

**Kepler
16 December
2011**

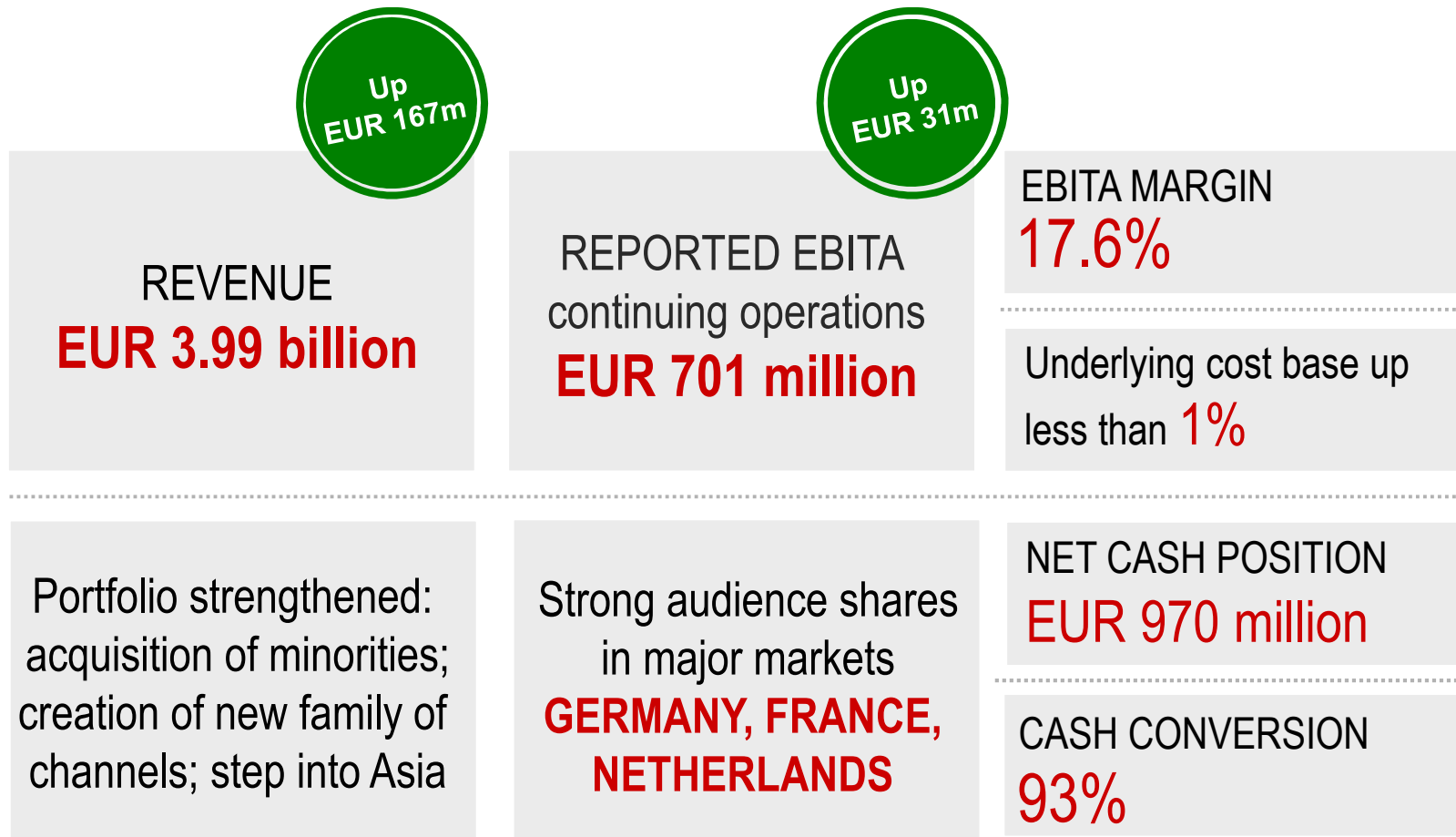
The leading European entertainment network



Agenda

- **Q3 2011 RESULTS**

- Business Review
- Strategy update



> Improved profitability against increasingly difficult comparatives

Agenda

- Q3 2011 results

- **BUSINESS REVIEW**

- Strategy update

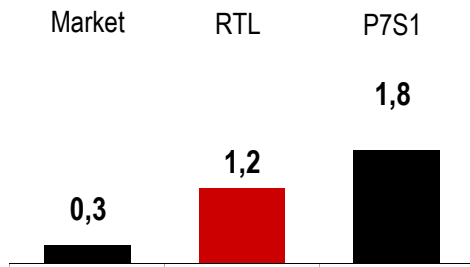
Germany & France

Results 2011



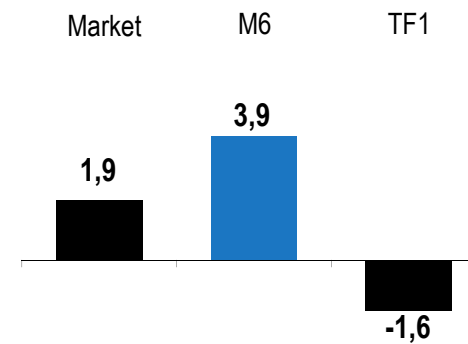
NET ADVERTISING MARKET DEVELOPMENT (in %)

10 months 2011 vs 2010

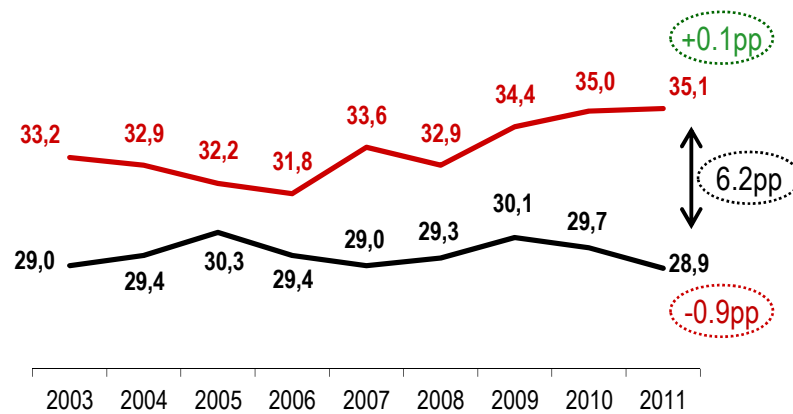


NET ADVERTISING MARKET DEVELOPMENT (in %)

9 months 2011 vs 2010

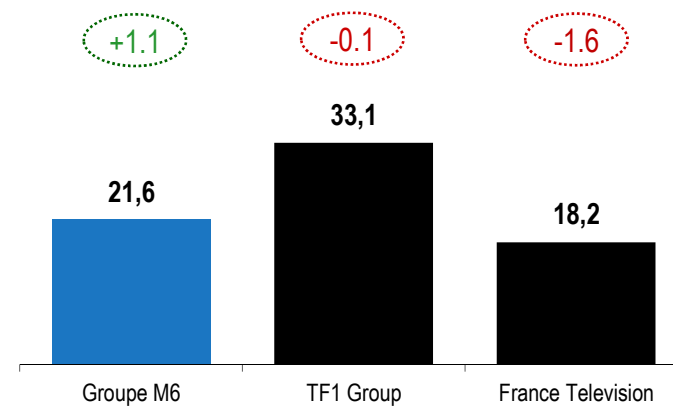


AUDIENCE SHARE 14-49 (in %)



AUDIENCE SHARE – FAMILY OF CHANNELS

HOUSEWIVES <50 ALL DAY (in %)



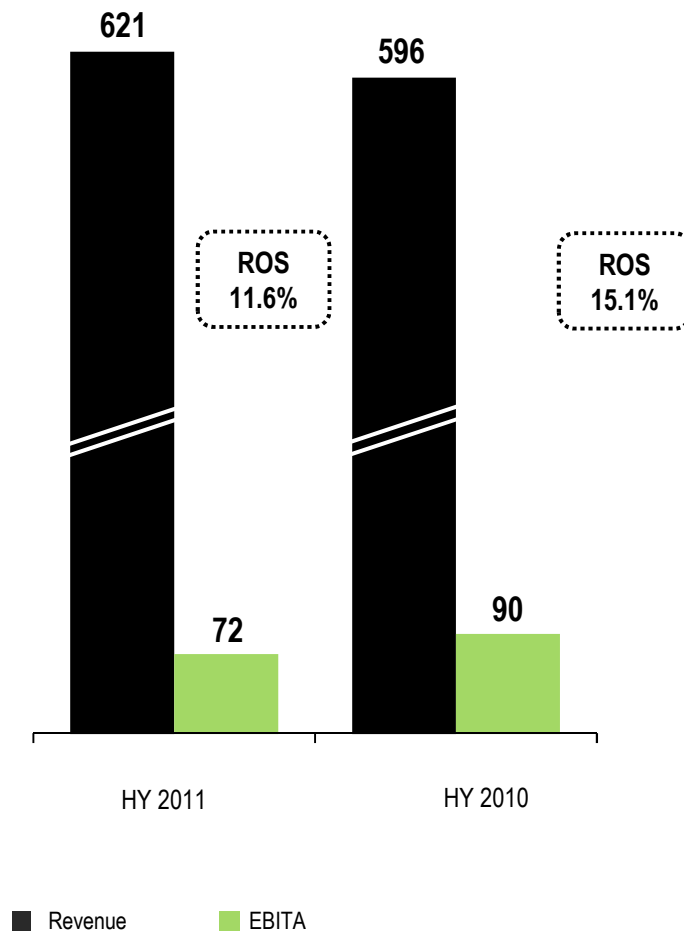
Source: RTL Group estimates, Nielsen, delta versus YTD November 2010

Source: RTL Group estimates, Médiamétrie, delta versus YTD November 2010
 Groupe M6 : M6 and W9; TF1 Group : TF1, TMC and NT1; France TV : Fr2-4

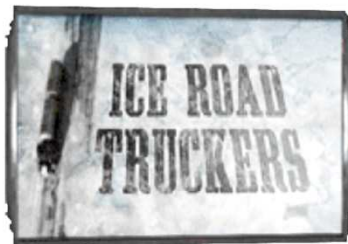
KEY FACTS 2011

- **Continues to produce the highest rated entertainment shows around the world**
 - In the US, season ten of American Idol was once again the most watched prime time entertainment series
 - In the UK, series five of Britain’s Got Talent was the highest rated entertainment show so far this year
 - In Germany season eight of the local version of Idols was yet again a ratings success
 - In Australia the third series of Masterchef is the number one show to date on Network TEN
- **Growth in revenue driven by new acquisitions with EBITA margin suffering due to continued pressure on margins and difficult comparatives**

KEY FINANCIALS (in EUR million)



FremantleMedia is known for...



...but FremantleMedia also has a global expertise in other parts of the value chain



Drama



Sponsors hip Licensing



Live Event



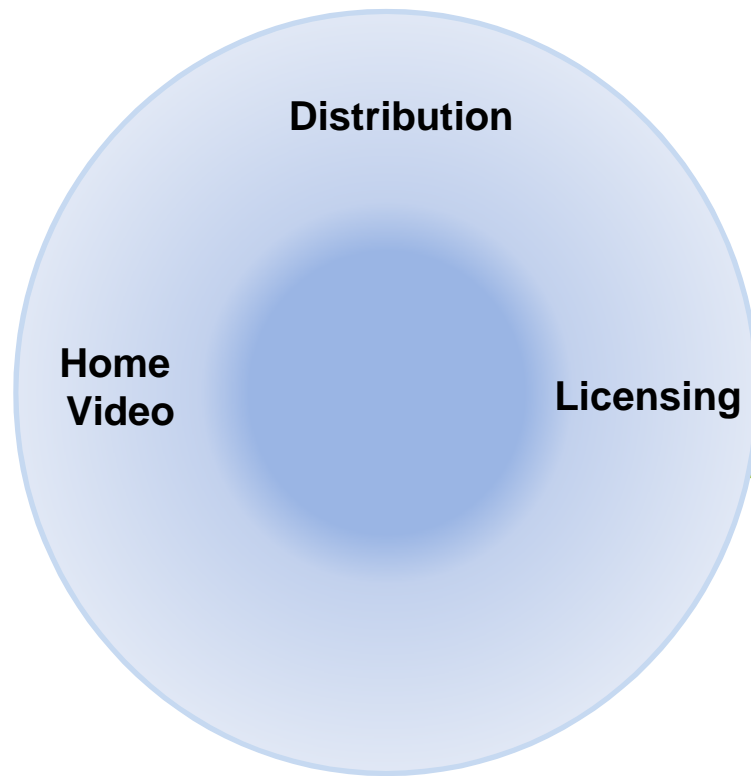
Online



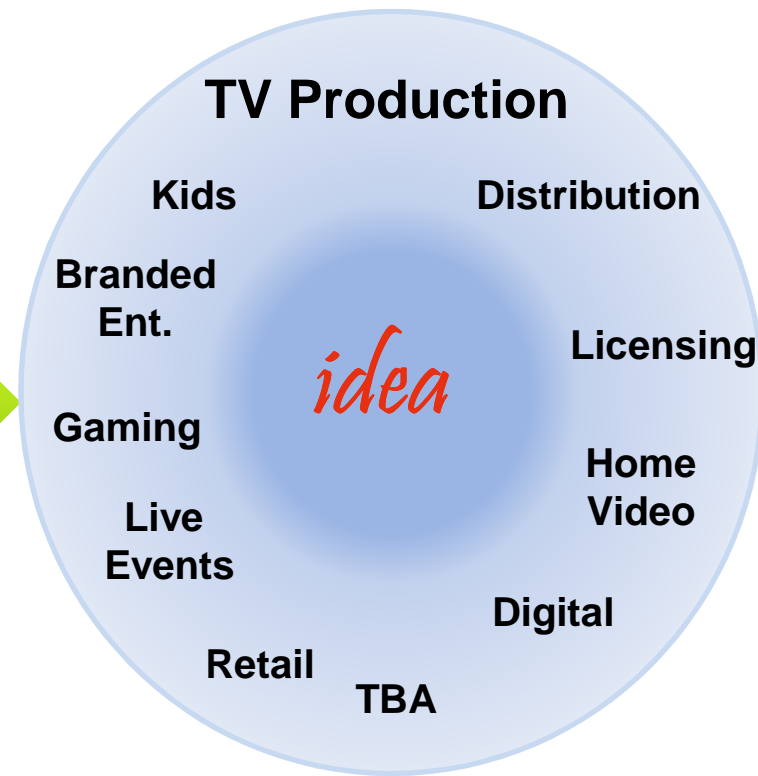
Social Networks



TV Production and Rights Company



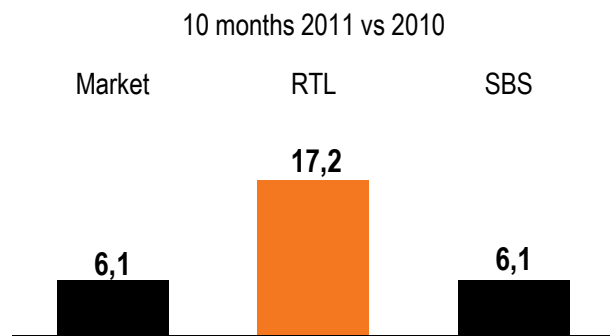
21st Century Entertainment Company



Netherlands & Belgium Results 2011

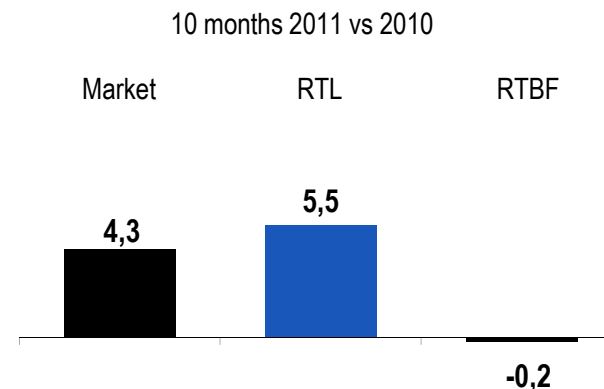


NET TV ADVERTISING MARKET DEVELOPMENT (in %)



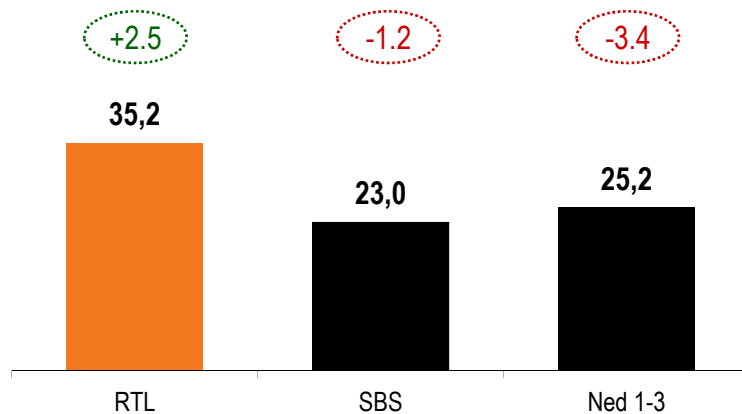
Source : RTL Group estimates

NET TV ADVERTISING MARKET DEVELOPMENT (in %)



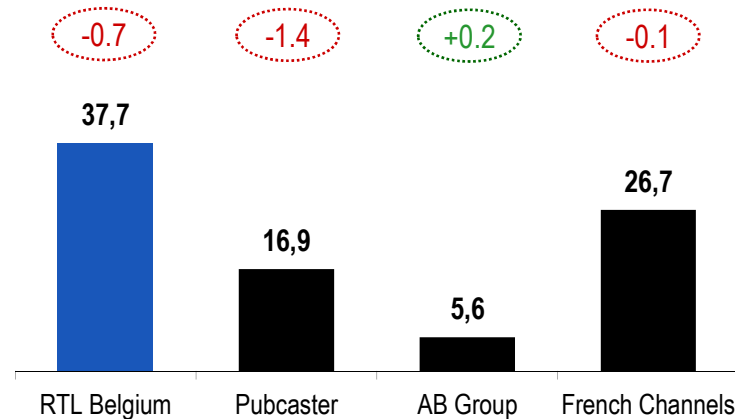
Source : RTL Group estimates

TV AUDIENCE SHARE – FAMILY OF CHANNELS



Source : RTL Group estimates, 20-49, PRIMETIME (in %) : delta versus YTD November 2010

TV AUDIENCE SHARE – FAMILY OF CHANNELS



Source : RTL Group estimates, shoppers 18-54, PRIMETIME (in %) : delta versus YTD November 2010

Agenda

- Q3 2011 results
- Business Review

- **STRATEGY UPDATE**

1

**WHAT ARE THE
CHALLENGES OF
'DIGITAL'**

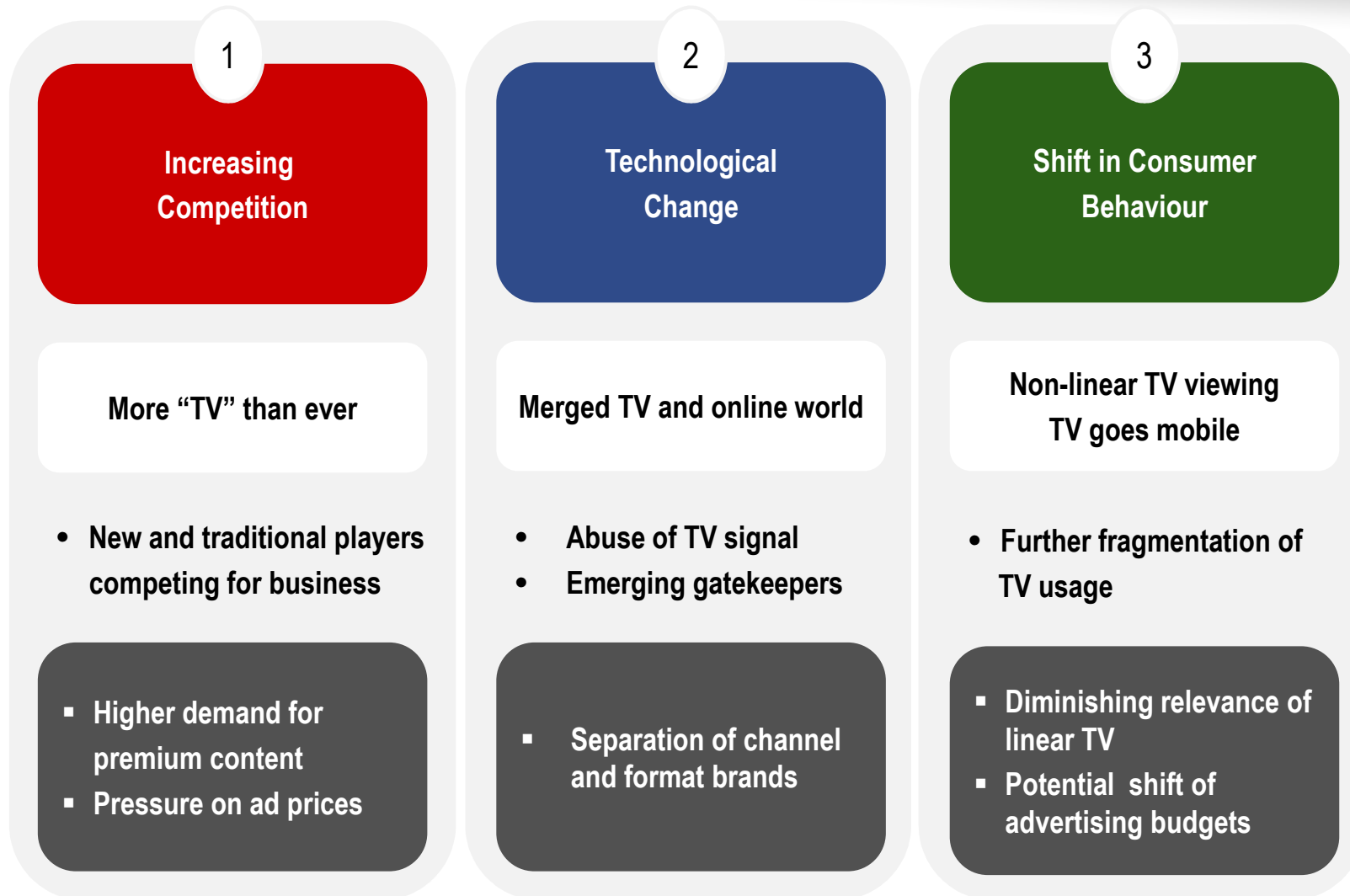
2

**WHAT IS OUR
STRATEGIC
RESPONSE?**

3

**DIGITAL FACT vs
DIGITAL FICTION**

What Are The Challenges of Digital?



1

WHAT ARE THE
CHALLENGES OF
'DIGITAL'

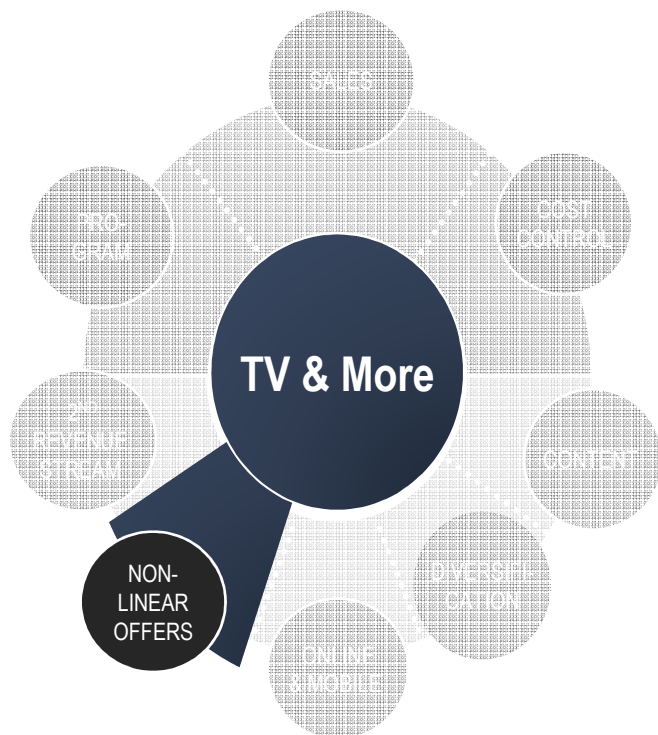
2

WHAT IS OUR
STRATEGIC
RESPONSE?

3

DIGITAL FACT vs
DIGITAL FICTION

What Is Our Strategic Response?



Invest and Experiment

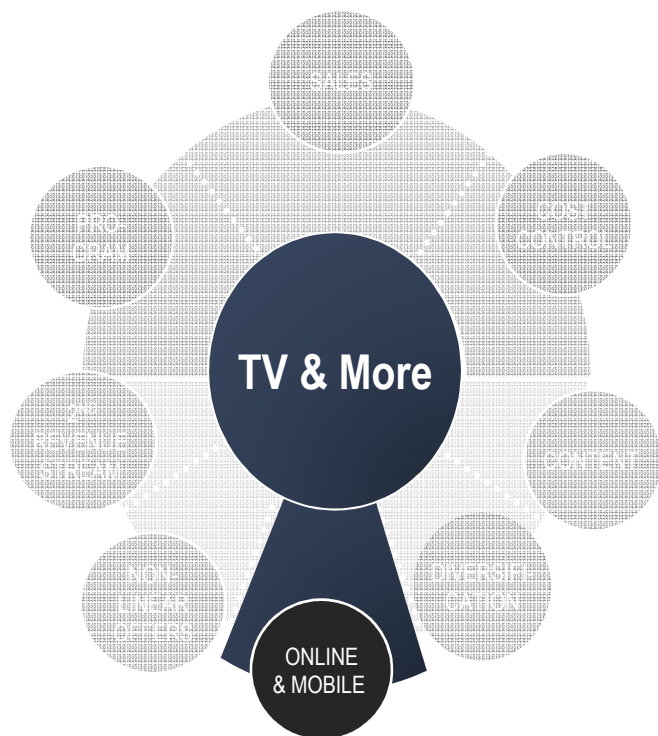
Over 928 million video views in 1st HY

+30%
yoy



Figures based on 2010A

What Is Our Strategic Response?



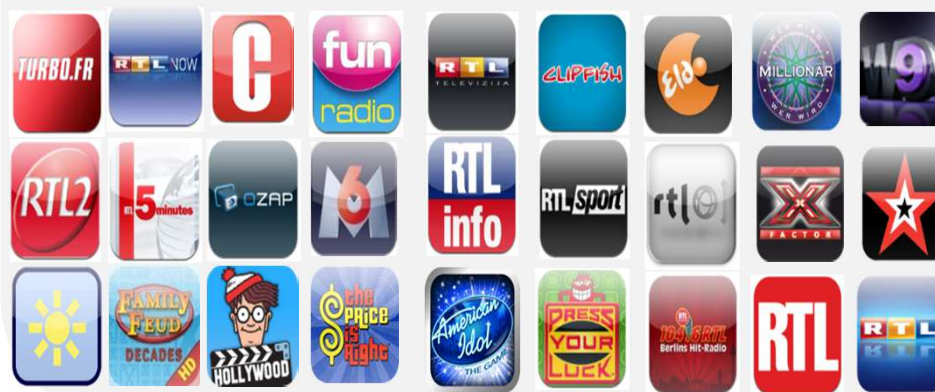
Invest and Experiment

Apps already
Launched

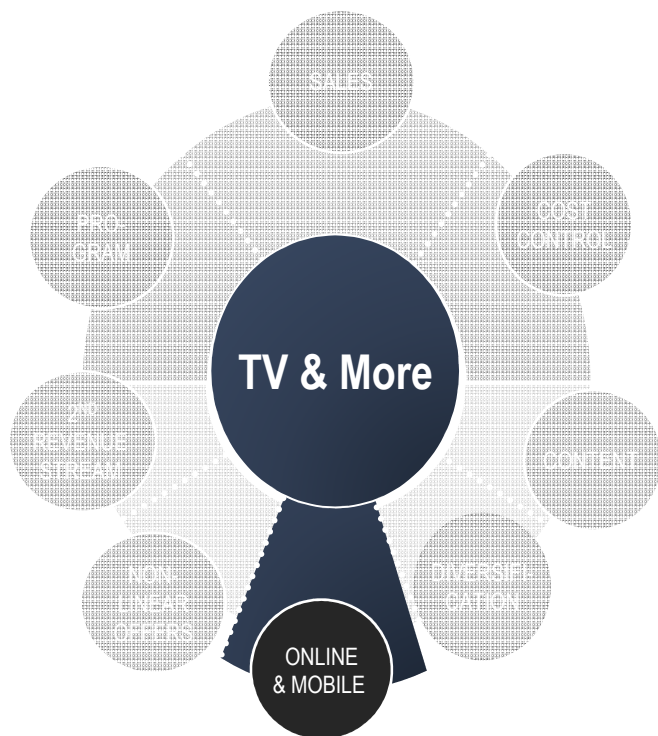
Over
80

Total App
Downloads

16m



What Is Our Strategic Response?



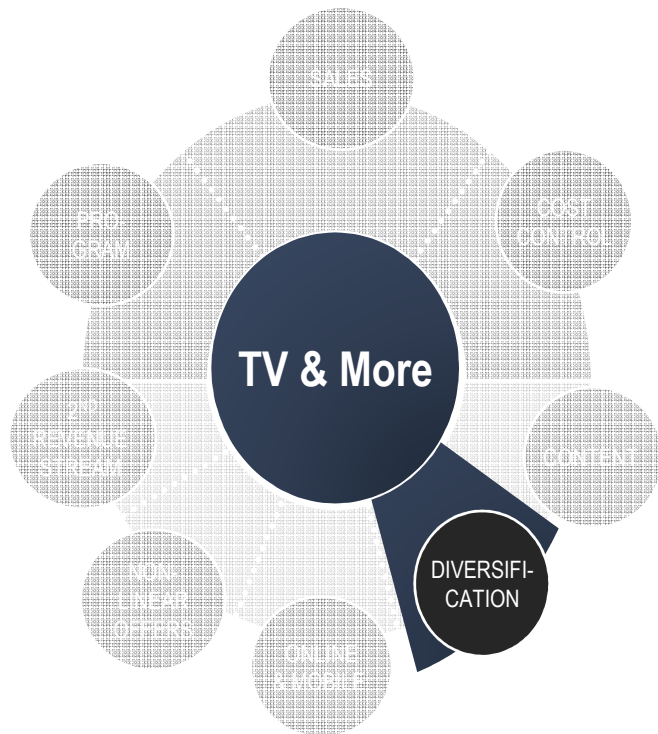
Goal: Top 10 player

Total Page impressions 1st HY 2011

25 billion



What Is Our Strategic Response?



Use marketing power and brands to build sustainable and profitable businesses

EXAMPLES :



1

WHAT ARE THE
CHALLENGES OF
'DIGITAL'

2

WHAT IS OUR
STRATEGIC
RESPONSE?

3

DIGITAL FACT vs
DIGITAL FICTION

Digital Fact versus Digital Fiction

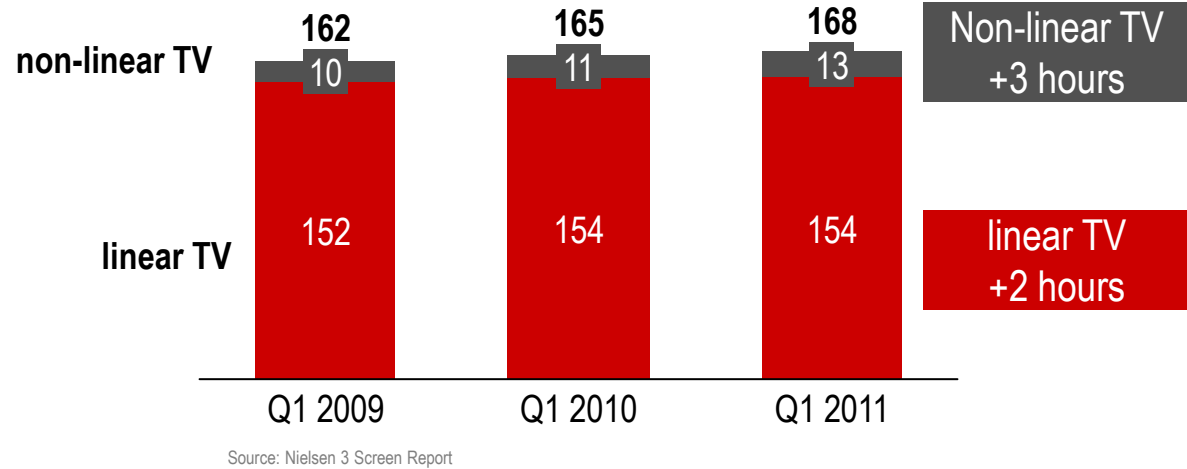
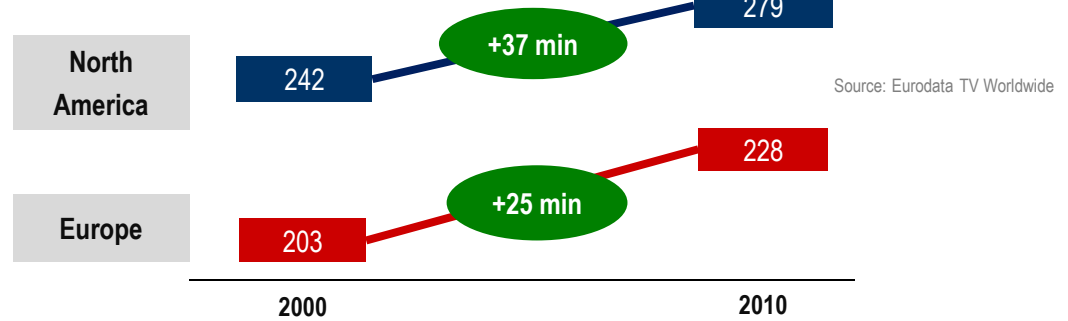
Fragmentation:
'Audiences are moving away from TV and spreading thinly across thousands of destinations.'

Targeting:
'Advertisers are demanding targeting, which TV does not provide'

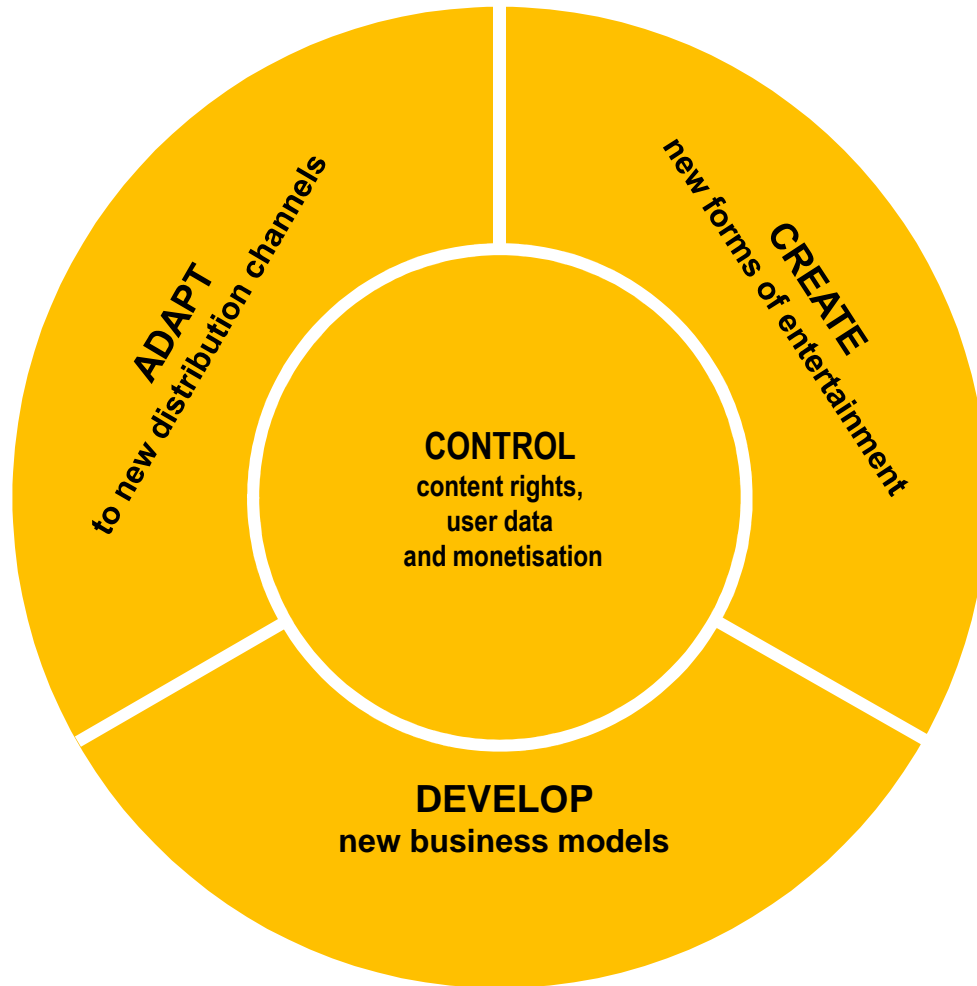
Non-Linear:
'The demand for 'on-demand' is cannibalizing linear TV audiences'

Disintermediation:
'New platforms and technologies are allowing producers to bypass broadcasters'

Linear TV Usage (in minutes/day)



New Content, New Distribution, New Models



Qualities that define a successful 'digital' entertainment company remain the same:

- Great Content
- Strong Brands
- Massive Reach

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