

Non-financial information

Corporate responsibility (CR)

RTL Group believes that CR adds value not only to the societies and communities it serves, but also to the Group and its businesses. Acting responsibly and sustainably enhances the Group's ability to remain successful in the future.

CR is integral to the Group's strategy. The core RTL brand was repositioned in 2021 with a new identity, a clear set of brand principles and a new design reflecting the diversity of RTL. With this, RTL has been strengthened as Europe's leading entertainment brand that stands for entertainment and independent journalism, as well as inspiration, energy and attitude. 'We act responsibly' is one of eight defined brand principles that guide the company's action and define what RTL stands for. At the heart of RTL's guiding principles and values is a commitment to embracing independence and diversity in its people, content and businesses.

RTL Group's future non-financial reporting

In December 2022, the Corporate Sustainability Reporting Directive (CSRD) was adopted by the European Parliament and came into force on 5 January 2023. The new directive aims to expand existing requirements for non-financial reporting. As a large listed Public Interest Entity (PIE), the reporting requirements of the CSRD will also apply to RTL Group starting from the financial year 2024. RTL Group will publish its non-financial reporting as part of its Annual Report 2024.

Companies subject to the CSRD must report according to European Sustainability Reporting Standards (ESRS), and the sustainability information reported must be audited.

To prepare for the implementation of the CSRD and ESRS, RTL Group's Corporate Centre has established a working group under the leadership of its CFO, comprising experts from HR, Legal, Finance/Consolidation, Communications & Investor Relations, Compliance, Audit and IT. These experts are in close contact with their counterparts at the Group's business units, the Group's external auditors and Bertelsmann. By the end of 2023, RTL Group's CSRD working group finalised the preparation of the Group's materiality assessment and therefore determined the scope and depth of RTL Group's future non-financial reporting. The double materiality assessment, as stipulated by the CSRD, refers to two dimensions: financial materiality requires disclosure of matters that (may) trigger material financial effects on a company's development, such as cash flows, financial position or financial performance, in the short, medium or long term. Impact materiality requires disclosure of matters relating to effects on people or the environment. Assessments of both dimensions are required for all companies. So far, RTL Group has determined a total of 59 material metrics across the areas 'environmental', 'social' and 'governance'. In 2024, the Group will begin drafting the first report in accordance with ESRS. This process includes a test run in the first half of 2024 for all S-related metrics determined as material.

RTL Group's current non-financial reporting

The information of the Combined Non-Financial Statement (which complies with the current European Directive 2014/95/EU and provisions by the law of 23 July 2016 regarding the publication of non-financial and diversity information in Luxembourg) can be found in the Annual Report of RTL Group's majority shareholder, Bertelsmann SE & Co KGaA. Further information on RTL Group's non-financial information can also be found in the GRI reporting of Bertelsmann SE & Co KGaA on bertelsmann.com.

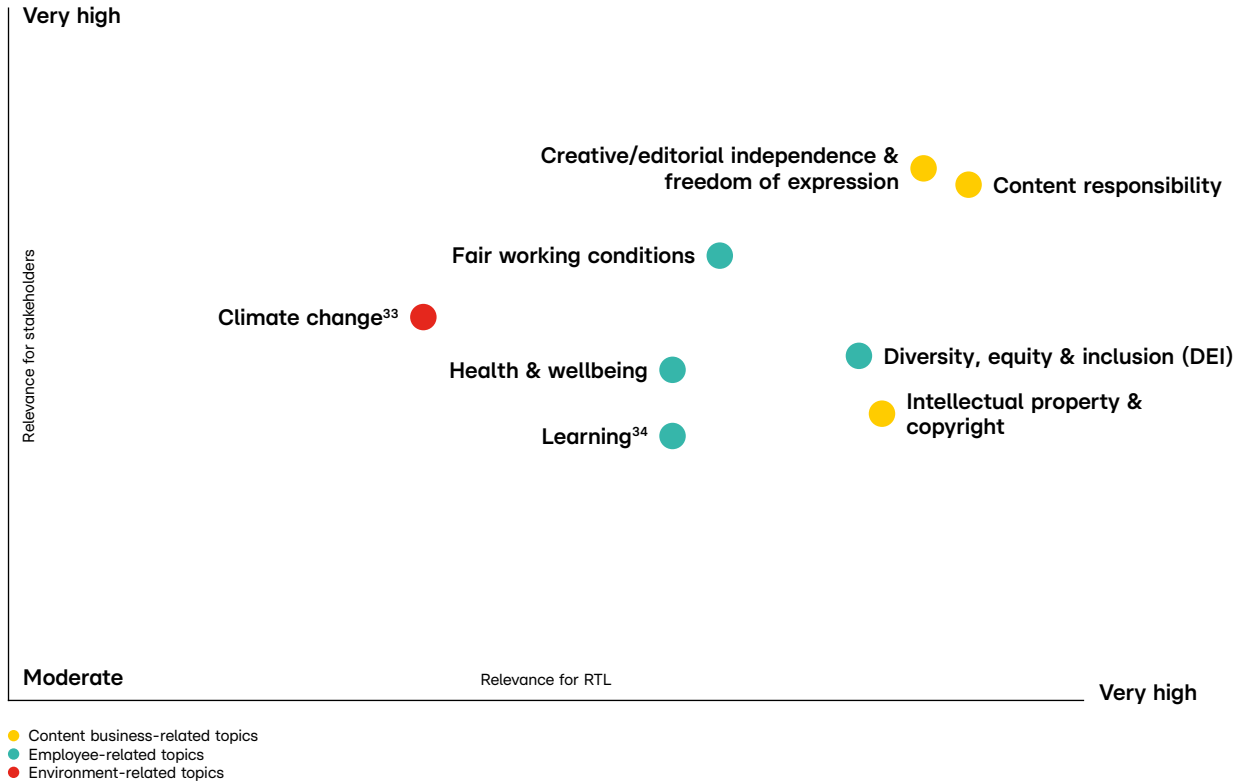
RTL Group's CR organisation

The RTL CR Board unites executives from RTL Group and RTL Deutschland. The Board meets regularly to coordinate projects in key areas such as diversity, creative/editorial independence and climate protection, to develop new ideas and to ensure efficient use of expertise at both the Corporate Centre and RTL Deutschland.

The CR Board also meets annually with participants from specialist departments within RTL Deutschland, such as Youth Protection, the association *Stiftung RTL – Wir helfen Kindern*, Communications, and RTL Group's Human Resources, Investor Relations and Compliance departments. The RTL Group CR Network – created in March 2014 and consisting of CR representatives from the Group and its business units – meets annually to share best practices and knowledge. In addition, RTL Group established a Climate Task Force, consisting of members from all business units, which meets to discuss, collaborate and define actions to reduce carbon dioxide emissions, with the target of becoming climate neutral by 2030. In May 2022, RTL Group's largest business unit, RTL Deutschland, established a department for sustainability and diversity, equity & inclusion (DEI). In 2023, Fremantle established ten employee-led groups focusing on topics like mental health and wellbeing, accessibility, as well as race and ethnicity, which are sponsored by the executive leadership and directly influence decision-making.

RTL Group's CR activities focus primarily on the following issues: content responsibility, creative/editorial independence and freedom of expression, intellectual property and copyright, fair working conditions, DEI, health, safety and wellbeing, learning (including digital media literacy) and climate change. These issues were identified in a materiality analysis in consultation with internal and external stakeholders. The core of the survey was the assessment of 19 CR topics – internally, according to their relevance for the business, and externally, according to their relevance for stakeholders. The survey was conducted in 2020 in close consultation with the Group's majority shareholder Bertelsmann. Going forward, the double materiality assessment under ESRS will replace the survey.

Relevance matrix



Creative/editorial independence

RTL Group’s broadcasting and news reporting are founded on editorial and journalistic independence. RTL Group’s commitment to impartiality, responsibility and other core journalistic principles is articulated in its Newsroom Guidelines. Maintaining audience trust has become even more important in an era when news organisations and tech platforms have been accused of publishing misleading stories, and when individuals, radical political movements and even hostile powers post fake news on social networks to sow discord.

For RTL Group, independence means being able to provide news and information without compromising its journalistic principles and balanced position. Local CEOs act as publishers and are not involved in producing content. In each news organisation, editors-in-chief apply rigorous ethical standards and ensure compliance with local guidelines, which gives the Group’s journalists the freedom to express a range of opinions, reflecting society’s diversity and supporting democracy. In 2023, RTL Deutschland reviewed the guidelines that RTL News has been working with and incorporated new requirements on cross-media production, social media activities by journalists and Artificial Intelligence (AI). With these updated guidelines, RTL Deutschland ensures that all employees have the same understanding of the quality of journalistic work, regardless of their work area, TV, digital and print.

Employees

With a diverse audience and a business based on creativity, RTL Group needs to be a diverse organisation. In 2023, the Group had an average of 12,835 full-time employees (total headcount: 17,732 including permanent and temporary staff) in more than 26 countries worldwide. These employees range from producers and finance professionals to journalists and digital technology experts.

RTL Group strives to be an employer of choice that attracts and retains the best talent, while equipping employees with the necessary skills and competencies to successfully master the company’s current and future challenges. It does this by offering training programmes and individual coaching in a wide range of subjects, from strategy and leadership to digital skills and health, safety and wellbeing. It reviews and, if necessary, adjusts its training offers on an ongoing basis.

RTL Group’s corporate culture is founded on creativity and entrepreneurship. The Group strives to ensure that all employees receive fair recognition, treatment and opportunities, and is committed to fair and gender-blind pay. The same applies to the remuneration of freelancers and temporary staff, ensuring that such employment relationships do not compromise or circumvent employee rights. The Group also strives to support flexible-working arrangements.

33 The different environmental topics have been pooled

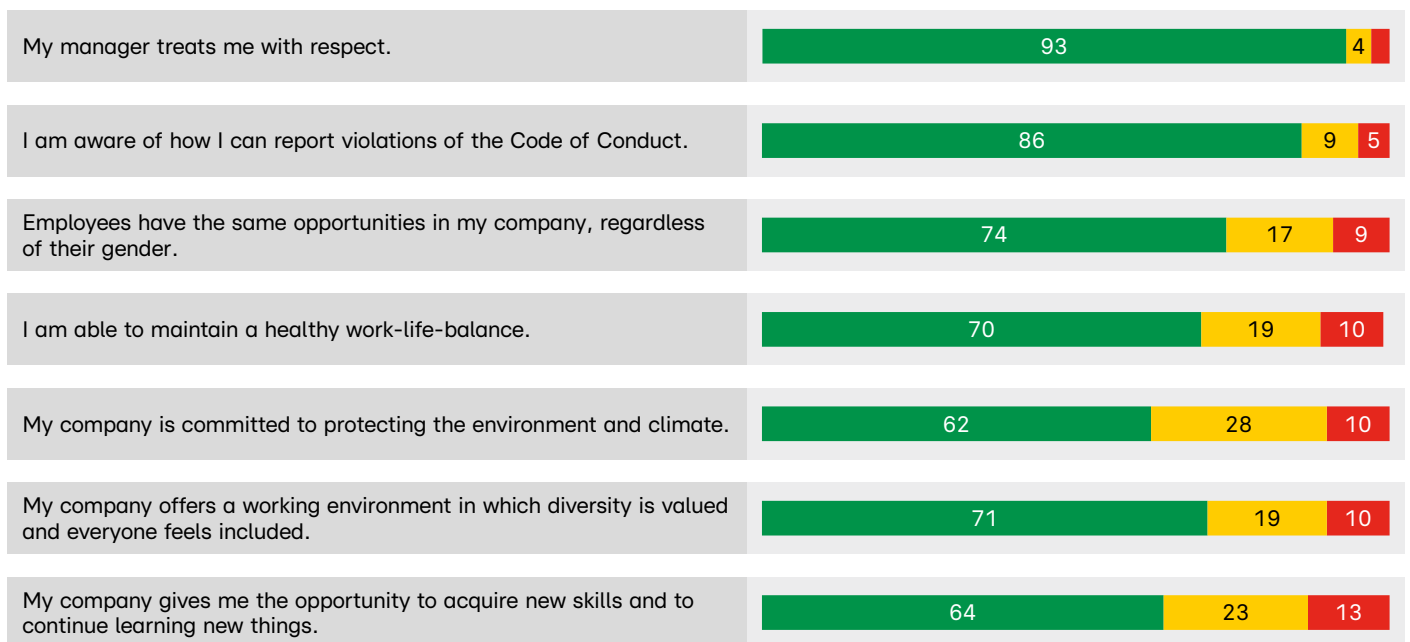
34 Including digital media literacy

The Covid-19 crisis has deeply changed the world of work. The balance between working in the office and remotely is a relevant step to continue offering flexibility and efficiency for those employees whose functions do not require office presence.

Every two years, all RTL employees are invited to participate in the Bertelsmann employee survey. In 2023, RTL Group received a response rate of 76.4 per cent, corresponding to 9,541 respondents from 134 companies across 22 countries and in 11 languages (excluding temporary workers and Groupe M6). The survey delivered positive feedback across various important dimensions, including CR-related topics. Employees feel that their

manager treats them with respect (highest overall satisfaction rate of 93 per cent), assigns them independent tasks (89 per cent) and supports them through challenges (87 per cent). Areas for improvement include total compensation received (40 per cent), support for professional development (54 per cent), and commitment to protecting the environment and climate (62 per cent) – all of which are important feedback points that RTL Group takes seriously. Since 2021, the employee survey includes a CR Index, summarised in the following graphic, to help track the progress of RTL Group-wide CR initiatives. The next employee survey will be conducted in 2025.

Employee survey 2023³⁵: CR Index at 74 per cent – Target: 80 per cent



³⁵ Calculation based on the average of positive responses to seven questions of the 2023 Employee Survey in the following categories: Health & wellbeing; Diversity, Equity & Inclusion; Fair working conditions; Learning; Climate change

Diversity

RTL Group's commitment to diversity is embedded in its processes and articulated in its corporate principles. The cornerstone is the RTL Group Diversity Statement, which reinforces the company's commitment to promoting diversity and ensuring equal opportunities. It sets guidelines and qualitative ambitions for the diversity of the Group's people, content and businesses.

RTL Group is committed to making every level of the organisation more diverse regarding nationality, gender, age, ethnicity, religion and socio-economic background. The Group places a special emphasis on gender diversity. RTL Group's overall workforce is balanced by gender (with 47 per cent men and 53 per cent women as at 31 December 2023) while women account for 36 per cent of top management positions (31 December 2022: 36 per cent), and 37 per cent of senior management positions (31 December 2022: 33 per cent).

Top management generally encompasses the members of the Executive Committee, the CEOs of the business units and their direct reports, members of the Management Boards, and the Executive Committee direct reports at RTL Group's Corporate Centre. Senior management generally encompasses the Managing Directors of the businesses at each business unit, the heads of the business units' departments and the Senior Vice Presidents at RTL Group's Corporate Centre (unless classified as members of top management).

RTL Group's long-term ambition is for women and men to be represented equally at all levels. In 2022, RTL Group's Executive Committee reviewed the Group's objectives and set the following quantitative target: to increase the share of women in top and senior management positions to at least 40 per cent by the end of 2025. The Group reports on its progress towards these diversity targets each year. At the end of 2023, the ratio of women in top and senior management positions was 37 per cent, up 17 percentage points compared to 2016, when RTL Group reported those measures for the first time (2016: 20 per cent; 2022: 34 per cent).

The importance of diversity is also reflected in the content the Group produces. Millions of people who turn to RTL Group each day for the latest local, national and international news need a source they can trust. RTL Group therefore maintains a journalistic balance that reflects the diverse opinions of the societies it serves. The same commitment to diversity applies to the Group's entertainment programming: it is essential for RTL Group to create formats for a wide range of audiences across all platforms. Many different segments of society should be able to identify with the diverse content offered.

In Germany, RTL Deutschland initiated its second diversity week (Woche der Vielfalt) with a focus on inclusion. During this week, RTL Deutschland reported extensively on its news and magazine programmes to increase visibility of people with disabilities. A highlight from the week was coverage of the Special Olympic World Games, one of the world's largest inclusive sporting events, which took place in Berlin in June 2023. RTL Deutschland was a partner of the Games' media alliance. A marketing campaign on TV, digital, radio and social media accompanied the theme week, bringing people with disabilities together with well-known RTL faces. RTL Deutschland's flagship channel RTL and Vox broadcasted special formats like *Der Schwarzwälder Hirsch – Ein Jahr danach* (Zum Schwarzwälder Hirsch – One year later), a reunion of the Grimme Award-winning inclusive TV documentary in which people with Down syndrome learn how to run a restaurant.

Since 2020, RTL Deutschland has supported the 'Storytellers' competition, in which students from selected film schools are invited to develop and submit a concept for a young-adult series for RTL+. The first winning project of the competition already premiered as an RTL+ original in 2022, while winners of the 2023 edition will realise their projects in 2024. The competition is now supported by the Film- and Medienstiftung Nordrhein-Westfalen (NRW), a leading German funding institution supporting the development of film and TV projects in NRW. In the future, 'Storytellers' will offer a production budget of up to €1.5 million, opening up new possibilities in production.

In 2023, Fremantle continued to make progress towards building an equitable and inclusive culture across its business and content. To attract, develop and retain talent from all backgrounds and experiences, Fremantle has invested in partnerships with specialist organisations dedicated to addressing under-representation in the creative industries. For example, Fremantle continued its partnership with The TV Collective on the Breakthrough Leaders programme in the UK, supporting 150 black, Asian and minority-ethnic future leaders. In Sweden, Fremantle's leadership team is participating in an external mentoring programme, All of Us, for young people of colour in the creative industries and supporting the WomenUp programme – which consists of 40 women and their mentors – to address the female leadership gap. In the US, a partnership with Fresh Films supports 400 young people from under-represented backgrounds based in 27 national locations nationwide.

Inclusive casting and storylines across Fremantle shows continued to provide a platform for different voices and perspectives, influence authentic storytelling, and promote empathy and understanding. The series *Sam – A Saxon*, from Fremantle label Big Window Productions, launched on Disney+ and was recommended by the German Federal Government to be included in the school's national curriculum. The creative team also embarked on a global educational tour across several US states, London and Berlin, hosted by some of the world's leading academic and cultural institutions to help highlight the positive impact the series has had on the Afro-German and Black communities. In October 2023, the release of the Italian drama film *C'è ancora domani* (There's Still Tomorrow) achieved over five million admissions, leading the box office yearly results for an Italian film. The film, which is set in Rome during the aftermath of World War II, deals with issues related to domestic violence, patriarchy and feminism. Alongside its commercial success, *C'è ancora domani* has also become important in the education of students across Italy. Italian cinemas screened the film to students across the country, and the government requested that schools dedicate time and resources to the topic of domestic violence.

The Fremantle series *Fellow Travelers* – a love story and political thriller about two men who meet during the McCarthy era, when being gay meant being in danger – pays tribute to the history of the LGBTIQ+ community and received lots of media attention. Launched in 2023, the series highlights the importance of striving for a more inclusive society. It received two Golden Globe nominations in 2024 and won the Critics' Choice Award for 'Best Supporting Actor in a Limited Series or Movie Made for Television' for Jonathan Bailey.

Society

As a leading media organisation and broadcaster, RTL Group has social responsibilities towards the communities and audiences it serves. These responsibilities are particularly important when it comes to children and young people. The Group complies fully with child-protection laws and ensures its programming is suitable for children – or broadcast when they are unlikely to be watching. RTL Group also strives to give back to its communities by using its profile to raise awareness of, and funds for, important social issues, particularly those that might otherwise receive less coverage or funding.

As part of this support, the Group provides free airtime worth several million Euro to charities and non-profit organisations to help them raise awareness of their causes, as well as donating significant amounts of money to numerous charitable initiatives and foundations. RTL Group's flagship fundraising events (*RTL-Spendenmarathon*/Stiftung RTL in Germany and *Télévie* in Luxembourg) raised €23.3 million for charity in 2023 (2022: €46.0 million, driven by an additional fundraising campaign from Stiftung RTL in Germany for Ukrainian children and families after Russia's attack on Ukraine in February 2022).

Intellectual property and copyright

RTL Group's primary mission is to invest in high-quality entertainment programmes, fiction, drama, news and sports, and to attract new creative talent to help the Group contribute to a vibrant, creative, innovative and diverse media landscape. Strong intellectual property rights are the foundation of RTL Group's business, and that of creators and rights-holders.

RTL Group's Code of Conduct and an Information Security Policy set a high standard for the protection of intellectual property. All employees are expected to comply with copyright laws and licensing agreements and to put in place appropriate security practices (password protection, approved technology and licensed software) to protect intellectual property. Sharing, downloading or exchanging copyrighted files without appropriate permission is prohibited. Violations can be reported to the Compliance department via its reporting channels, which include a user-friendly speak-up system.

Anti-corruption and anti-bribery

The foundation for sustainable business success is built on integrity and trustworthiness, and RTL Group has zero tolerance for any form of illegal or unethical conduct. Violating laws and regulations – including those relating to bribery and corruption – is not consistent with RTL Group's values and could damage the Group. Non-compliance could harm the Group's reputation, result in significant fines, endanger its business success and expose its people to criminal or civil prosecution.

The Compliance department provides Group-wide support on anti-corruption, anti-bribery and other compliance-related matters. In addition to centralised management by the Compliance department, each business unit has a Compliance Responsible in charge of addressing compliance issues, including anti-corruption.

For information about RTL Group's Audit Committee see page 89.

Representatives of RTL Group management sit on the RTL Group Corporate Compliance Committee. The committee, which is chaired by RTL Group's Chief Financial Officer, is responsible for monitoring compliance activities, promoting ethical conduct and fighting corruption and bribery. It is kept informed about ongoing compliance cases and the measures taken to prevent compliance violations.

The RTL Group Anti-Corruption and Integrity Policy is the Group's principal policy for fighting corruption. It outlines rules and procedures for conducting business in accordance with anti-corruption laws and Group principles.

RTL Group's policies, including anti-corruption and integrity, anti-trust and compliance organisation, were updated and streamlined in 2022. The policies are split into ten categories, with a Business Process Owner for each category, who is the main contact for any questions regarding the respective policy.

Human rights

Respect for human rights is a vital part of RTL Group's Code of Conduct, which includes a decision-making guide that clarifies how to comply with the company's standards in case of doubt. The Group's commitment to responsible and ethical business practices extends to its business partners. In 2017, RTL Group established the RTL Group Business Partner Principles, which sets minimum standards for responsible business relationships. In 2023, RTL Group's Executive Committee adopted RTL Group's Supplier Code of Conduct, that will be rolled out and will replace the Business Partner Principles in 2024. To cover all centrally important aspects of human rights in one place, RTL Group published a specific Human Rights statement in 2022. The statement explicitly refers to the standards of the Universal Declaration of Human Rights and the United Nations' Global Compact and applies to the entire Group. To report suspected human-rights violations or unethical practices, employees and third parties can contact RTL Group's compliance reporting channels (directly or through a web-based reporting platform) or an independent ombudsperson. In all cases, they may do so anonymously.

Environment

RTL Group is a media company with no industrial operations and therefore does not consume significant amounts of raw materials or fossil fuel and is not a major polluter. The Group is mindful that resource conservation and climate protection are key challenges for the 21st century. For this reason – together with employees and stakeholders – RTL Group is committed to minimising its impact on the environment, by reducing its energy use and its direct and indirect greenhouse gas (GHG) emissions. It codified this commitment in February 2018 by issuing its Environmental Statement.

RTL Group has measured and published its carbon footprint since 2008. Serving as the key indicator for evaluating and continually improving the Group's climate performance, it was formerly calculated based on each country's average energy mix. To improve data quality, since 2017 it has been calculated based on the emissions associated with the Group's individual electricity supply contracts. This new, more detailed baseline takes into account hotel stays, refrigerant losses, commuting, IT devices and own and commissioned productions, as well as electricity consumption, paper, business travel, water and wastewater.

RTL Group decided to become carbon neutral by 2030, including both company-related emissions (scope 1 and 2) and emissions from the production of its programmes and products (scope 3). The goal is to reduce the Group's total emissions by more than 50 per cent compared to the 2018 baseline. As of 2030, RTL Group will offset all remaining emissions.

The 2018 baseline is the basis against which RTL Group measures progress and target achievements. This basis includes site- and employee-related emissions (scope 1 and 2) and indirect carbon dioxide emissions from video production (scope 3). Compared to the base year 2018, RTL Group has reduced its total emissions by 28 per cent, from 247,900 tCO₂ in 2018 to 178,900 tCO₂ in 2022. Representing almost 80 per cent of the Group's total emissions, indirect emissions from video production (scope 3) make up the largest share and are therefore the greatest lever for achieving the Group's goal. RTL Group will focus on reducing these emissions in the future, particularly in the area of green productions.

Due to the lack of data and the complexity of TV and film productions, carbon data for video productions for corporate reporting purposes are currently calculated based on genre benchmarks derived from the UK carbon calculator Albert. RTL Group will introduce a new Group-wide policy to base its future reporting of emissions from video productions mainly on activity data.

To reduce carbon emissions, RTL Deutschland has been striving for more sustainable TV productions since 2020. Since mid-2022, minimum ecological standards adopted throughout the industry by broadcasters and production companies in Germany have been applied to selected productions. RTL Deutschland aims to produce 50 per cent of its fictional content according to those standards. These standards are used to strive for environmentally and resource-friendly production methods. In 2023, 20 productions meeting those standards were produced. One series, that was also certified with the green motion label, was *Pumuckl's New Adventures*. On average, around 50 per cent of emissions were saved (compared to a genre-specific baseline) across 20 productions. RTL Deutschland plans to produce 50 productions meeting those standards in 2024³⁶. With the acquisition of Gruner+Jahr in 2022, the carbon footprint of print products also plays an important role. By setting up a 'Green Productions Print' committee, RTL Deutschland is now working on a structured approach to decrease the product carbon footprint of its magazines.

In France, *Top Chef*, which has been broadcast on Groupe M6's channels since 2010, was the first prime-time entertainment programme in France to receive an Ecoprod Label in 2023. The label is an important recognition of the work and commitment towards sustainable production practices of Studio 89, a subsidiary of Groupe M6. In February 2023, the channels and platforms of Groupe M6 raised awareness of climate change issues during the campaign week 'Semaine Green' (Green Week), offering a wide range of news and entertainment programmes focusing on topics such as waste, housing, biodiversity and responsible consumption.

In February 2023, Ufa, a German production company owned by Fremantle, won the Eisvogel prize for Sustainable Film Production with its series *Irgendwas mit Medien* – a prize introduced by the German Federal Government to promote more sustainable productions of audiovisual content. In May 2023, the daily series *Unter uns* was the second Ufa production to earn a green motion label from the Green Shooting working group. Some of the green measures implemented by Ufa include the use of electric cars, generators powered by green electricity, digital instead of printed filming plans, and reusable and recyclable materials. The company has not used plastic bottles on set since 2017 and switched to green electricity for productions in 2020. *Unter uns* is Germany's second-longest-running daily soap opera and the first daily series to be awarded a green motion label.

In May 2023, *The Farm*, produced by Fremantle-owned Strix in Norway, won the Best Sustainable Production Award at the Inaugural Global Production Awards in Cannes.

For RTL Group's environmental indicators according to GRI standards, please visit rtl.com.

³⁶ The 'Green Shooting' working group, founded and led by MFG Filmförderung in 2017, is working on the transformation towards a more ecologically sustainable production method. The working group includes the production companies Bavaria Fiction, Constantin, Ufa, We Are Era and Ziegler Film, the broadcasters ARD, RTL Deutschland, ProSiebenSat1, Sky, SWR and ZDF, the streaming services Disney+ and Netflix and further industry associations

Innovation

Innovation at RTL Group focuses on three core topics: continuously developing new, high-quality TV formats; using all digital distribution channels; and better monetisation of the Group's audience reach using personalisation, recommendations and the addressing of target groups increasingly via artificial intelligence (AI).

In December 2023, Groupe M6 launched the new adventure reality format *Destination X* on M6 in France. In addition to the new format, which originates from Belgium, Groupe M6 has also launched a digital interactive platform on *6play.fr* and the *6play* app to allow audiences to actively participate in the adventure. UFA Serial Drama, part of Fremantle, produced *Der kleine Unter uns Weihnachtsfilm* (The little 'Among us' Christmas film) with the help of AI for content, language and visualisations. In the short film, AI was used to create a storyline inspired by Charles Dickens' *A Christmas Carol*.

In August 2023, RTL Deutschland launched Germany's first all-inclusive entertainment app. Comprising video, music, podcasts, radio, audiobooks and digital magazines, RTL+ is a unique selling proposition in the German-speaking market. The service's innovative recommendation algorithm, based on intelligent text, audio and video analysis, ensures that users are offered personalised content suggestions across all media types. RTL Deutschland is also investing in its publishing business, in particular the development of digital paid offer Stern+.

Another innovative focus point is addressable TV advertising, which combines the broad reach of linear TV with targeted digital advertising. RTL Group continuously develops its advertising technologies or acquires the necessary technology in this area. RTL Group's European ad-tech business Smartclip has launched technology to substitute the advertising breaks in linear TV streams with addressable TV (ATV) advertising, while ensuring an uninterrupted viewing experience for the audience. This innovative technology was first implemented on RTL Up, and since May 2023, the ad replacement technology in the linear TV stream is available for programmatic buying on the German market. In addition, Smartclip's French subsidiary Realytics has introduced BEE (Brand Exposure Engagement) in April 2023. BEE measures and compares spot exposure from the first second across all major distribution channels (linear TV, ATV and CTV). The tool also detects duplicates and avoids measuring the same household as an individual contact – even if the household is addressed on both linear and digital channels.

The Group's advertising sales houses continue to introduce innovative and award-winning advertising formats. In Germany, Ad Alliance launched CrossOver Evolution – a large-scale innovation project in the area of cross-channel marketing. With the xMedia spot launched in May 2023, advertisers in Germany can book spots for ATV, connected TV (CTV), desktop, tablets and smartphones in one place. The new product bundles the entire video inventory of

Ad Alliance's portfolio, while reducing the complexity of booking and managing ads. In addition, Ad Alliance is increasingly using artificial intelligence (AI) technology internally to increase the efficiency of its pricing processes. Externally, AI is used in multi-award-winning video tagging to play ads with exactly the right message or at the right emotional moment. In France, M6 Publicité, the advertising sales house from Groupe M6, has developed 6scan range – an engaging and immersive advertising solution based on the QR code. A QR code is added to the advertiser's TV advert, providing viewers with additional information or a call-to-action – such as an augmented reality projection, or the opportunity to interact with chatbots.

AI was a significant driver in RTL Group's innovative projects in 2023. In July 2023, RTL Deutschland bundled its various AI activities together in a newly founded AI Circle. The group focuses on five strategically relevant value levers: strengthening content, optimising advertising sales, engagement and discovery, increasing efficiency, and risk minimisation and innovation. In 2023, AI was applied prominently in the production of a new series based on the classic German children's series *Pumuckl*. The original voice of the red-haired goblin, Hans Clarin (who died in 2005), was recreated using AI for the series *Pumuckl's New Adventures*. AI technology has also been used by RTL News to develop synthetic voices, making it possible to transform written text into natural-sounding speech. In France, Groupe M6 has embarked on a 24/7 transcription initiative for its radio content. Transforming audio content into text enables the team to create more content, easily edit it in the CMS, and generate new editorial products, summaries, metadata, tags and even legal reports. The transcription initiative not only streamlines the content creation process, but also paves the way for more dynamic and diversified digital content offerings in the near future. Fremantle is also increasingly relying on AI, for example with upscaling old video from the 70s-80s by using AI to interpolate the pixels. Fremantle also uses graphics generation tools like Midjourney or Dall-E to create pitch documents and reimagine creative ideas.