

OPERATING CONTENT & DIGITAL ASSETS

Commerzbank, New York

12-13th January 2016

The leading European entertainment network

Broadcasters are leveraging new platforms to expand content offering

1st generation

2nd generation

VOX n-tv RTL II W9 RTL 5

SUPER RTL RTL RTL 7 RTL club RTL 8

3rd generation

Catch-up / VOD

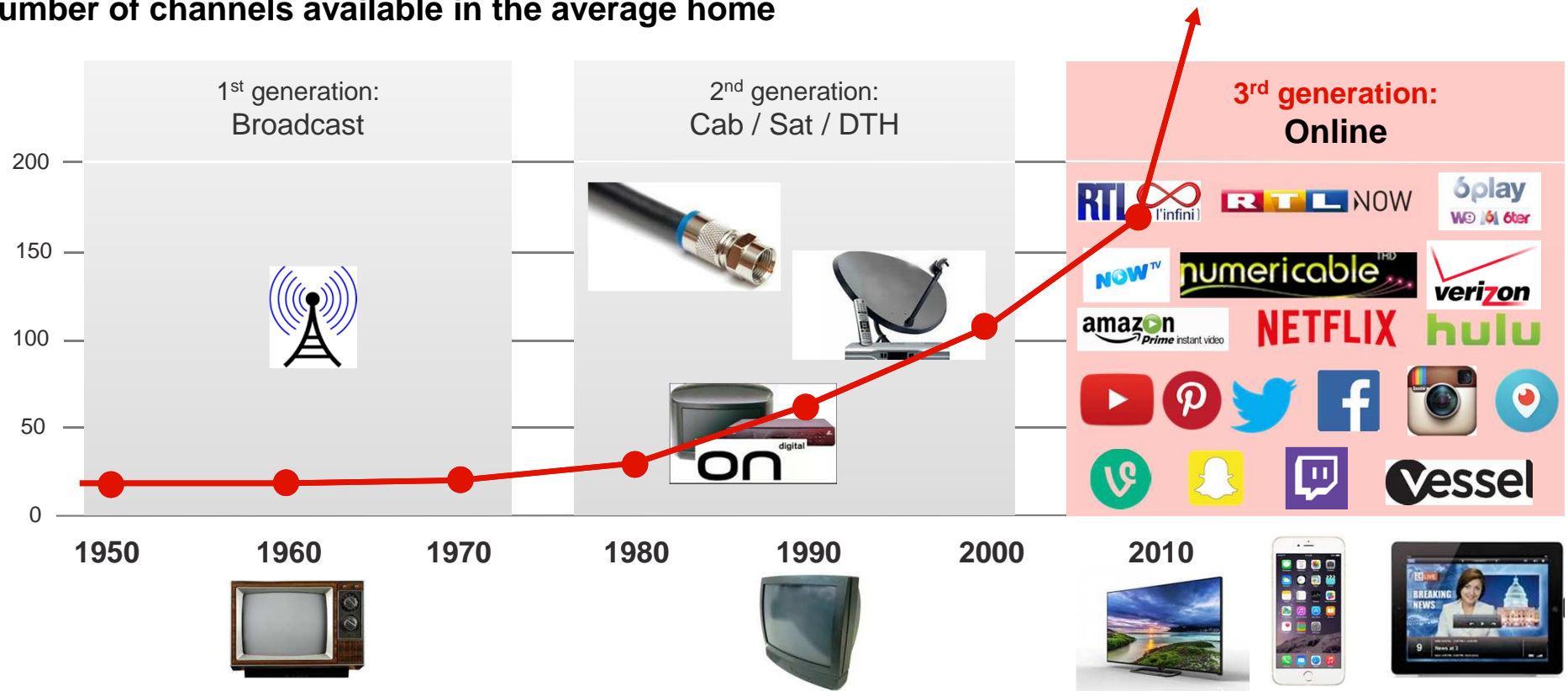
Next generation

- Greater volume of content
- Higher quality of content
- Increasing diversity of content

Content in a multi-platform world

Online video is a third wave of development of our industry

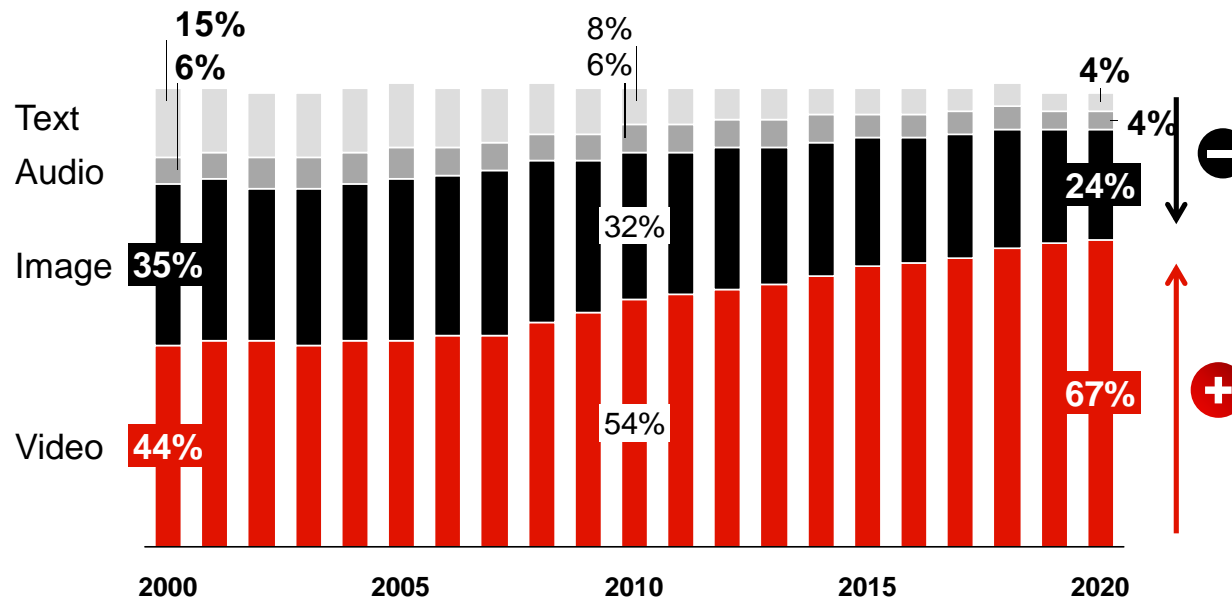
Number of channels available in the average home



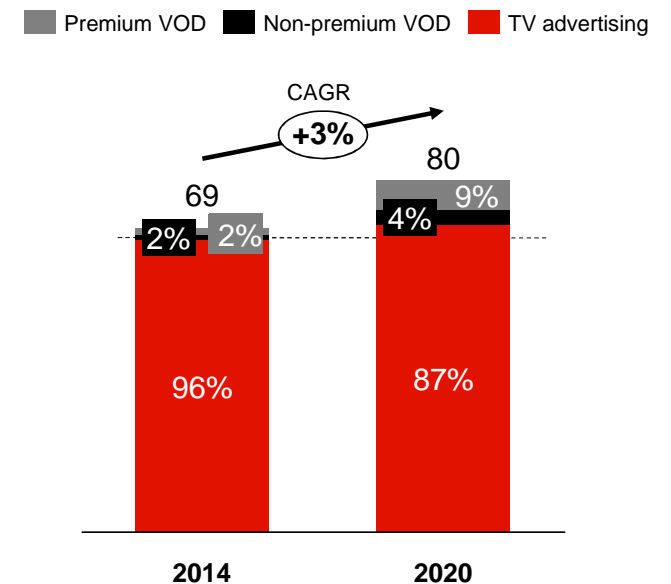
Advertising

We believe video will remain the dominant format in the future

Forecast US ad spend by format ¹⁾



US: Video ad spend, in \$ billion



Video, as a % of total ad spend, is accelerating and will be the clear winner

Source: 1) Compilation by BMO capital markets using data from Group M, IAB, Magna Global

Content in a multi-platform world

Three key trends

Content

- Democratisation of content production



Distribution

- Proliferation of channels to market



Audience

- Shifting consumption patterns



Market overview

Content

	Market challenges	FremantleMedia approach
Consolidation	<ul style="list-style-type: none"> Major independents in new merged “set up” (e.g. Shine/Endemol, Banijay/Zodiak, ITV/Talpa) 	<ul style="list-style-type: none"> Number of small to mid-size acquisitions and talent deals announced / completed
Entertainment	<ul style="list-style-type: none"> No new global hits found 	<ul style="list-style-type: none"> Nurturing current hits; promising new shows with development pipeline being filled
Scripted	<ul style="list-style-type: none"> High growth driven by SVOD market; strong competition for talent/IP – increasing opportunity in local drama 	<ul style="list-style-type: none"> Strong investment in drama business – promising pipeline (US, UK & EU prime time drama)
Digital	<ul style="list-style-type: none"> Content distribution and monetisation skill set to be improved 	<ul style="list-style-type: none"> Investments successful, but further scale needed



FremantleMedia Overview 2015

1 Maintaining core business

- Keep existing shows on air
- Roll out formats to new territories

2015 Highlights

Existing brands continue to perform strongly:



US syndication ratings highest in over 20 years, produced in 10 countries



Produced in 9 countries



In production in 19 countries



Production in 10 countries and three-year deal secured in Italy

2 Developing pipeline

- Create new entertainment formats
- Roll out formats to new territories

2015 Highlights

Global entertainment pipeline has improved with a number of new launches



While drama has grown significantly

WENTWORTH



FremantleMedia Pipeline boosted by recent acquisitions....

Recent acquisitions

WILDSIDE

- 51% stake in leading Italian production company



- 51% stake in new French based scripted production company Fontaram



- 51% stake in French based TV films and series specialist Kwai

To be announced shortly



- 51% stake in Middle Eastern production company
- 75 % stake in Dutch based factual production company

FremantleMedia ...and talent deals

Talent & development deals



SKYLARK
PRODUCTIONS

- Development deal with new Danish based production company Skylark focusing on entertainment formats



naked
entertainment

- 25% stake in new UK based production company with Simon Andreae



FULL FAT TV

- 25% stake in new UK based production company focusing on factual entertainment

Man Alive Entertainment

- 25% stake in new UK based production company focusing on factual and entertainment programming













CORONA PICTURES

- Following 25% stake in Corona TV, new JV (Locomo TV) created with British TV writing duo Laurence Marks & Maurice Gran

MCN Business

A new breed of content creators has become hugely influential

Variety influence survey 2015 – top influencers for teenagers¹⁾

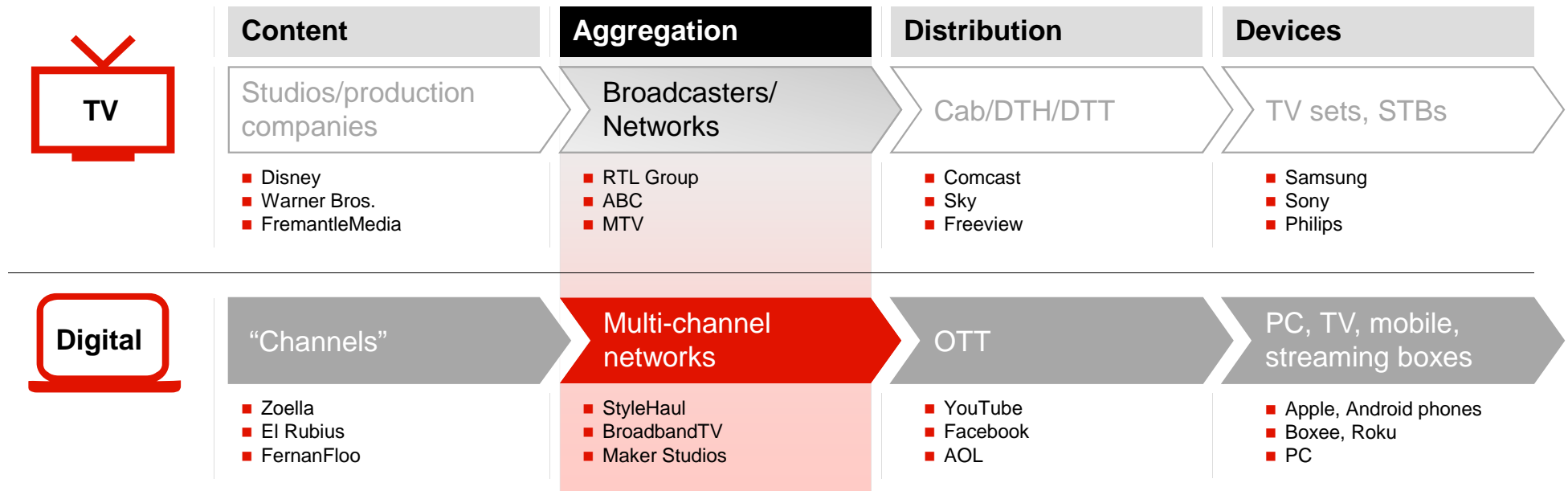
				
KSI	PewDiePie	Vanoss	NigaHiga	Smosh
<i>Music / Gaming</i>	<i>Gaming</i>	<i>Gaming</i>	<i>Comedy</i>	<i>Comedy</i>
Subs 10m	38m	14m	15m	21m
				
Markiplier	Bruno Mars	Taylor Swift	FineBros	JennaMarbles
<i>Gaming</i>	<i>Music</i>	<i>Music</i>	<i>Comedy</i>	<i>Comedy</i>
9m	9m	16m	13m	15m

Trends

- Creators = influencers
- Global, social, mobile
- 100,000's of channels
- Bottom-up content proposition
- New verticals
- Branded content growth
- Professionalisation

MCN Business

MCNs are driving the professionalisation of native digital video content



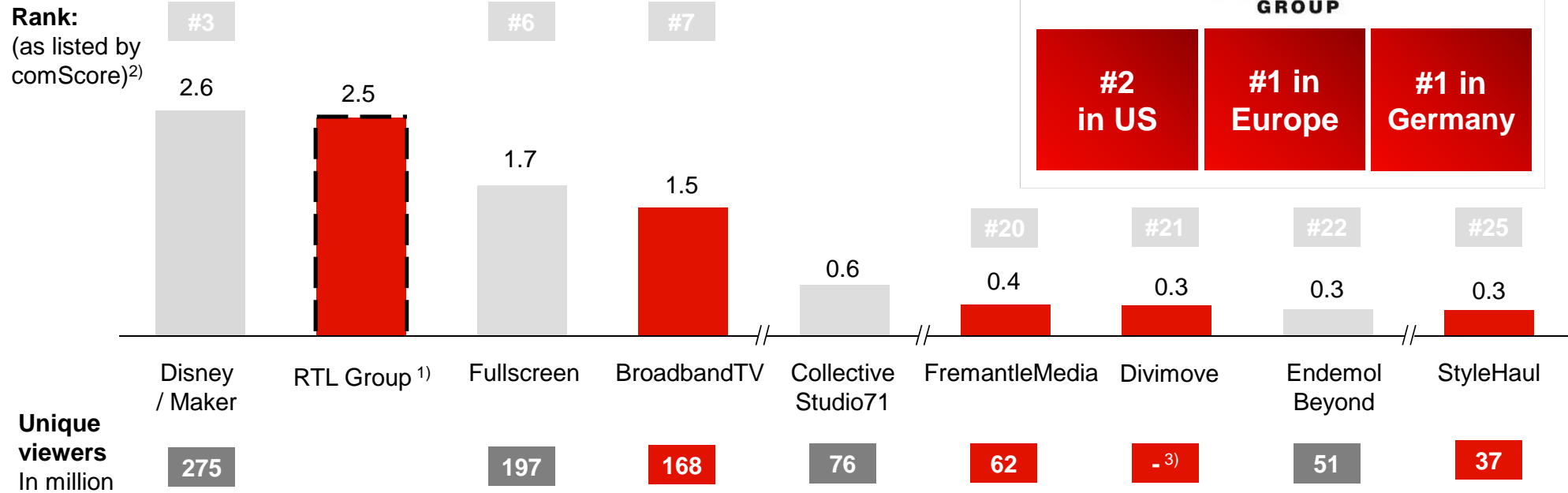
MCNs: from aggregators to digital first, millennial-focused global media businesses

MCN Business

RTL Group positioned as a global leader on YouTube

Video views per month (Jan-Nov 2015 average)

In billion, content & ads (excl. mobile views), excluding Music and Russian MCNs



12 1) Aggregated pro-forma view of all MCN's and YouTube channels operated by RTL Group companies
 2) We don't aggregate RTL Group business units within comScore, since we see higher value in keeping them individually visible on comScore's top reporting level
 3) Divimove not aggregated in Comscore

MCN Business

BBTV: from aggregator to operator of a global digital-first content ecosystem



MCN Business

BBTV continues to grow strongly and develop its business model



5.7bn

Video views
Monthly

35k

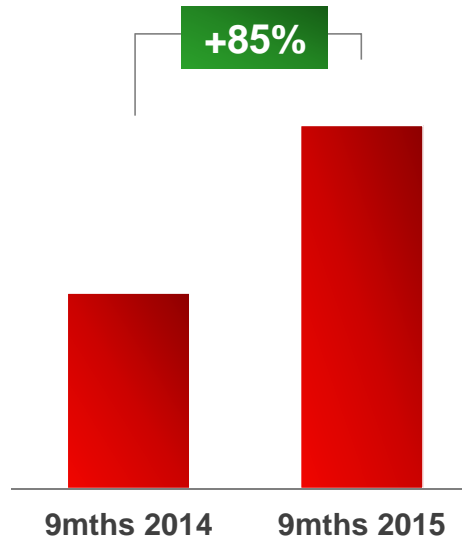
Channels
New very popular
ones, i.e. Major Lazer

#2

MCN Globally
#1 in Spanish and
Portuguese markets

Strong revenue growth

Revenue, YTD Sept



Scaling partnerships



BMG - offer comprehensive solution to up-and-coming YouTube music artists

OUTSPEAK

The Huffington Post – jointly curate content and distribute on YouTube and HuffPo sites



New window of original content



Co-sales agreement

VICTORIOUS

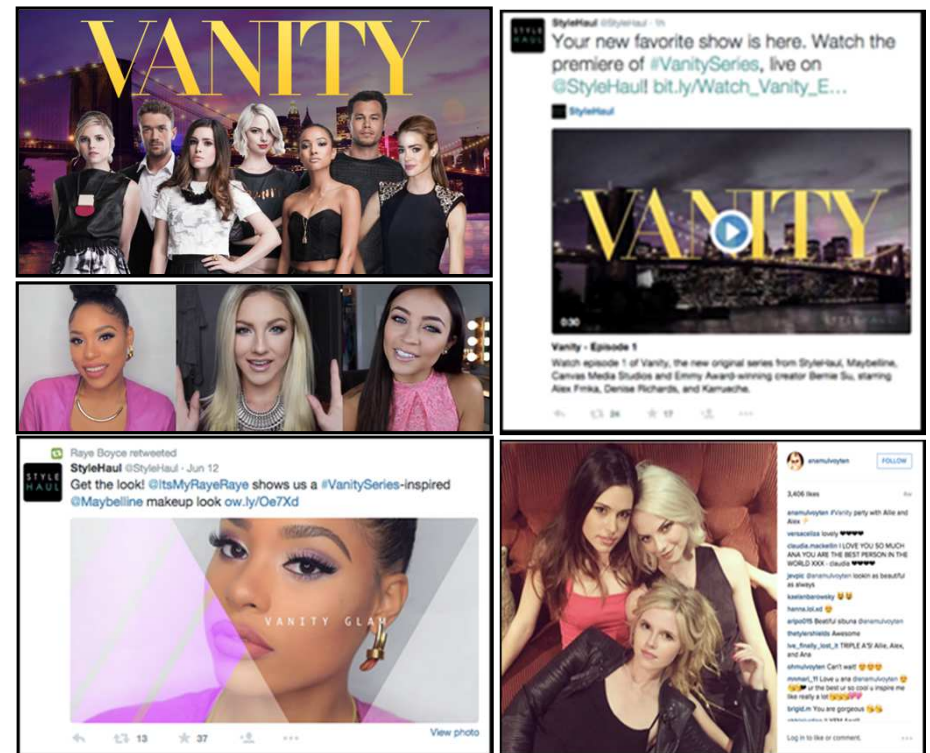
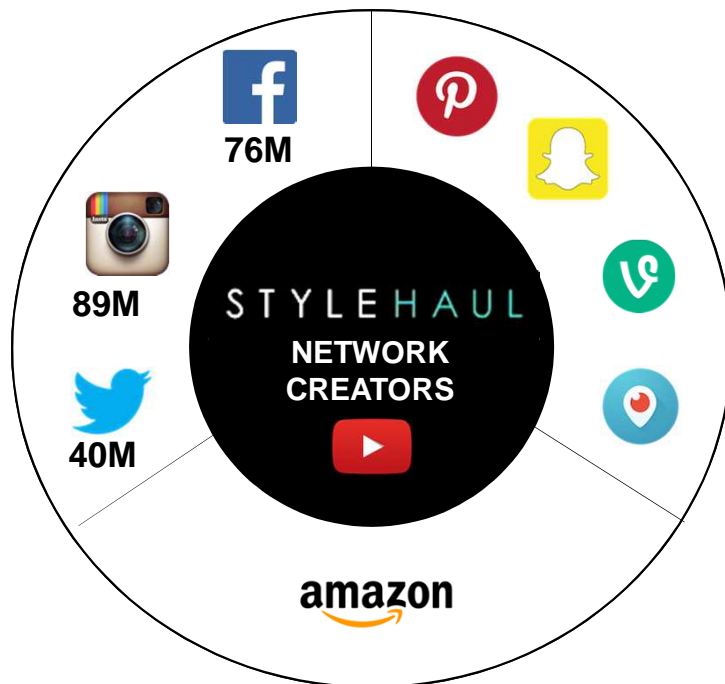
Apps for YouTubers



Merchandise partnership

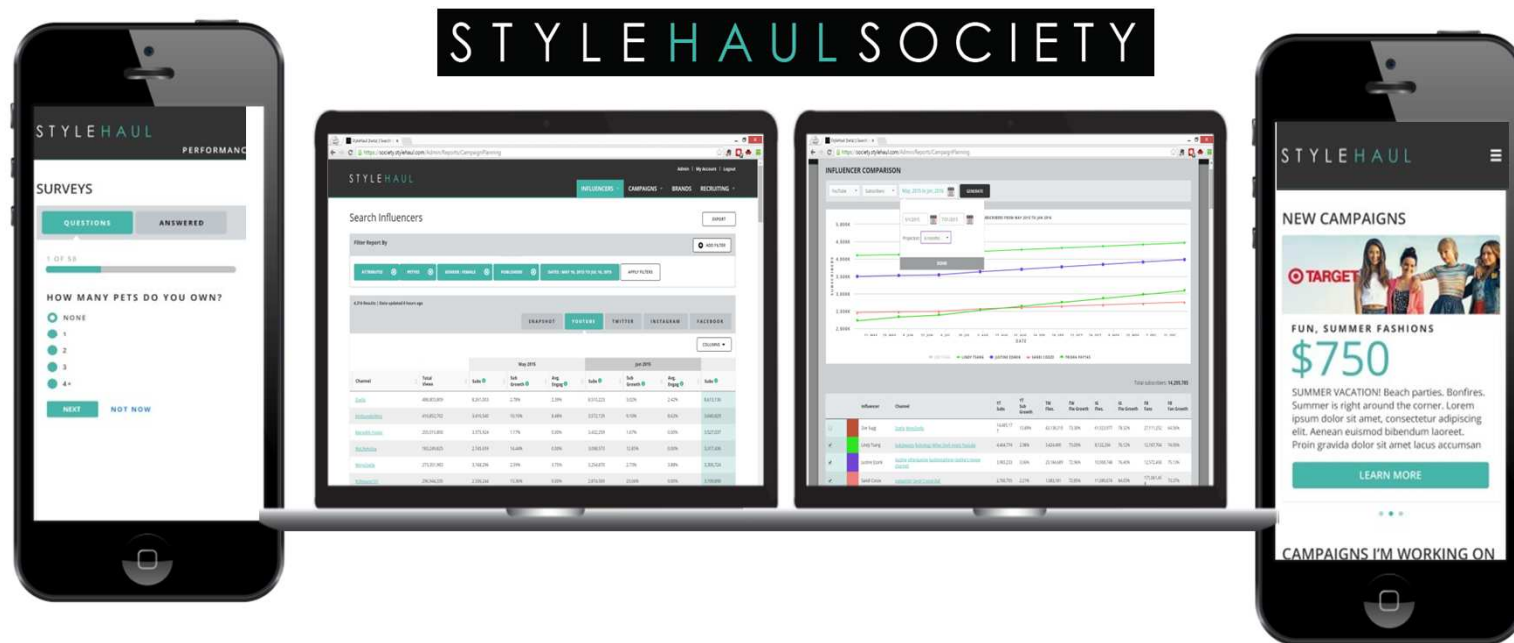
MCN Business

StyleHaul: tiered multi-platform content model *plus* social engagement



MCN Business

StyleHaul Society: enabling branded content creation and social at scale



MCN Business

StyleHaul is focused on scaling branded sales and partnerships

STYLEHAUL

7000

Creators

800 videos a day
6,000 channels

4x

Reach and 3.5x
engagement over
next competitor

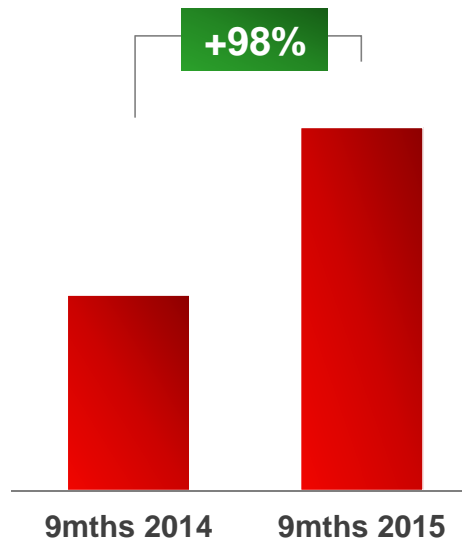
500m

Social reach

Four platforms
80m MUs

Strong revenue growth

Revenue, YTD Sept



Scaling partnerships

amazon

Sales partner for large sponsorship and branded content programs

verizon

SH provide original ad re-purposed content for a revenue share

Original content



12x 10 min, sponsored by Maybelline, 3m views

- 200 successful campaigns
- 5x more content than last year

MCN Business

Divimove: driving branded sales and reach; YoBoHo focused on IP



Key updates

- **Leading European MCN**, based in Berlin; strong presence in Germany, Holland, Spain and Italy
- Prioritise expansion in verticals and branded content
- Collaboration with FremantleMedia through the UFA Lab to create original content



El Rubius

- **#1 Spanish-speaking** YouTuber
- **#14 internationally** by subs (13m)



Key updates

- **Leading MCN in APAC**, operating **100+ YT channels**
- **#1 pre-school** MCN on YouTube, received YT funding to produce high-quality content for their new Kids platform, expanding in other languages
- Create and own their content, incl. HooplaKidz:



DigitalHub

RTL Group's Digital Hub is a vehicle to manage and grow the digital portfolio...



Digital Hub



Ad tech



MCN Business



clypd

videoamp

STYLEHAUL broadbandtv

DIVIMOVE

YoBoHo

DigitalHub

...and a step towards our goal of being a global leader in online video

1

Rapidly acquire scale and technology capabilities in “horizontal” MCNs

broadbandtv



RTL MCN
RTL'S MULTI CHANNEL NETWORK



2

Develop depth in key verticals, quality of content and production capability

STYLEHAUL



YoBoHo



TGN **OUTSPEAK**
* WIMSIC



DEVILS **MUNCHIES**

SHOOTRS **tiny riot!**
A Paramount Media Company



ROSE CARPET **COVERGARDEN**

3

Strengthen monetisation and strategic capabilities



clypd



videoamp



Ad tech

SpotX continues to scale up impressively

SPOTX

4.2bn

Ad decisions
processed per day

+100% YoY

250+

Employees

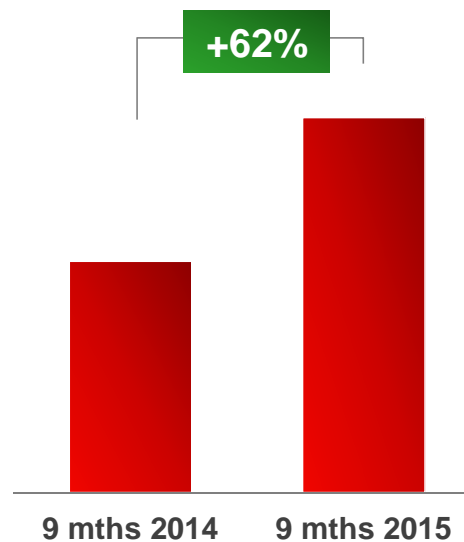
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New offices

In Amsterdam, Hamburg
Belfast and Singapore

Strong revenue growth

Revenue, YTD Sept



Growing publisher base

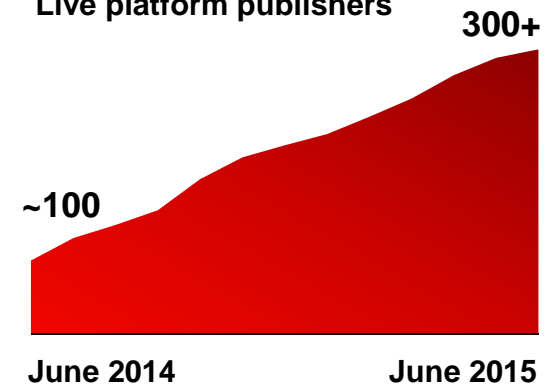
Latest additions



DIGITAL TRENDS



Live platform publishers



Digital Hub

Global scale is an increasingly important advantage in the digital world

Content

- Increasing competition in rights acquisition
- Emerging global content brands

Distribution

- Huge economies of scale in distribution technology (e.g. storage, bandwidth)
- Increasing complexity of consumption landscape (anywhere, anytime, all devices)
- Global nature of distribution partners (Google, Amazon, Liberty, etc.)

Marketing

- Increasing importance of data
- Growth of social, search and recommendation-driven discovery
- Emergence of global (vertical?) brands (Vice)

Consumption

- Emergence of global communities
- Growth of multi-device, cross-platform consumption – drives complexity
- Increasing importance of Graphical User Interface (GUI) e.g. Netflix

Monetisation

- Importance of data / analytics
- Internationalisation of agencies and major brands
- Rapid growth of automated buying

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