2
RTL 8	2.8
Nederland 1	17.5
SBS 6	8.9
Veronica	6.0
Nederland 3	5.7
Net 5	5.0
Nederland 2	3.3
Others	21.2

## Key figures

	2014 €m	2013* €m
Revenue	457	448
EBITDA	110	110
EBITA	103	103
Audience share**	32.4%	33.5%



\* restated for IFRS 11  
\*\* Target: 20–49 (18–24h)

# RTL BELGIUM

## HIGHLIGHTS 2014

RTL Belgium recorded a combined prime-time audience share of 35.2 per cent among shoppers aged 18 to 54 and maintained its position as the market leader in French-speaking Belgium.

RTL-TVI recorded an audience share of 25.5 per cent in prime time – clearly ahead of French channel TF1 and La Une. The channel remained the leading news source for viewers in French-speaking Belgium with *RTL Info*.

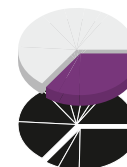
Both the general-interest radio station **Bel RTL** and music station **Radio Contact** remained leaders in their categories in French-speaking Belgium, achieving audience shares of 13.9 per cent and 15.3 per cent among listeners aged 12 and above, respectively.

The number of video views across RTL Belgium's websites increased to more than 117 million, driven by news, football content and major TV shows. *RTL.be* increased its daily reach to 266,741 unique visitors.

## National audience breakdown

Source: Audimétrie\*\*

2014 (%)



RTL-TVI	25.5
Club RTL	5.8
Plug RTL	3.9
TF1	16.1
La Une	14.2
La Deux	6.3
AB 3	5.6
France 2	4.7
France 3	2.3
Others	15.6

## Key figures

	2014 €m	2013* €m
Revenue	199	209
EBITDA	50	51
EBITA	46	46
Audience share**	35.2%	36.4%



\* restated for IFRS 11  
\*\* Target: shoppers 18–54 (17–23h)

# RTL RADIO (FRANCE)

## HIGHLIGHTS 2014

The French RTL radio family maintained its market leadership with a combined audience share of 18.0 per cent – ahead of NRJ and Lagardère.

RTL Radio was the country's number one radio station with an average audience share of 11.3 per cent – ahead of France Inter – and was the only French radio station with an audience share of over 10 per cent. The cumulated audience of RTL Radio was 6.0 million listeners daily.

Fun Radio registered an audience share of 3.8 per cent, while RTL 2 had a share of 2.9 per cent.

RTL Net conducted an ambitious programme to reorganise all digital productions of RTL Radio, Fun Radio and RTL 2. The first step was to relaunch *RTL.fr* in June. According to the Médiamétrie/NetRatings study, *RTL.fr* reached 3.1 million unique visitors per month, improving its ranking to become one of the 15 most visited French news websites.

## National audience breakdown

Source: Médiamétrie\*\*

2014 (%)



<i>General-interest radio networks</i>	
<b>RTL</b>	<b>11.3</b>
France Inter	9.0
Europe 1	7.8
<i>Music radio networks targeting young listeners</i>	
<b>Fun Radio</b>	<b>3.8</b>
NRJ	7.4
Skyrock	3.8
<i>Music radio networks targeting adults</i>	
<b>RTL 2</b>	<b>2.9</b>
Nostalgie	3.9
RFM	3.1
Chérie FM	2.7
Other radios	44.3

## Key figures

	2014 €m	2013* €m
<b>Revenue</b>	<b>166</b>	175
<b>EBITDA</b>	<b>25</b>	33
<b>EBITA</b>	<b>21</b>	29
<b>Audience share**</b>	<b>18.0%</b>	18.3%



\* restated for IFRS 11  
\*\* Target: 13+

# RTL HUNGARY

## HIGHLIGHTS 2014

RTL Hungary's combined prime-time audience share among 18 to 49-year-old viewers was 36.6 per cent.

The prime-time audience share of RTL Klub decreased to 20.8 per cent (2013: 23.9 per cent), even though the channel remained the clear market leader, ahead of TV2.

The most watched programmes were once again *X-Faktor*, *Barátok közt* (Between Friends) and *Éjél-Nappal Budapest* (Budapest – Day And Night). The main news programme, *Híradó*, regained leadership.

RTL Hungary's cable channels achieved a combined prime-time audience share of 15.9 per cent among viewers aged 18 to 49 – up 1.8 percentage points.

The channel's catch-up TV service, RTL Most, generated a total of 132 million video views in 2014 (2013: 79 million). RTL Hungary's online portfolio is the biggest local TV online video portfolio with owned and licensed content.

## National audience breakdown

Source: AGB Hungary\*\*

2014 (%)



<b>RTL Klub</b>	<b>20.8</b>
<b>Cool</b>	<b>6.1</b>
<b>Film Plusz</b>	<b>5.5</b>
<b>RTL II</b>	<b>2.4</b>
TV 2	14.4
MTV 1	5.3
Viasat 3	3.8
Others	41.7

## Key figures

	2014 €m	2013* €m
<b>Revenue</b>	<b>102</b>	100
<b>EBITDA</b>	<b>5</b>	21
<b>EBITA</b>	<b>(1)</b>	15
<b>Audience share**</b>	<b>36.6%</b>	38.0%



\* restated for IFRS 11  
\*\* Target: 18–49 (prime time)

# RTL HRVATSKA

## HIGHLIGHTS 2014

RTL Hrvatska's channels achieved a combined prime-time audience share of 25.0 per cent among viewers aged 18 to 49.

Flagship channel **RTL Televizija** celebrated its tenth anniversary in 2014. The channel's prime-time audience share was 17.7 per cent.

**RTL 2** recorded a prime-time audience share of 6.2 per cent (2013: 7.3 per cent).

**RTL Kockica**, the children's channel launched on 11 January 2014, achieved an average audience share of 17.2 per cent among children aged 4 to 14 between 7:00 and 20:00.

RTL Hrvatska's web properties generated more than 11 million online video views (2013: 11 million) of which over 4 million were long-form content offered through the catch-up TV platform **RTL Sada**. *RTL.hr* apps on iOS and Android had been downloaded over 310,000 times by the end of 2014.

## National audience breakdown

Source: AGB Nielsen Media Research\*\* 2014 (%)



RTL Televizija	17.7
RTL 2	6.2
RTL Kockica	1.1
Nova	27.5
HTV 2	10.9
HTV 1	8.3
Doma	7.1
Others	21.2

## Key figures

	2014 €m	2013* €m
Revenue	35	33
EBITDA	0	1
EBITA	0	0
Audience share**	25.0%	27.9%



\* restated for IFRS 11  
\*\* Target: 18-49 (prime time)

# RTL LÉTZEBOURG

## HIGHLIGHTS 2014

**RTL Lëtzebuerg** is the leading media brand in Luxembourg. Combining its TV, radio and internet activities, the RTL Lëtzebuerg media family achieved a daily reach of 82.0 per cent of all Luxembourgers aged 12 and over.

**RTL Radio Lëtzebuerg** is the station listeners turn to for news and entertainment, with 186,300 tuning in each weekday.

**RTL Télé Lëtzebuerg** attracts 136,900 viewers each day (2013: 147,100 viewers per day), representing a prime-time audience share of 48.3 per cent.

*RTL.lu* continues to be the country's most visited website, with a daily reach of 33.8 per cent among Luxembourgers aged 12 and over.

## RTL Lëtzebuerg DAILY REACH

Source: TNS-ILRes Plurimedia 2014\* 2014 (%)

RTL Radio Lëtz.	52.8
RTL Télé Lëtz.*	38.2
RTL.lu	33.8

**RTL Lëtzebuerg** 82.0



\* Target: Luxembourgers 12+  
\*\* Including Den 2. RTL

# BCE

## HIGHLIGHTS 2014

**BCE** is RTL Group's technical services provider in Luxembourg and covers a wide range of areas from production to transmission, including pure IT and telecoms services.

In 2014, BCE set-up a digital transmitter infrastructure for Lagardère, which can be remotely controlled and monitored.

In the UK, BCE managed the transfer of all IT equipment from Stephen Street to a datacentre in London for FremantleMedia and for back-up reasons to Luxembourg.

At the IBC in September 2014, BCE received an award for the best workflow/asset management/automation solution for its services for RTL CBS Asia Entertainment Network.



# RTL RADIO DEUTSCHLAND

## HIGHLIGHTS 2014

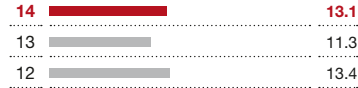
RTL Radio Deutschland's radio portfolio comprises investments in 17 stations, reaching more than 23 million listeners daily with a combined average audience of around 4.7 million listeners per hour.

Despite commercial radio in general decreasing its average hourly reach year-on-year by 2.1 per cent, RTL Radio Deutschland's stations maintained their strong position in this regionally fragmented market.

RTL Radio Deutschland expanded its portfolio in 2014, with RTL Radio Center Berlin acquiring a 10 per cent stake in the Berlin youth radio station, 93.6 Jam FM.

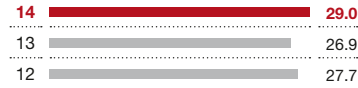
### 104.6 RTL (Berlin) RADIO AUDIENCE SHARE

Source: MA 2014 Radio II\*\* 2012-2014 (%)



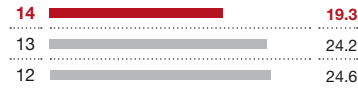
### Antenne Bayern RADIO AUDIENCE SHARE

Source: MA 2014 Radio II\*\* 2012-2014 (%)



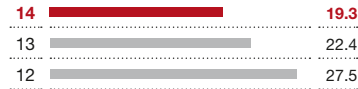
### Radio Hamburg RADIO AUDIENCE SHARE

Source: MA 2014 Radio II\*\* 2012-2014 (%)



### Funkhaus Halle RADIO AUDIENCE SHARE

Source: MA 2014 Radio II\*\* 2012-2014 (%)



Key figures	2014 €m	2013* €m
Revenue	50	52
EBITDA	9	11
EBITA	8	10



\* restated for IFRS 11  
\*\* Target: 10+

# ATRESMEDIA

## HIGHLIGHTS 2014

Despite the decision of the Spanish Supreme Court to close down nine Spanish DTT channels in May – three of which were operated by **Atresmedia** – the Atresmedia family of channels achieved a combined audience share of 30.0 per cent in the key commercial target group of viewers aged 16 to 54.

The main channel, **Antena 3**, recorded an audience share of 13.8 per cent (2013: 13.4 per cent) in the commercial target group, ahead of Telecinco.

**La Sexta** increased its audience share to 7.9 per cent in the target group.

RTL Group owns a stake of 19.3 per cent in Atresmedia (after deduction of treasury shares held by the entity).

## National audience breakdown

Source: TNS Sofres\*\*\* 2014 (%)



Antena 3	13.8
La Sexta	7.9
Atresmedia digital channels	8.3
Telecinco	13.6
Cuatro	8.2
TVE 1	7.9
Forta	5.2
Others	35.1

## Key figures

	2014 €m	2013 €m
Revenue*	883	830
EBITDA*	128	80
EBITA**	8	10
Audience share***	30.0%	31.0%

\* On a 100 per cent basis; not consolidated in RTL Group's accounts  
\*\* Equity pick-up at the level of RTL Group  
\*\*\* Target: 16-54 (including La Sexta and digital channels)





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Photo montage with some  
of RTL Group's content highlights  
in 2014: Youtube star Zoella,  
*The Price Is Right*, *Asterix*,  
*America's Got Talent* and footballer  
Thomas Müller from the European  
Qualifiers on RTL Television