



UBS: United States
3, 4 & 5th October 2016

Agenda



Business update



**TV stands for
“Total Video”**



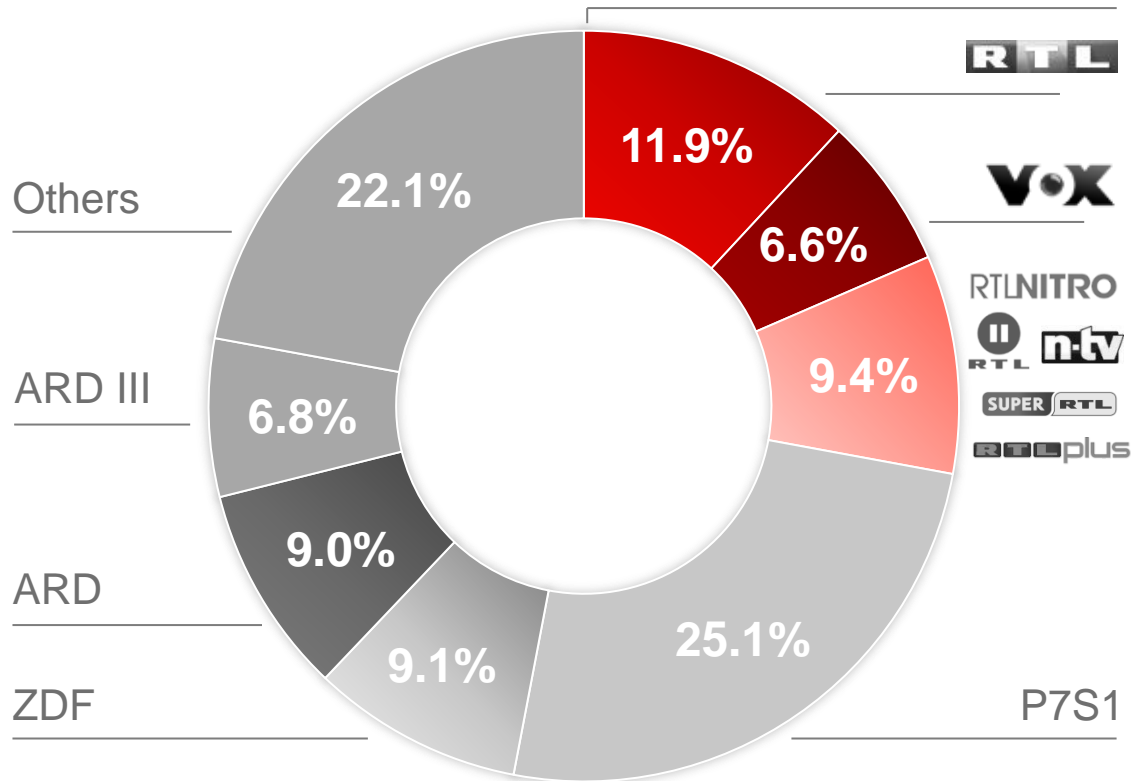
Outlook 2016

Mediengruppe RTL Deutschland

Good audience shares despite sports events

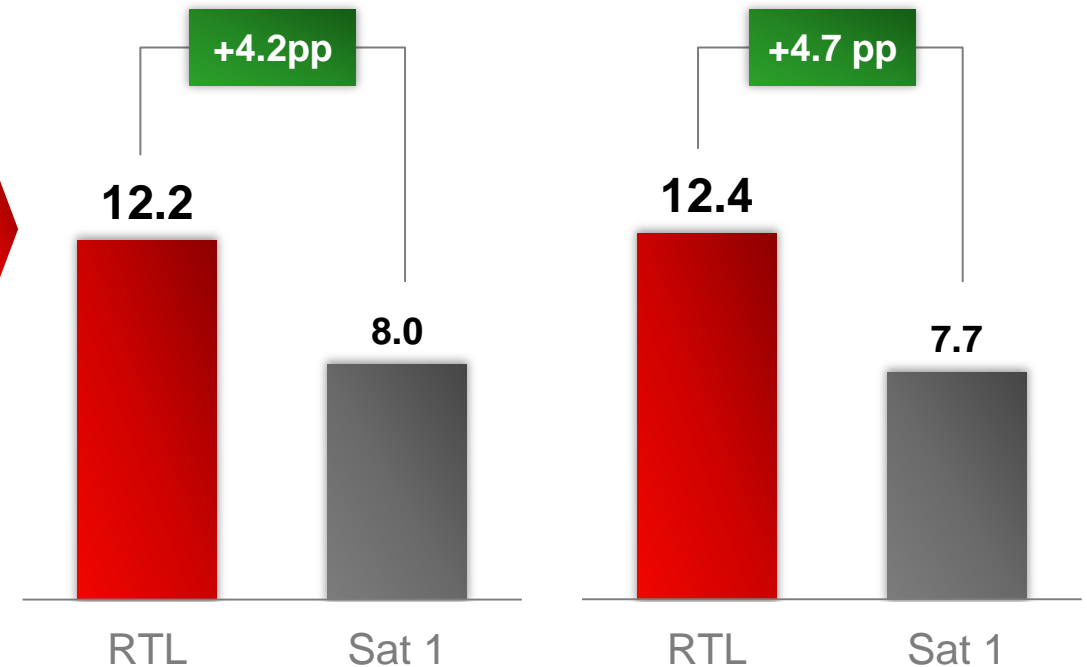
FAMILY OF CHANNELS
14 – 59, YTD August 2016

MG RTL 27.9%



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

PRIME TIME
(20 – 23h) 14 – 59 (in %)



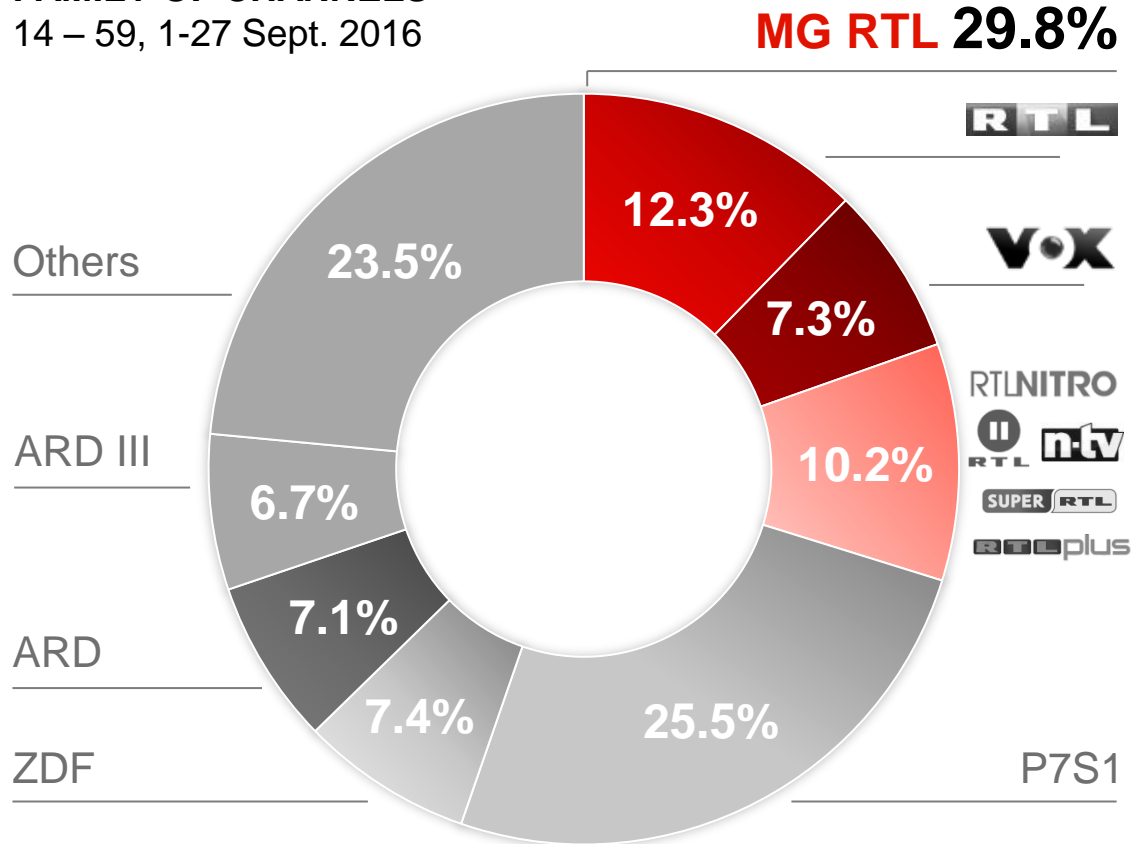
Source: AGF in cooperation with GfK
Note: MG RTL De including RTL II and Super RTL

Mediengruppe RTL Deutschland

With solid start into new season for local shows : US fiction difficult

FAMILY OF CHANNELS

14 – 59, 1-27 Sept. 2016



RTL



Dance Dance Dance

14-59:	12.6% vs. 11.9%
14-49:	15.2% vs. 12.8%
Dance Show (PT)	

VOX



Dragons' Den

14-59:	15.2% vs. 6.6%
14-49:	18.4% vs. 6.7%
Reality Show (PT)	

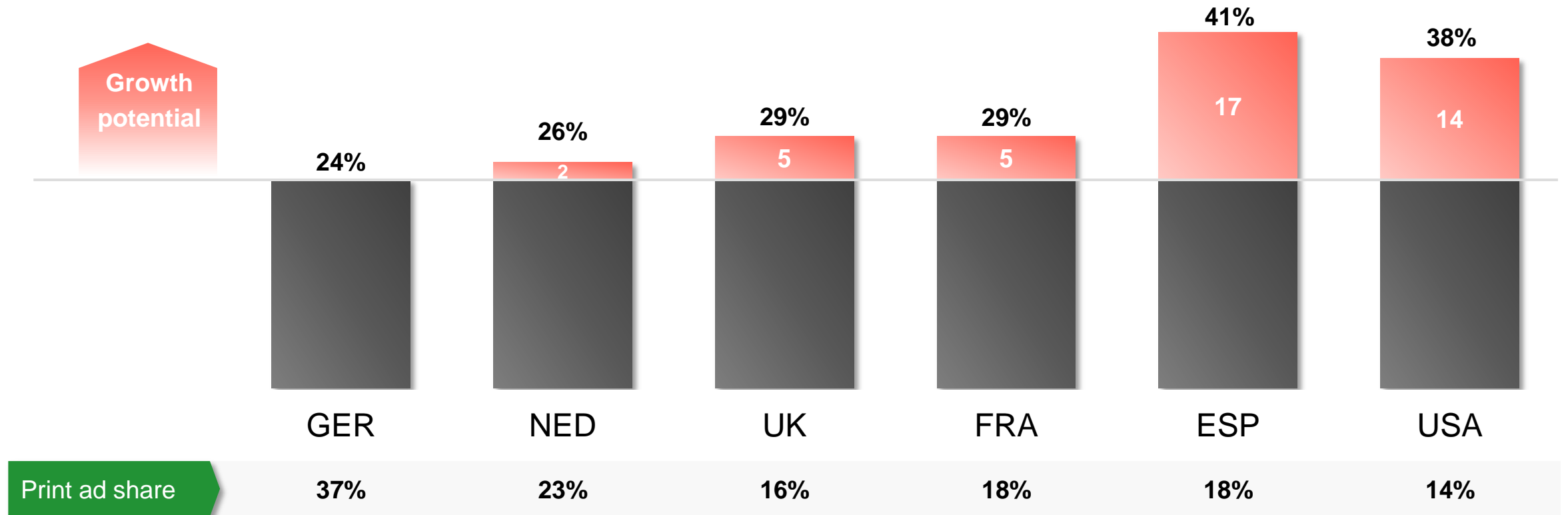
Source: AGF in cooperation with GfK
Note: MG RTL De including RTL II and Super RTL

Mediengruppe RTL Deutschland

Market growth opportunities remain

TV'S AD SHARE IN MEDIA MIX 2015

In % of total ad spend



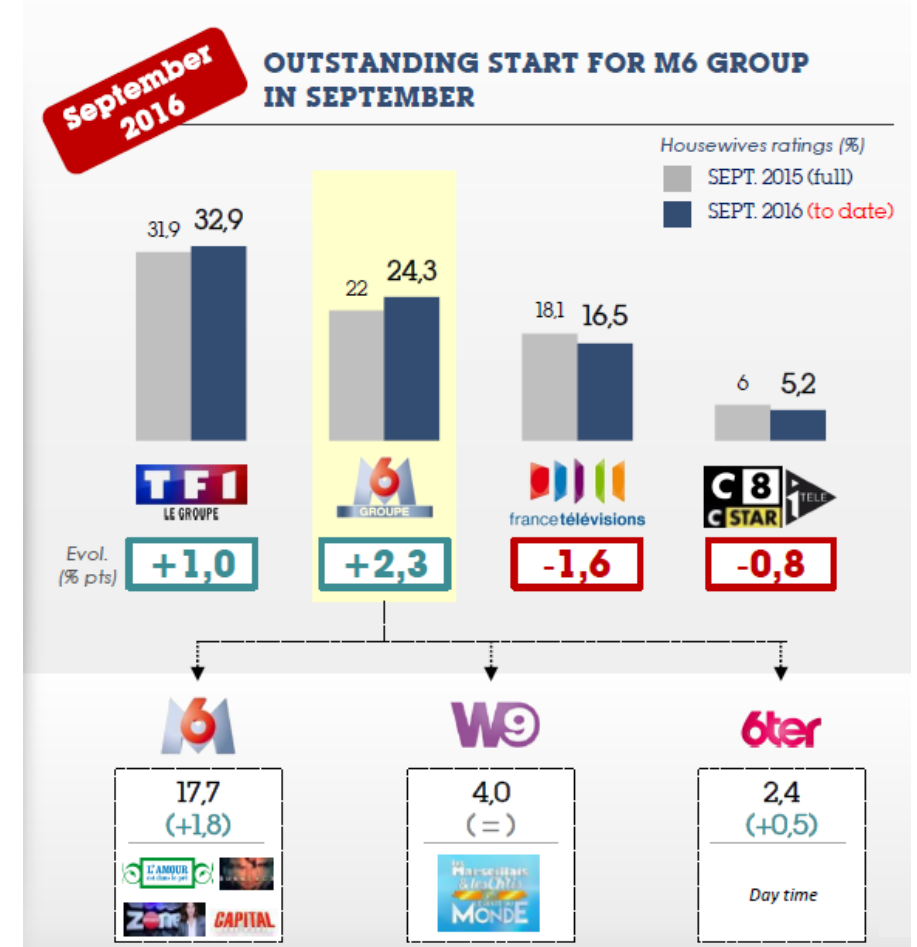
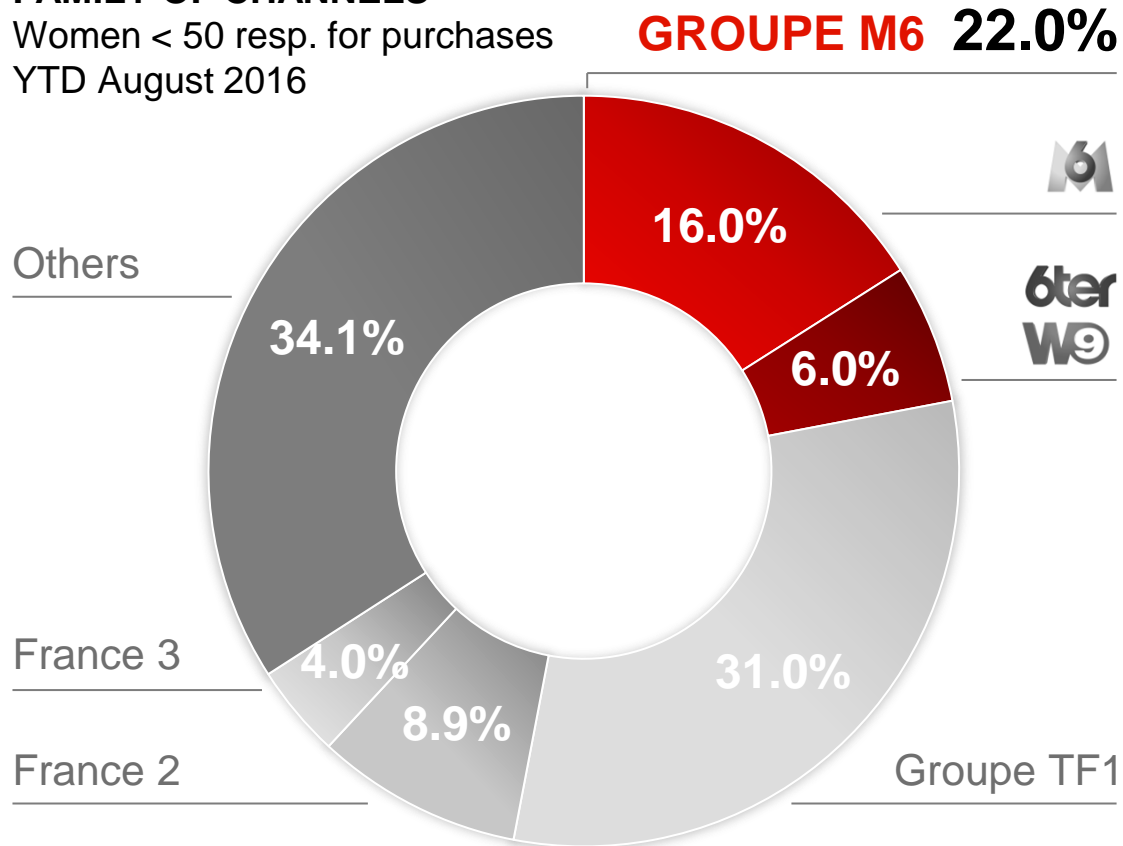
Source: IHS Screen Digest for 2015

Groupe M6

Continues to demonstrate strong audience share performance

FAMILY OF CHANNELS

Women < 50 resp. for purchases
YTD August 2016



Source: Médiamétrie

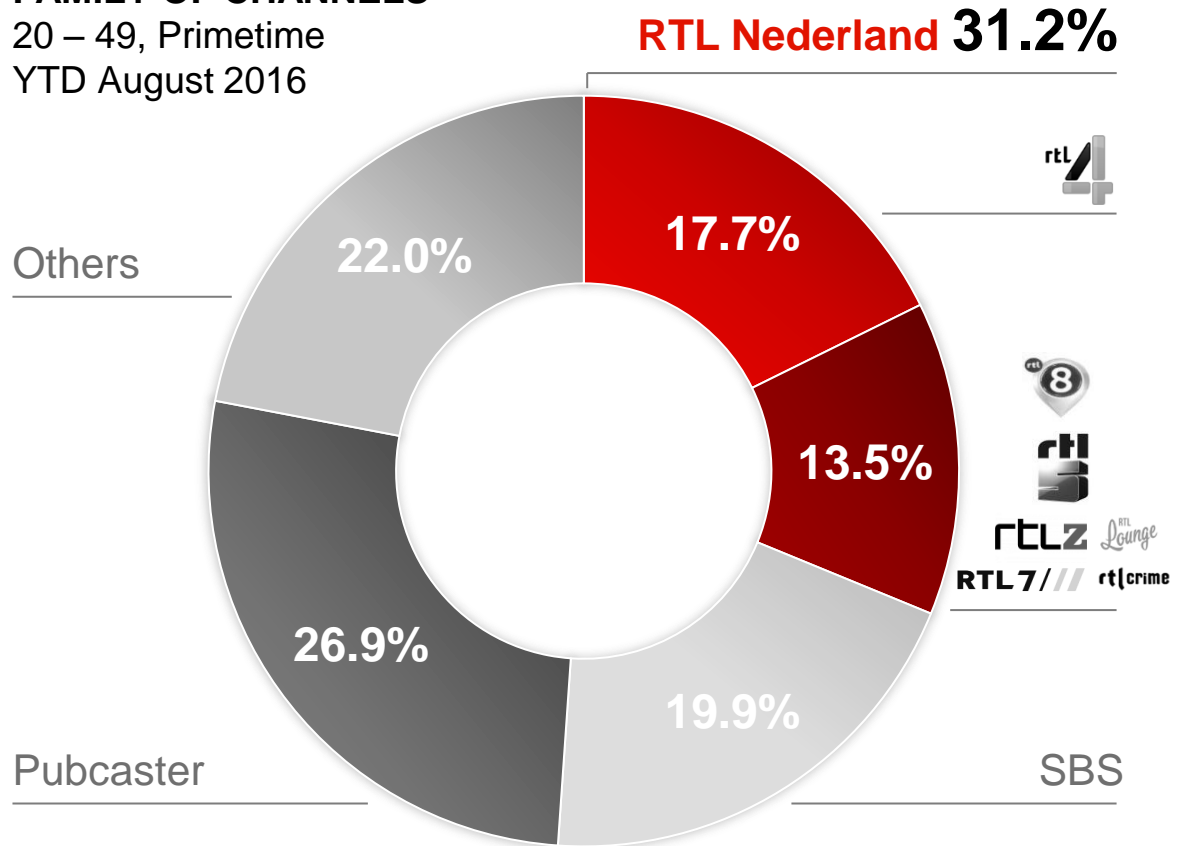
Groupe M6: M6, W9 and 6ter; TF1 Group: TF1, TMC, NT1 and HD1

RTL Nederland

YTD audience shares impacted by sports but good start into new season

FAMILY OF CHANNELS

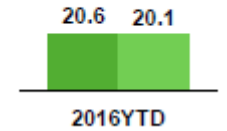
20 – 49, Primetime
YTD August 2016



Family Island

RTL4

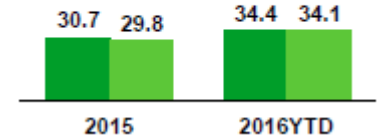
20-49 Shoppers
20-49



Dance, Dance, Dance

RTL 4

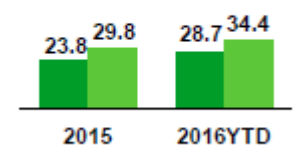
20-49 Shoppers
20-49



Expeditie Robinson

RTL5

20-49
20-34



Source: SKO

Agenda



Business update



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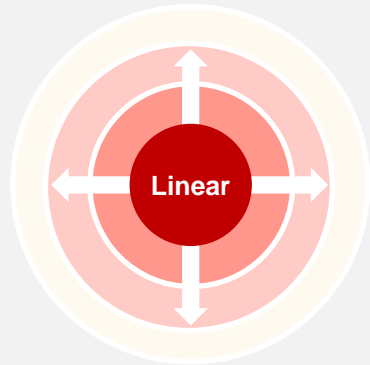


Outlook 2016

Overview

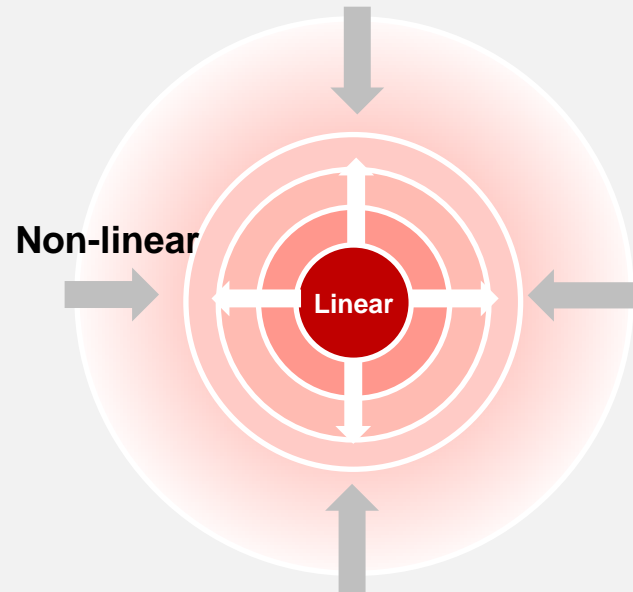
'Total Video' describes the dynamic expanding TV universe

TV as we know it ...



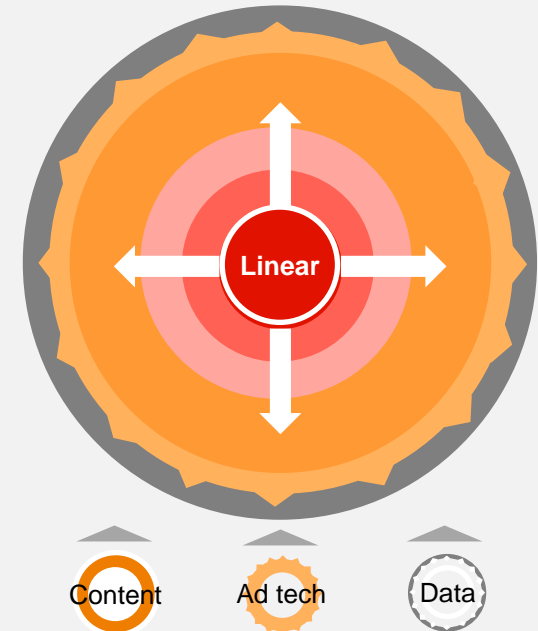
TV landscape has been fragmenting generation by generation

... evolving to Total TV ...



Now non-linear offers grow in quantity and quality, moving closer to traditional TV as TV-like offers

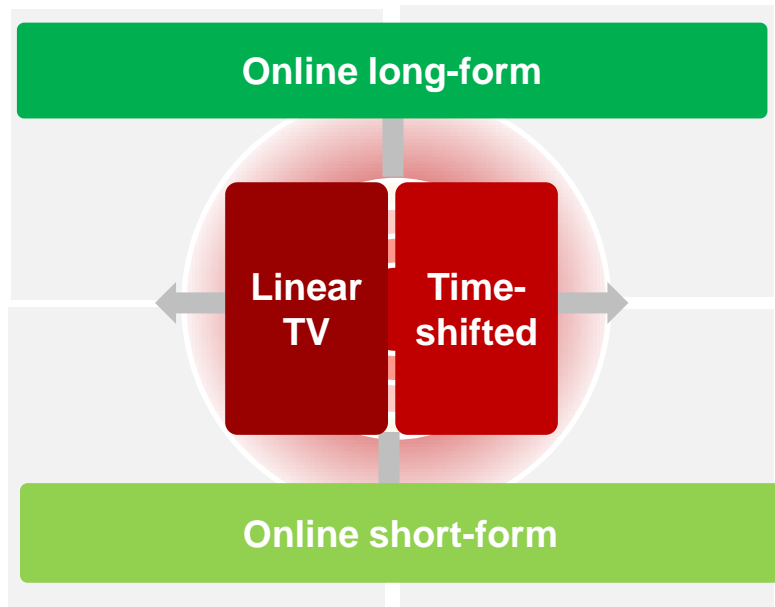
... as an integrated eco-system



Digital tech, data and new types of content are embedded in Total TV

Viewing time

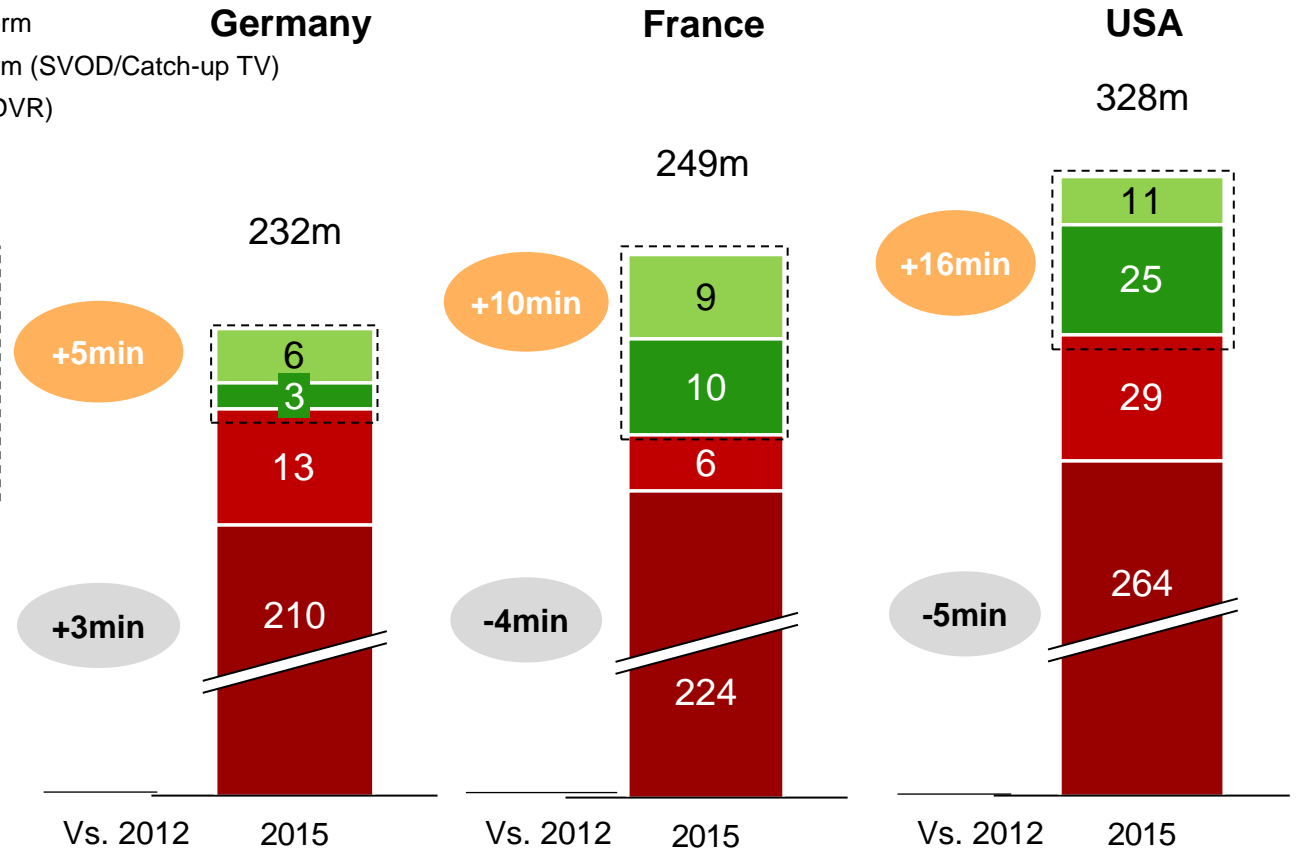
'Total Video' is currently not fully measured



Total video viewing time
Minutes per user per day / estimated

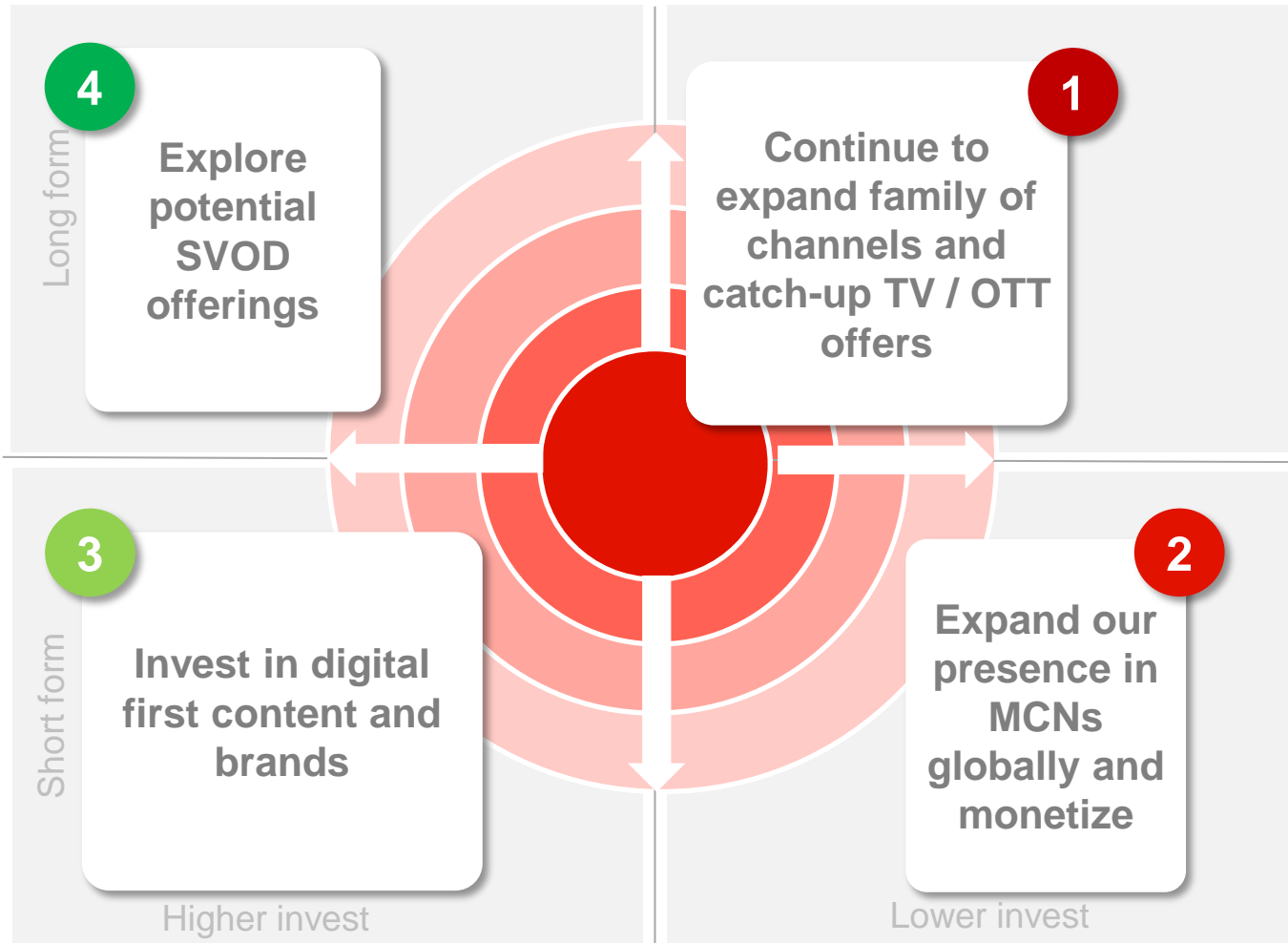
- Online short-form
- Online long-form (SVOD/Catch-up TV)
- Time-shifted (DVR)
- Linear TV

"Leakage" can only be estimated – TV measurement systems only slowly catching up



Our strategic priorities across the 4 quadrants

Follow the viewers and explore presence in all video segments...



Our ambition for ... audience

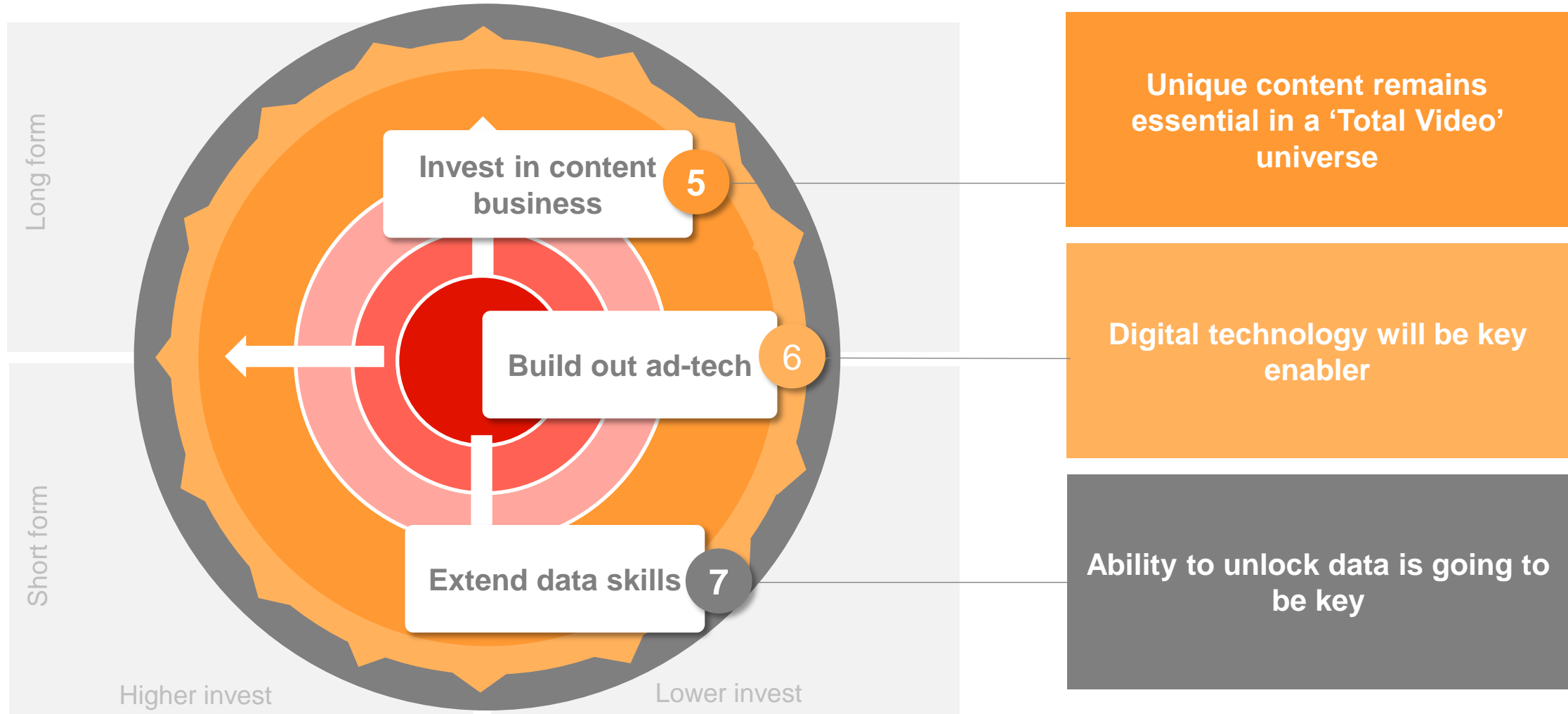
Capture growth in total video, regain younger audiences, prevent unmeasured viewing

... advertisers

Offer wider scope of advertising products in 'Total Video'

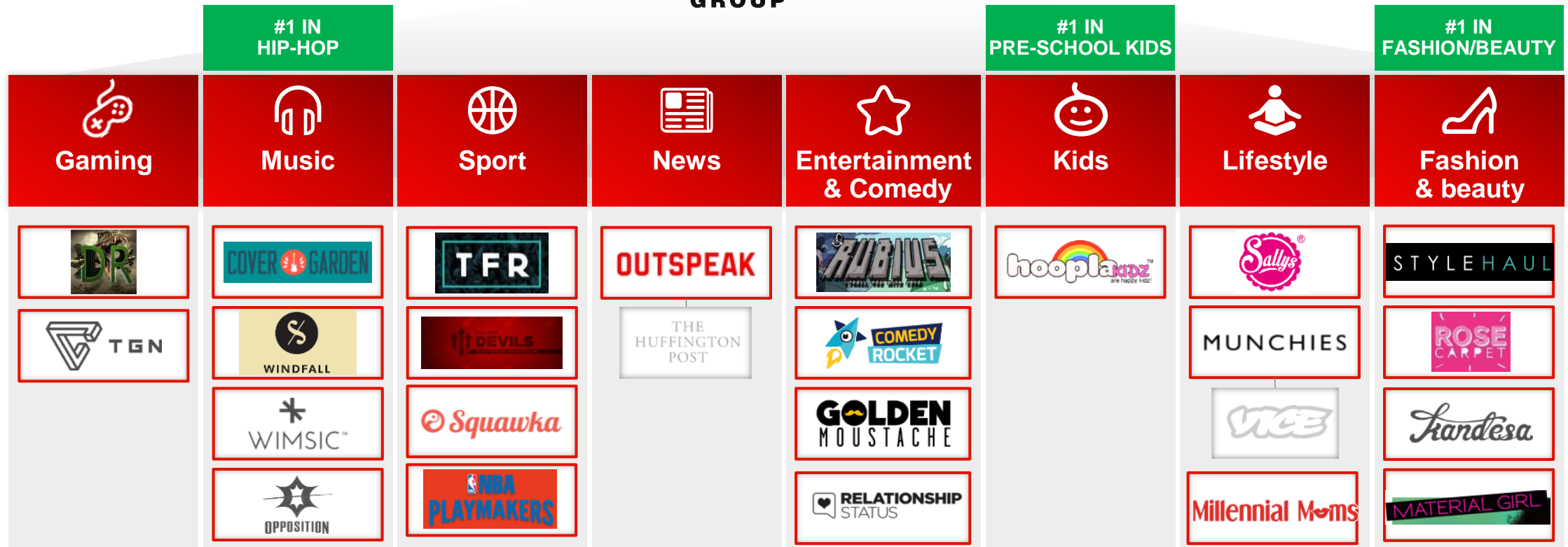
Strategic priorities

...while investing in key success factors: exclusive content, ad-tech and data



Digital first brands

We are building digital brands in key verticals...

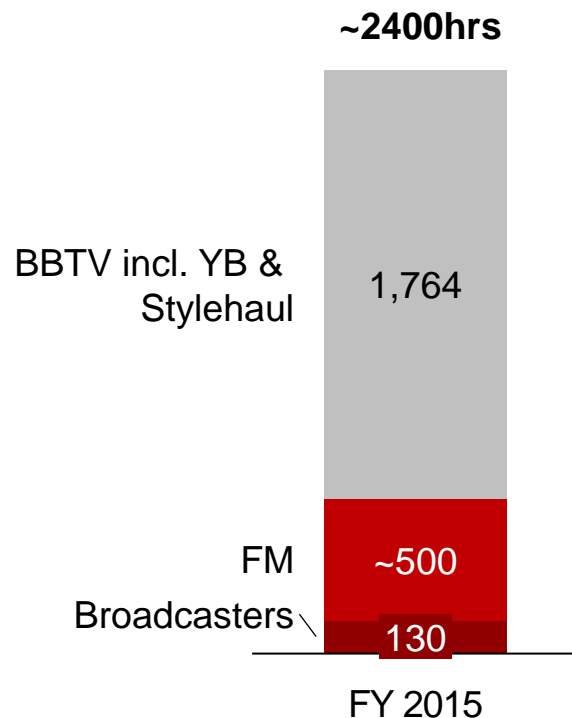


Examples: non-exhaustive Partners

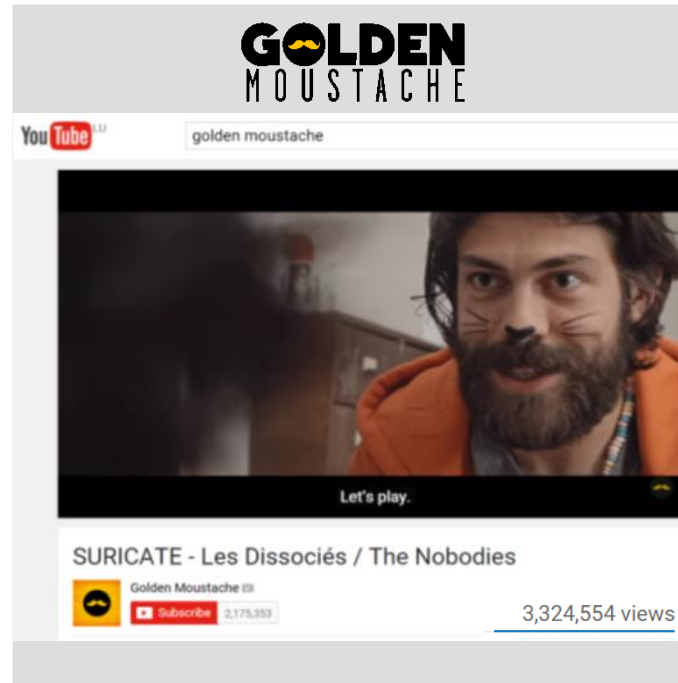
Digital first brands ... as well as ramping-up our web original content

RTL Group web original content

Purely commissioned for web, excl. branded content
Estimate



Illustrative examples only



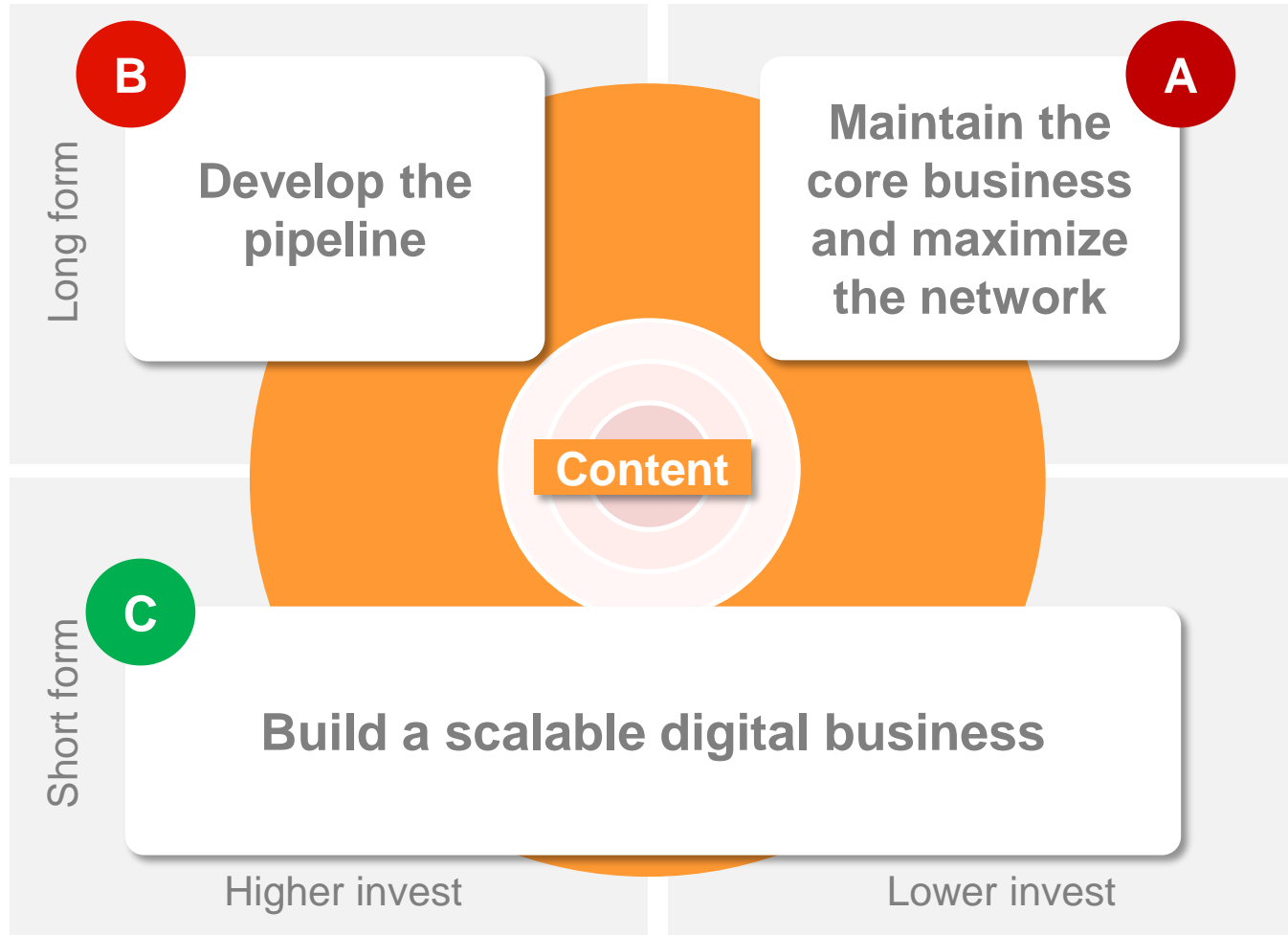
- 1h15 movie on YouTube
- 75% of budget covered by product placement
- 3.3 million views



- #1 Pre-school Kids MCN on YouTube
- Creating in-house kids content at scale

Strategic priorities in content

Fremantle is positioning itself in all 'Total Video' quadrants









- A**
- Keep existing hits on air
 - Roll out formats to new territories

- B**
- Create new formats
 - Accelerate the scripted strategy

- C**
- Expand across value chain
 - Strengthen off-YouTube distribution
 - Develop new verticals

Strategic priorities in content

With a number of talent and M&A deals over the last 12 months

Strategic priorities				Deals already contributing IP				
Developing the pipeline		DATE Jan 2015	HOLDING 25%	# of IP 2	Shows in funded development			
Strengthening of new genres: drama and local productions		DATE Sep 2015	HOLDING 51%	3	Shows in production or funded development			
Maximising the global network		DATE Sep 2015	HOLDING 25%	5	Shows in production or funded development in UK and US			
		DATE Dec 2015	HOLDING 25%	4	Shows in production or funded development			
		DATE Dec 2015	HOLDING 25%	1	Show in funded development			
		DATE May 2016	HOLDING 25%	2 new	<table border="1"> <tr> <td>Wild Blue Media & Dancing Ledge</td> <td>June 2016</td> <td>25%</td> </tr> </table>	Wild Blue Media & Dancing Ledge	June 2016	25%
Wild Blue Media & Dancing Ledge	June 2016	25%						

Strategic priorities in content

Resulting in a scripted strategy that is showing growth potential

1 Major series *American Gods* and *Young Pope* progressing

American Gods (Starz)



- Casting for major roles complete
- Filming started, launch in 2017
- Amazon Prime deal just signed



The Young Pope (HBO/Sky/Canal+)



- Paolo Sorrentino mini-series starring Jude Law and Diane Keaton
- Produced by **Wildside**



- Launches this October following special 2 part premiere at Venice Film Festival in September

2 Continued success in non-English language



- First subtitled drama ever to be aired in the US
- Highest rated subtitled drama in UK history



- #1 in the Scandinavia
- Season 2 in development



- Season 2 in production
- UK adaptation in development (Euston)



- Successful launch season on Canal+
- Second season commissioned

3 Wide range of new commissions / developments



Hard Sun (BBC/Hulu)

- Euston Films' first commission. In pre-production



Wentworth (SoHo Aus)

- S4 launching, two more commissioned
- 2 international remakes



Picnic at Hanging Rock (Foxtel)

- FM Australia adaptation of 1970 mystery film

Ruby King (ITV)

- Euston Films legal drama
- At script stage with Graham Mitchell

Baghdad Central (C4)

- Euston Films post-war Iraq drama
- At script stage with Stephen Butchard

Ad-tech

Offering publishers 'Total Video' monetisation capabilities at scale

SPOTX

 smartclip



- ✓ Multi-screen delivery / ad-serving
- ✓ SSP / Yield optimisation
- ✓ Booking, reporting and forecasting tools
- ✓ Addressable TV (Connected TV / HbbTV)
- ✓ Cross-screen optimisation
- ✓ Programmatic ad sales for linear TV

videoamp

clypd

Strategic goals

- Expansion and roll-out in Europe and Asia
- Grow premium private market places
- Building fully integrated ad stack

Agenda



Business update



TV stands for
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Outlook 2016

RTL Group

Outlook for 2016: raising EBITA guidance

1

Revenue expected to grow **moderately**, in line with previous guidance



2

Reported EBITA now expected to show **slight** growth – raised guidance following strong H1 2016



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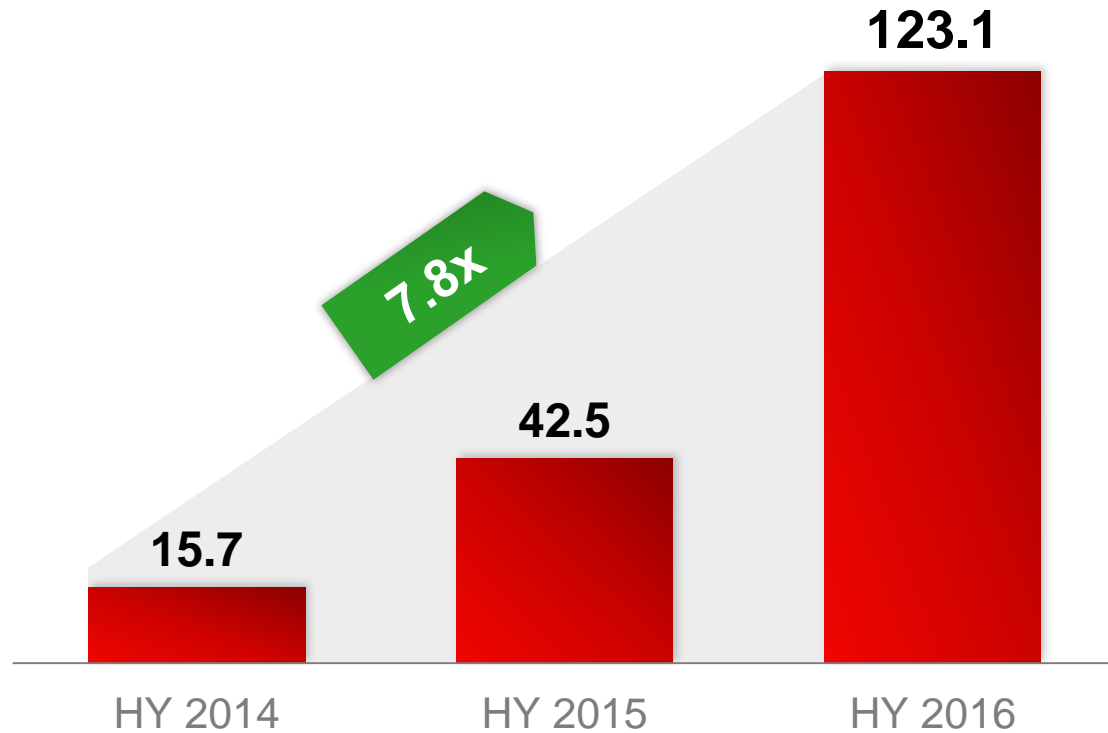
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Highlights

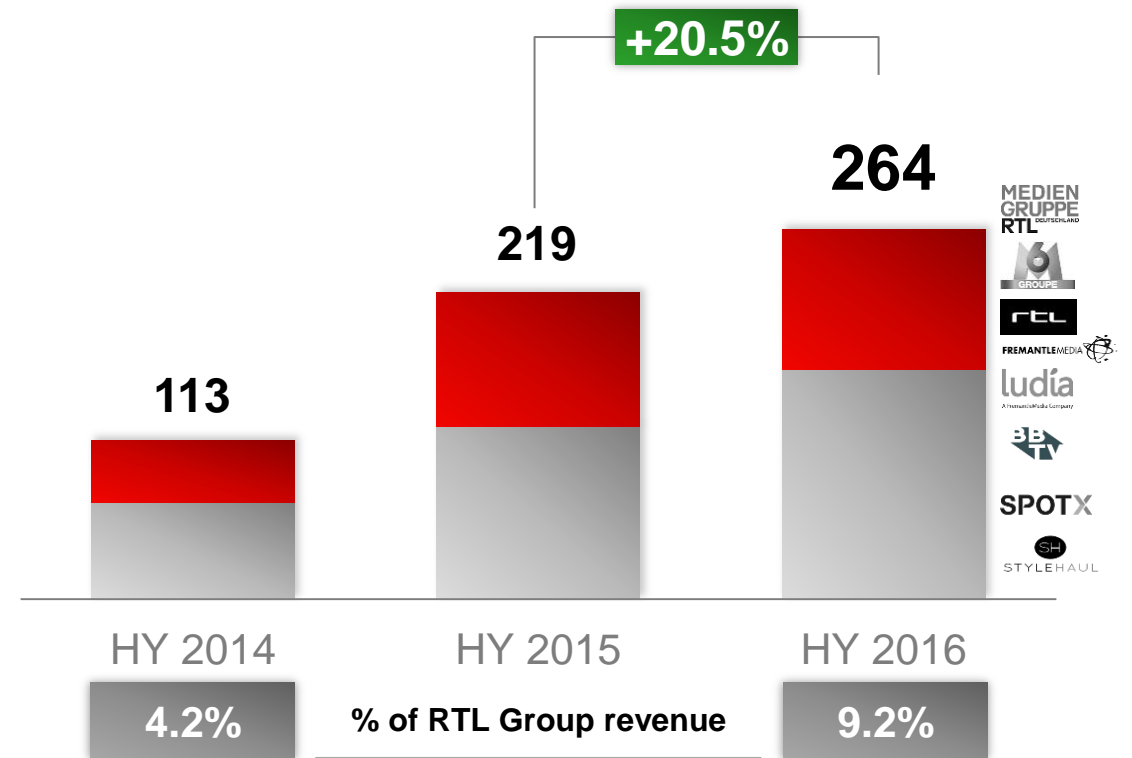
Digital continues on its strong growth path

VIDEO VIEWS RTL GROUP
In billion



DIGITAL REVENUE
In € million

- Non-advertising
- Advertising

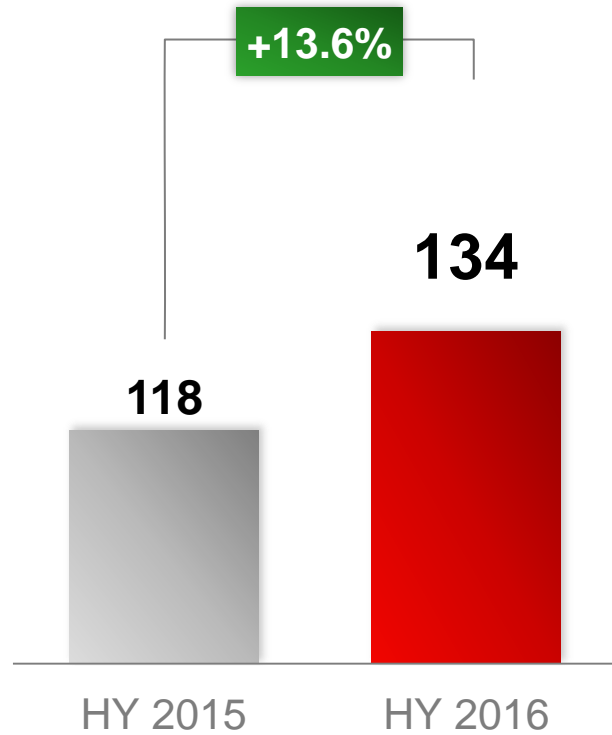


Source: all internal figures

Highlights

With platform revenue also growing

RTL GROUP PLATFORM REVENUE
In € million¹⁾



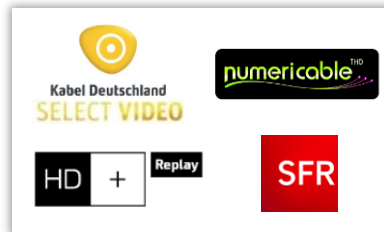
HD channels



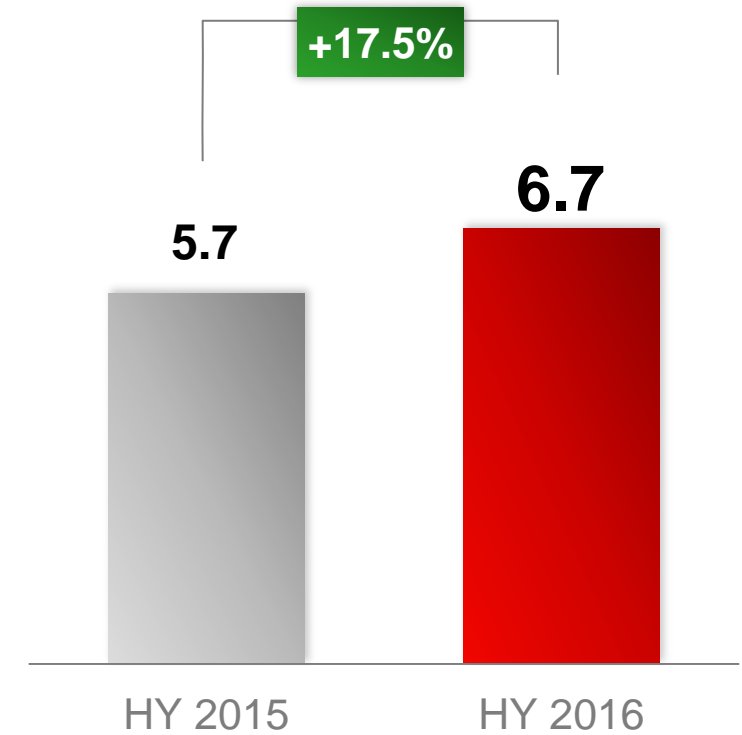
Thematic channels



VOD
on managed platforms



HD SUBSCRIBERS, GERMANY
In million



¹⁾ Platform revenue defined as revenue generated across all pay platforms (cable, satellite, IPTV) including subscription and re-transmission fees