



H1  
2015

A promotional graphic for the H1 2015 event. It features a large, tilted yellow banner with the text 'H1' in a smaller font above '2015' in a very large, bold font. The banner is set against a red background with white starburst effects. Above the banner, three people are shown: a woman in a black dress on the left, a man in a dark suit and patterned tie in the center, and a man in a dark suit and glasses on the right pointing towards the camera. Below the banner, a group of seven performers in various styles of dresses and outfits are posed. The overall aesthetic is festive and celebratory.



Barclays Bank, London  
2 September 2015

# Agenda

1



Half-year  
2015 highlights

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2



Business  
segments

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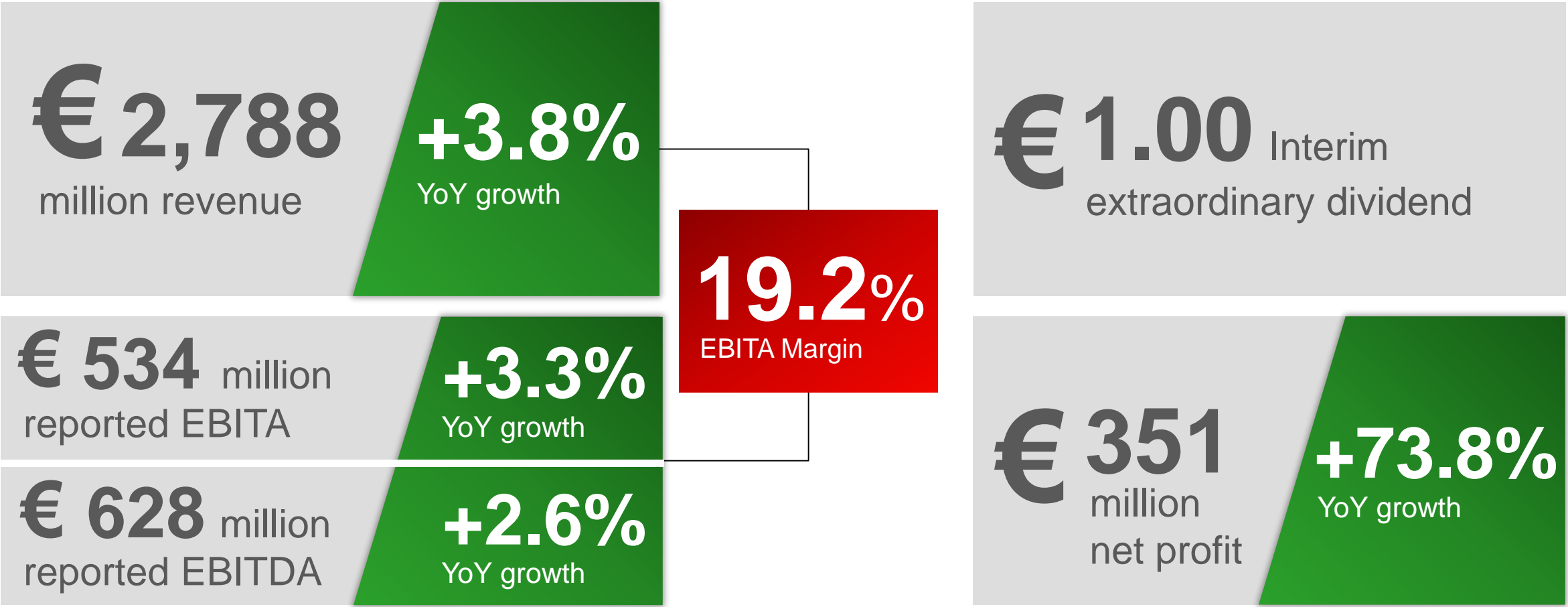
3



Outlook 2015

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



# Highlights in HY 2015

**+94%**

digital revenue growth

**+9.6%**

EBITA growth at Mediengruppe  
RTL Deutschland

**#1**

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



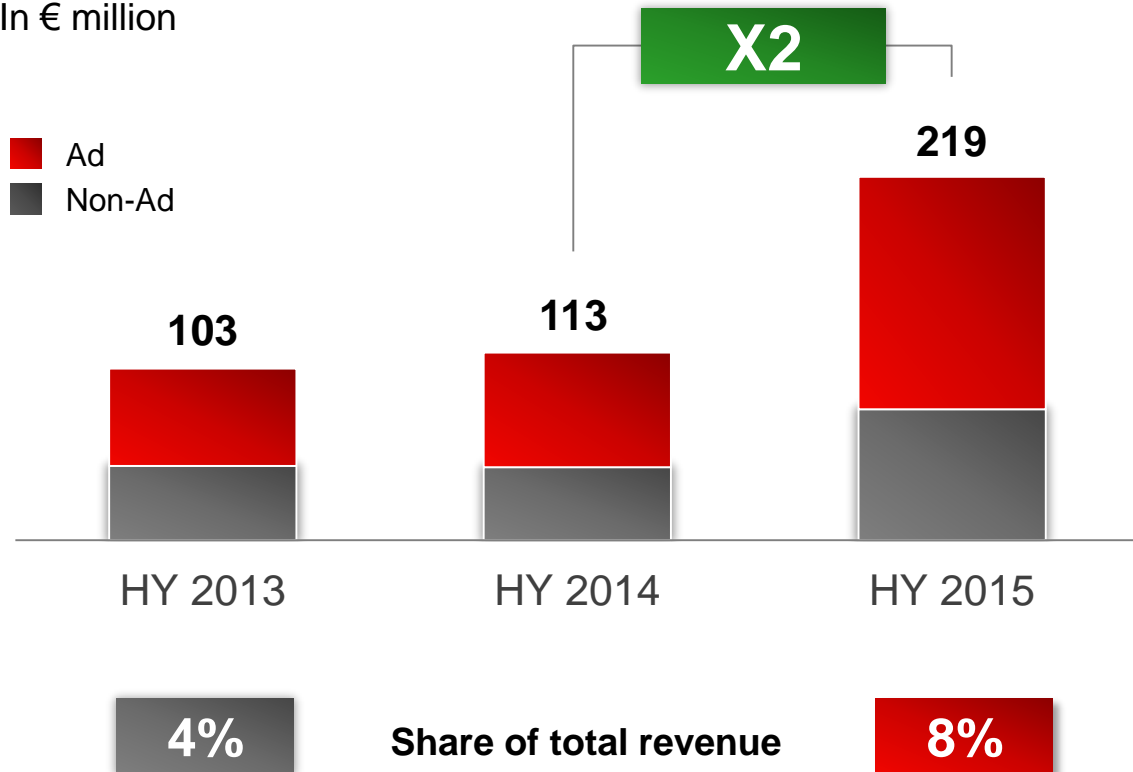
Simon Cowell, Britain's Got Talent

1) By comScore video property ranking

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

## DIGITAL REVENUE

In € million



Brand	YoY growth
broadbandtv	+84%
STYLEHAUL	+112% <sup>1)</sup>
spotXchange	+90% <sup>1)</sup>

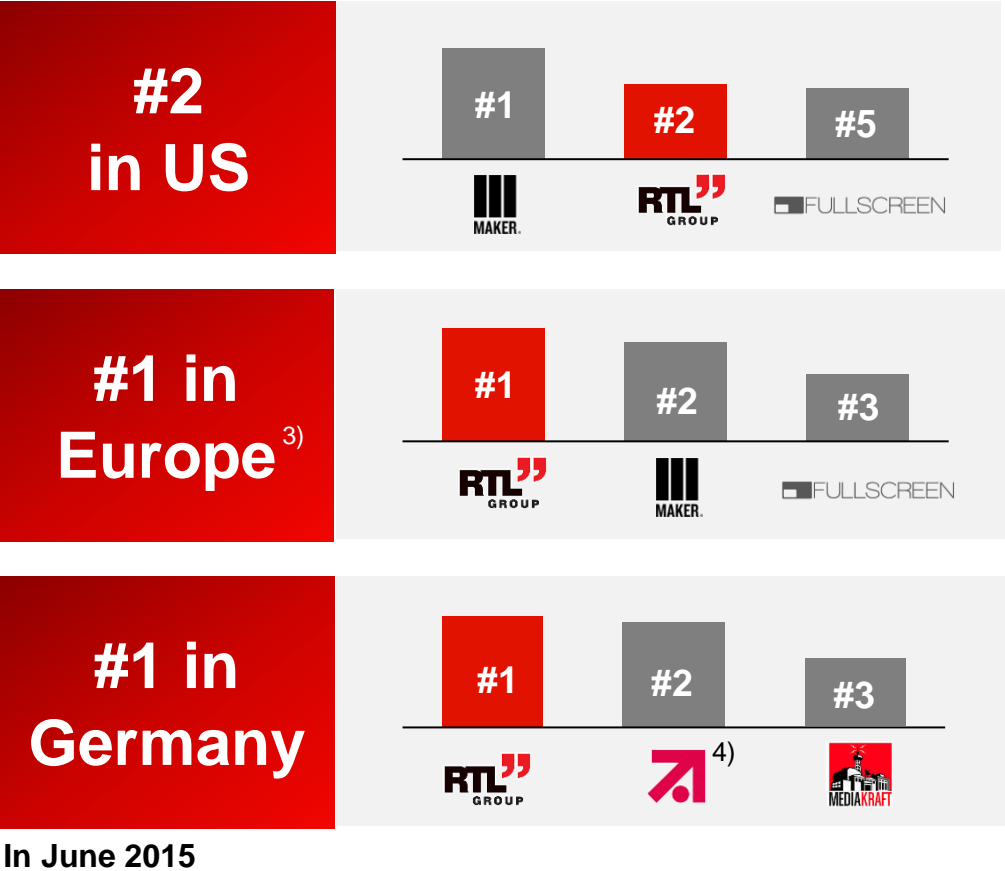
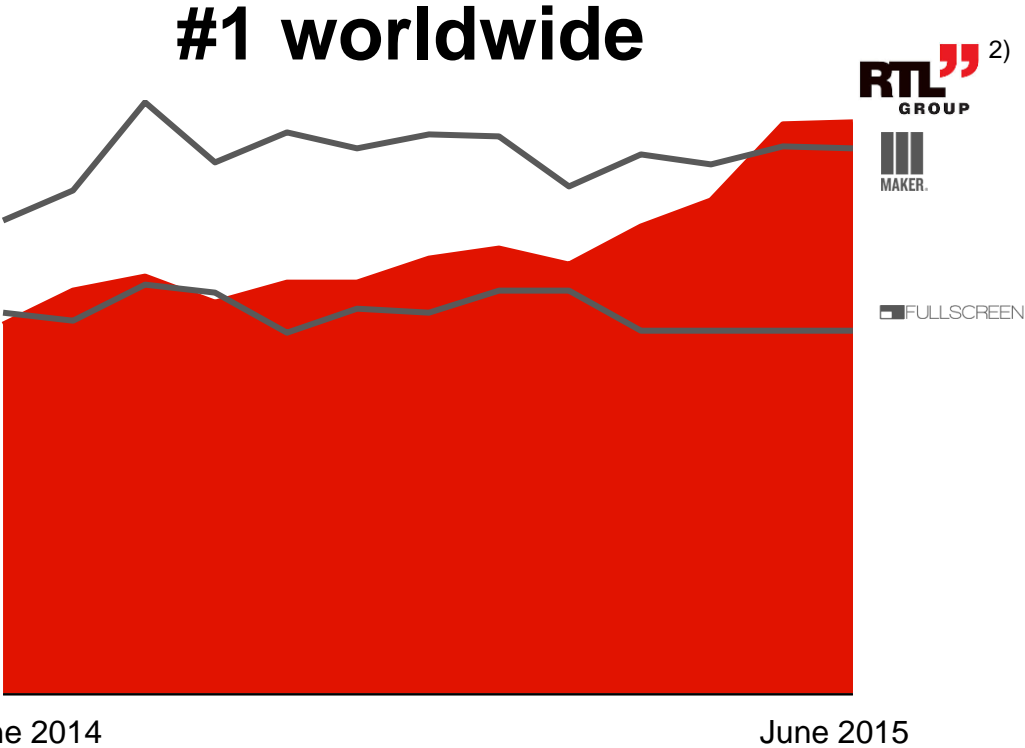
**RTL Group to further grow its leading position in online video**

1) Pro-forma

# RTL Group has become a global leader on YouTube

## COMSCORE MCN RANKING

By video views, excl. music services<sup>1)</sup>



1) Content & ads, excl. mobile; 2) Aggregated pro-forma view of all MCN's and YouTube channels operated by RTL Group companies (Divimove, StyleHaul and YoBoHo included for whole time frame, not since acquisition date); 3) Incl. UK, GER, FR, NL; 4) Aggregated pro-forma view of Collective and Studio 71

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# Mediengruppe RTL Deutschland

## Delivering another record result

**MEDIEN  
GRUPPE**  
RTL DEUTSCHLAND

**#1**

free-TV broadcaster

**+7%**

strong revenue growth

**34.5%**

world class EBITA margin



Wladimir Klitschko, RTL

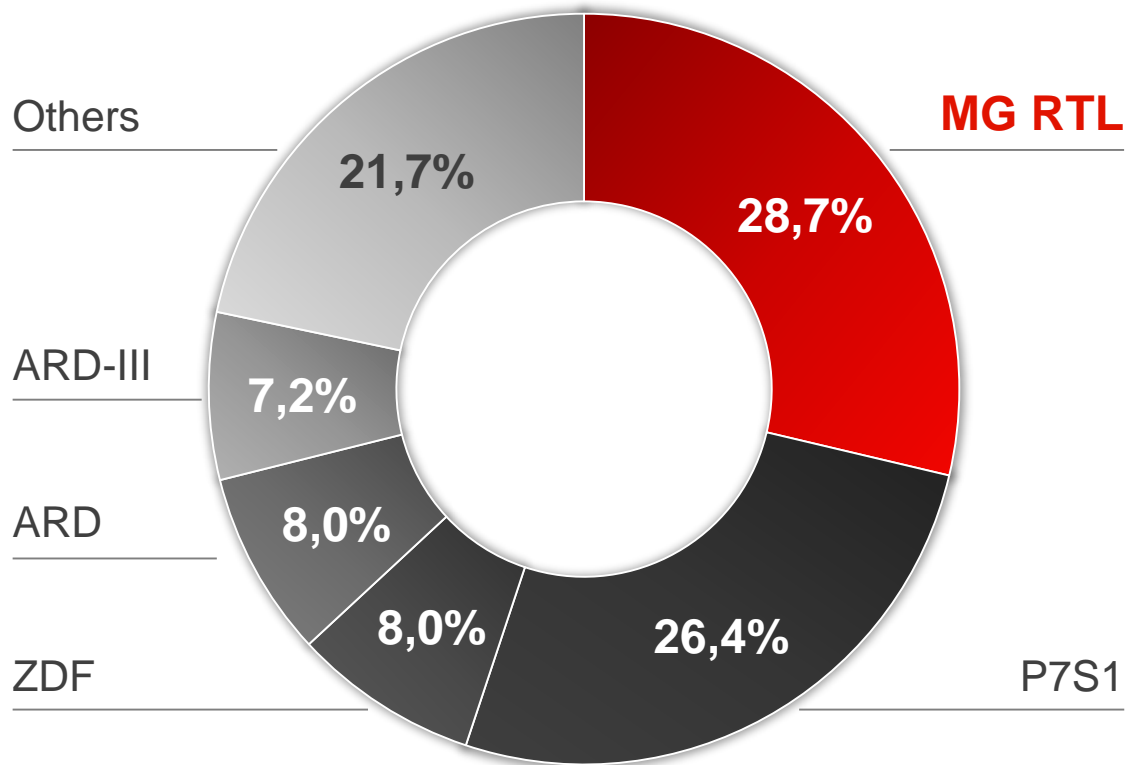


# Mediengruppe RTL Deutschland

## Clear market leader in audience ratings

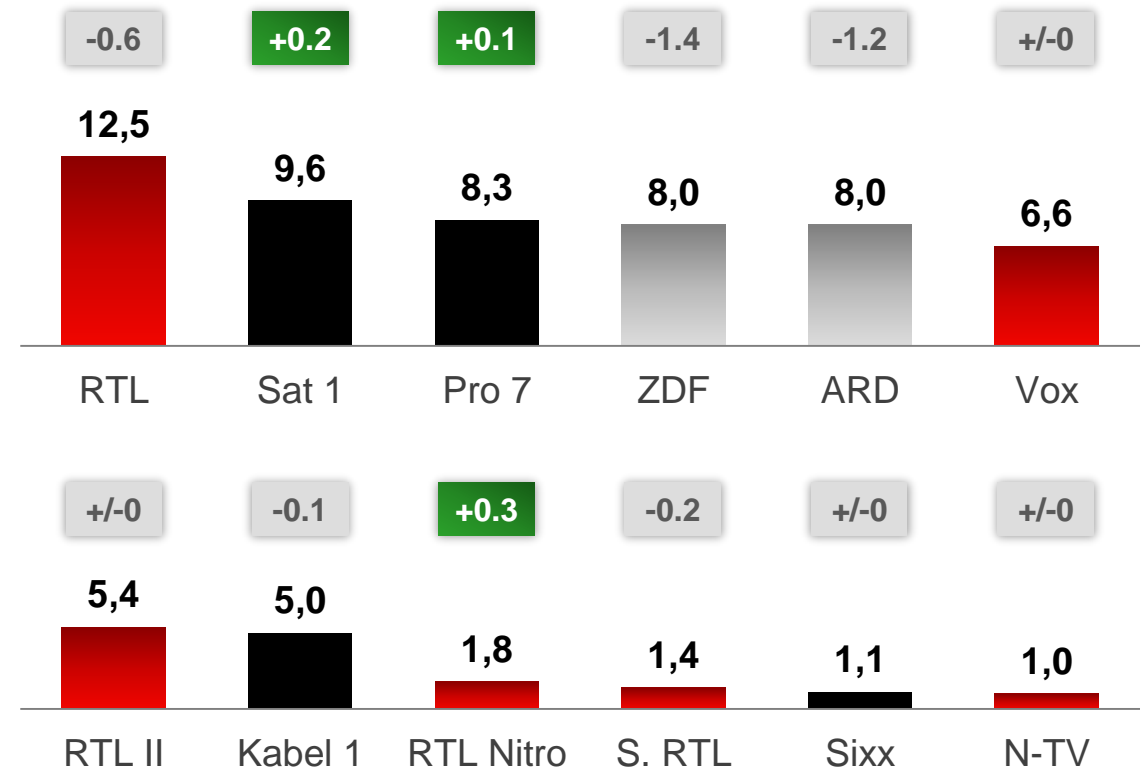
### FAMILY OF CHANNELS

14 – 59 (in %), HY 2015



### BY CHANNEL

14 – 59 (in %)



X Percentage point deviation vs. HY 2014

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

# Groupe M6

## Solid results



**+1.3%**

**advertising revenue**

**+0.7%**

**EBITA from TV activities  
slightly up**

**+46%**

**growth of 6ter audience share**



The Island, M6

# RTL Nederland

## Strong audience performance, weak ad market

rtlnederland

#1

Free-TV broadcaster

+0.9%

slight revenue growth despite declining TV ad market

+36%

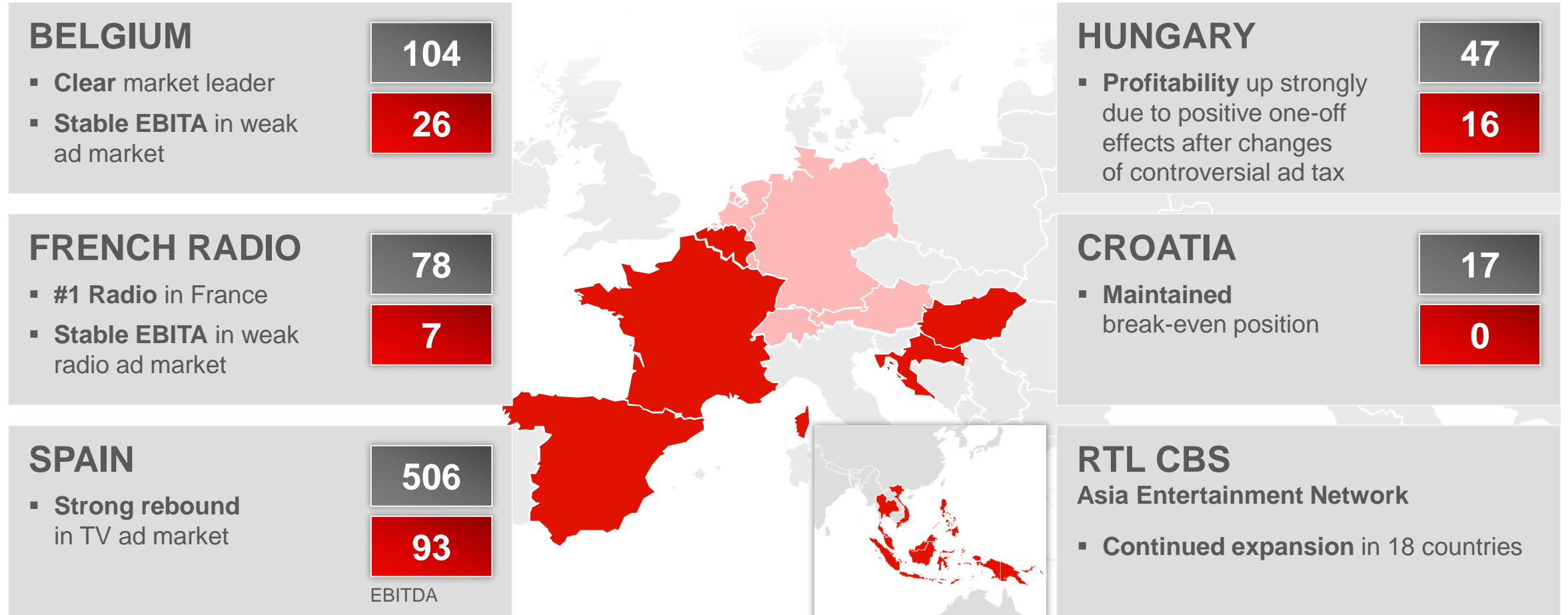
platform revenue growth



The Voice Kids, RTL 4

# Other markets

## EBITA stable/up across all other territories

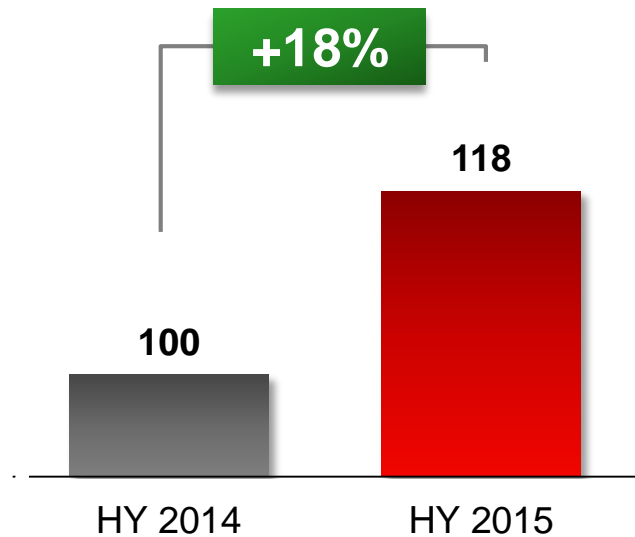


Revenue
  EBITA, in € million

# Broadcast

## Retransmission fees continue to grow double digits

**RTL GROUP PLATFORM REVENUE**  
(in € million)



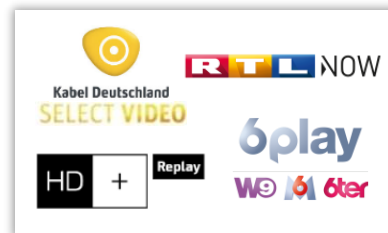
HD channels



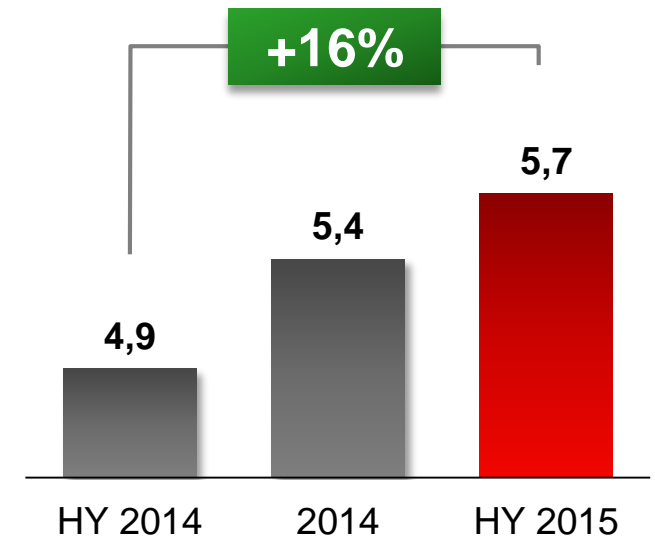
Thematic channels



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



**WILDSIDE**

- ***The Young Pope***: Starring Jude Law, (Sky, HBO & Canal Plus)

Leading Italian independent producer

## New top production



**UFAFICTION**

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

Sold to 7 countries;  
on RTL prime-time in autumn

## New development



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

Commissioned by US premium pay channel Starz

# Digital business

## RTL Group is becoming a truly global online video powerhouse

1#

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

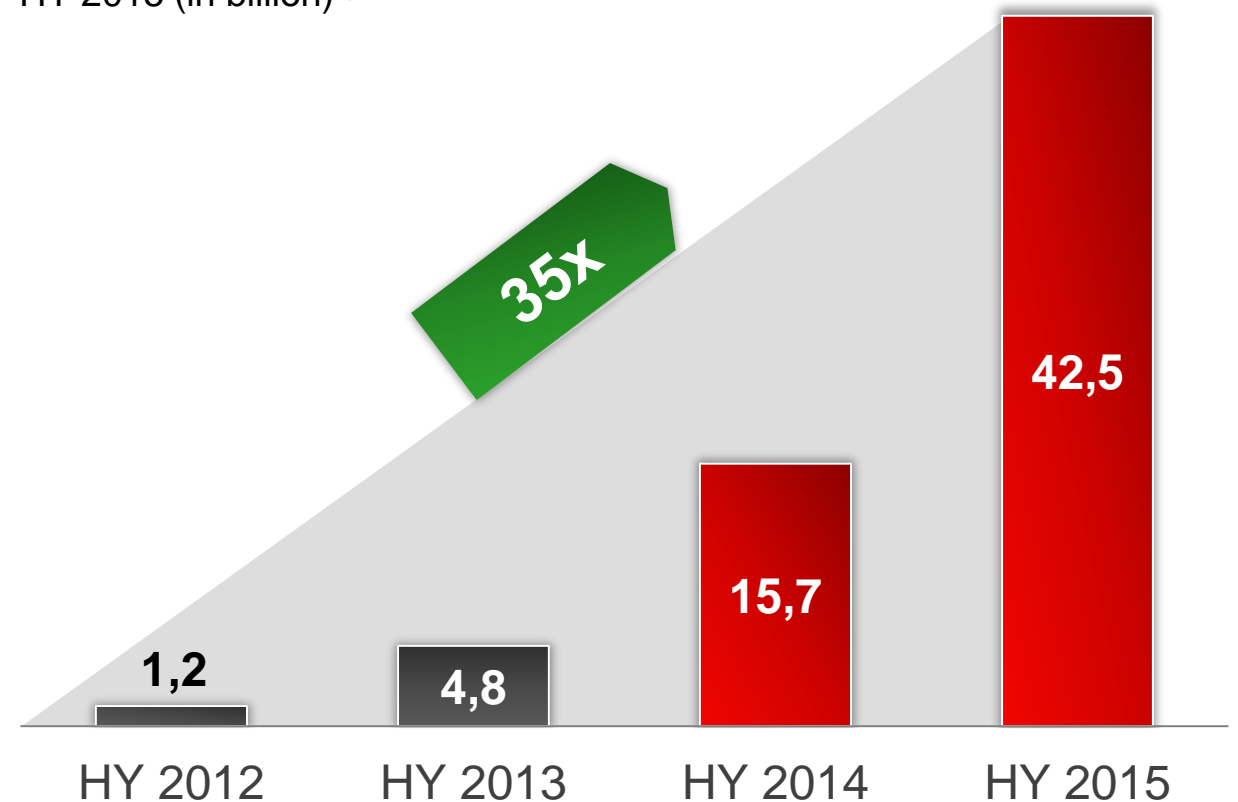
+94%

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

45,000

YouTube channels managed  
by world leading stack of MCNs

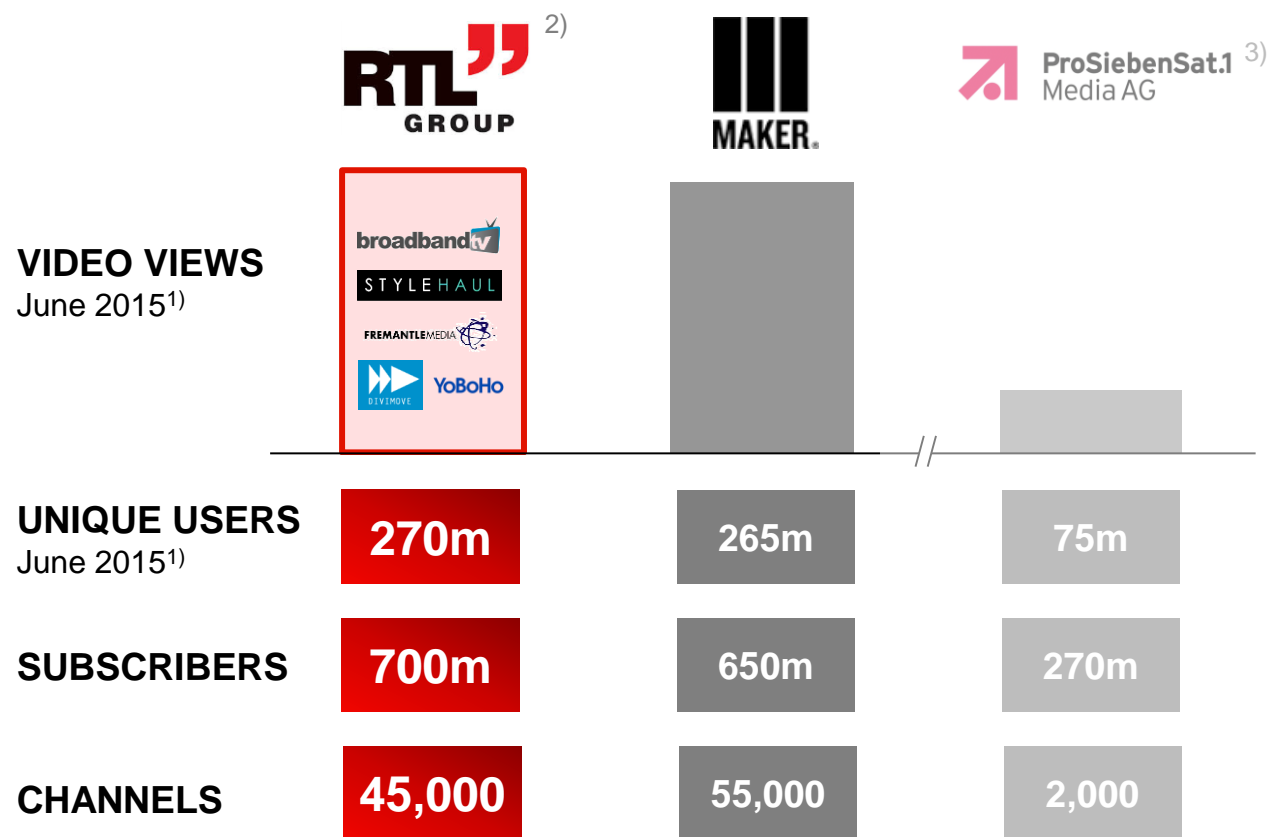
VIDEO VIEWS RTL GROUP  
HY 2015 (in billion)<sup>2)</sup>



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



# Online video Global leader on YouTube



**200+**  
hours original content  
produced in HY 2015<sup>4)</sup>

El Rubius	Zoella	Rclbeauty 101
13m subs	8m subs	3m subs

**180+**  
branded content campaigns  
delivered in HY 2015

1) Global comScore YouTube partner ranking, content & ads, excl. mobile 2) Aggregated pro-forma view of BroadbandTV, StyleHaul, YoBoHo, Divimove and FremantleMedia 3) Aggregated pro-forma view of Collective and Studio 71 4) Only including content directly produced and financed by RTL Group broadcasters, FremantleMedia or MCNs (excl. content produced by MCN channel partners)

# Online video advertising SpotXchange on impressive profitable growth path



<b>4.2bn</b>	<b>Ad decisions</b> processed per day	<b>+100% YoY</b>
<b>+112%</b>	<b>Growth of private</b> market place usage	
<b>+4</b>	<b>New offices</b> In Amsterdam, Hamburg Belfast and Singapore	

## Strong revenue growth

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

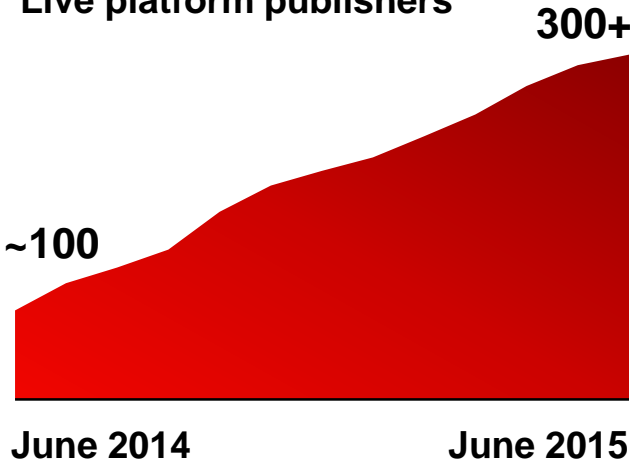


## Growing publisher base

Latest additions



Live platform publishers



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

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Outlook 2015

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# RTL Group Outlook for 2015

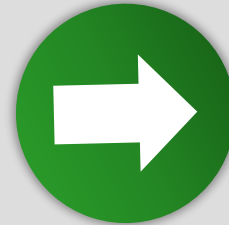
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**Revenue** now expected to grow slightly given outlook for European ad markets and strong growth in digital revenue



2

**Reported EBITA** to be in line with last year despite lower contribution from one-off gains



UEFA European qualifiers, RTL



**THANK YOU**

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2015

A promotional graphic for the H1 2015 event. It features a large, tilted yellow banner with the text 'H1' in a smaller font above '2015' in a very large, bold font. The banner is set against a vibrant red background with a starburst pattern. Several people are featured: a man in a dark suit and tie stands behind the banner; a woman in a black dress stands to the left; a man with glasses and a microphone stands to the right; and a group of seven performers in various outfits stands in front of the banner. A cartoon character of a girl in a purple dress is visible in the bottom left corner.



Barclays Bank, London  
2 September 2015

