



RTL Group

Deutsche Bank, Berlin, June 18th 2015

Agenda



**Quarter 1
2015 highlights**



**Business
segments**



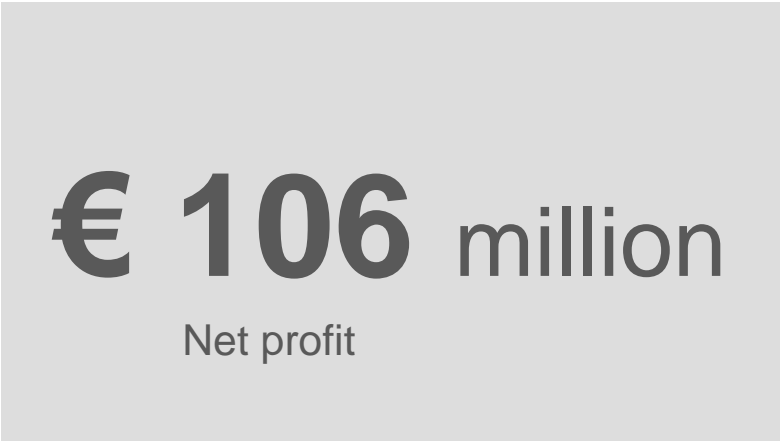
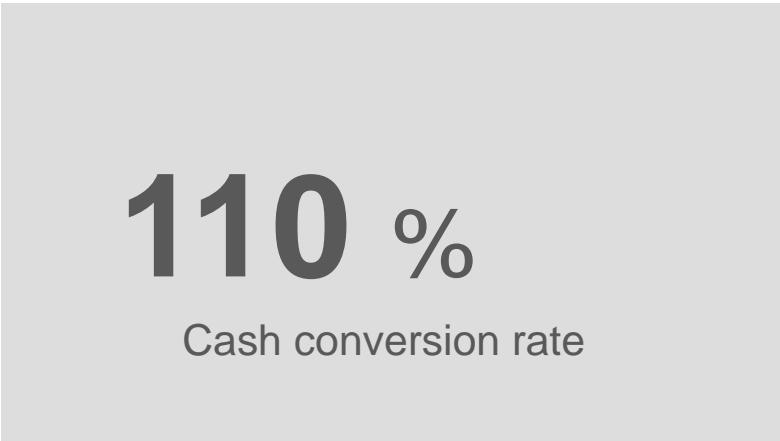
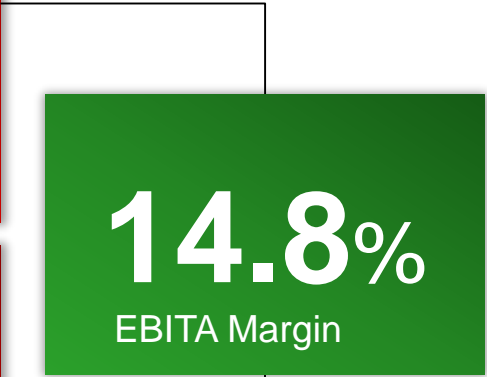
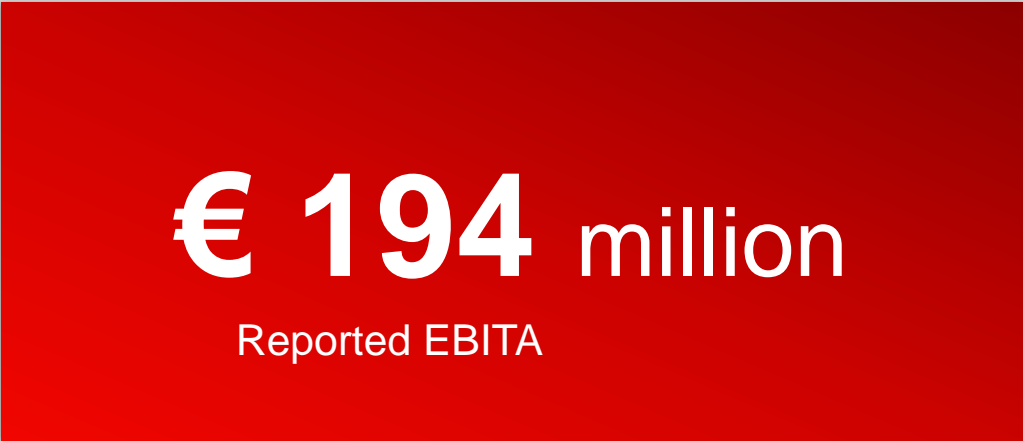
**Outlook
2015**



**Strategy
update**

Highlights

Successful start into 2015



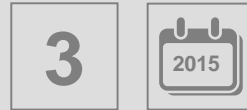
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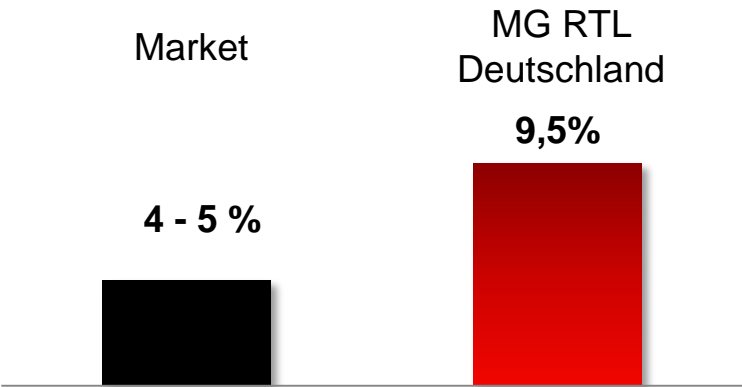


Strategy
update

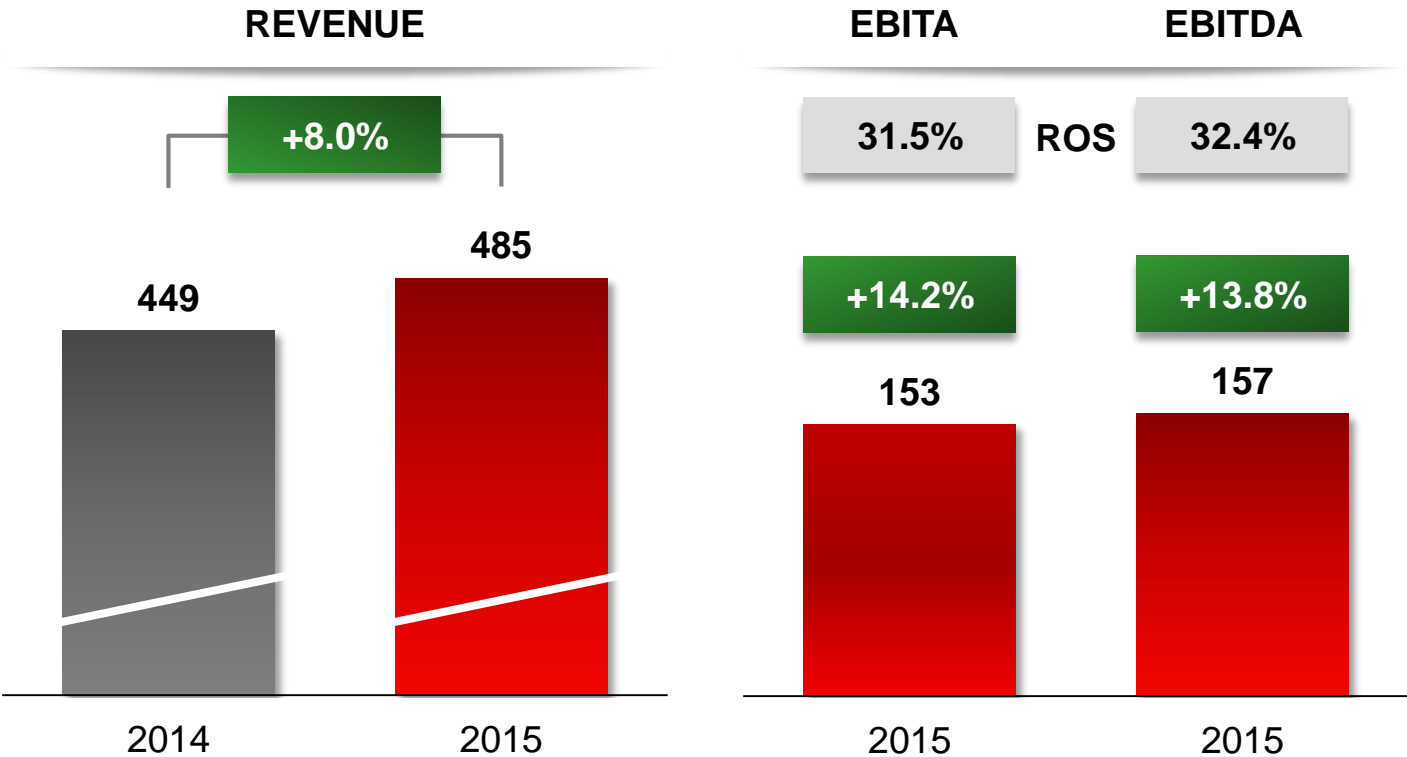
Mediengruppe RTL Deutschland

Very strong performance in first quarter

NET TV ADVERTISING
MARKET DEVELOPMENT
Q1 2015 vs. Q1 2014 (in %)



KEY FINANCIALS
(in € million)



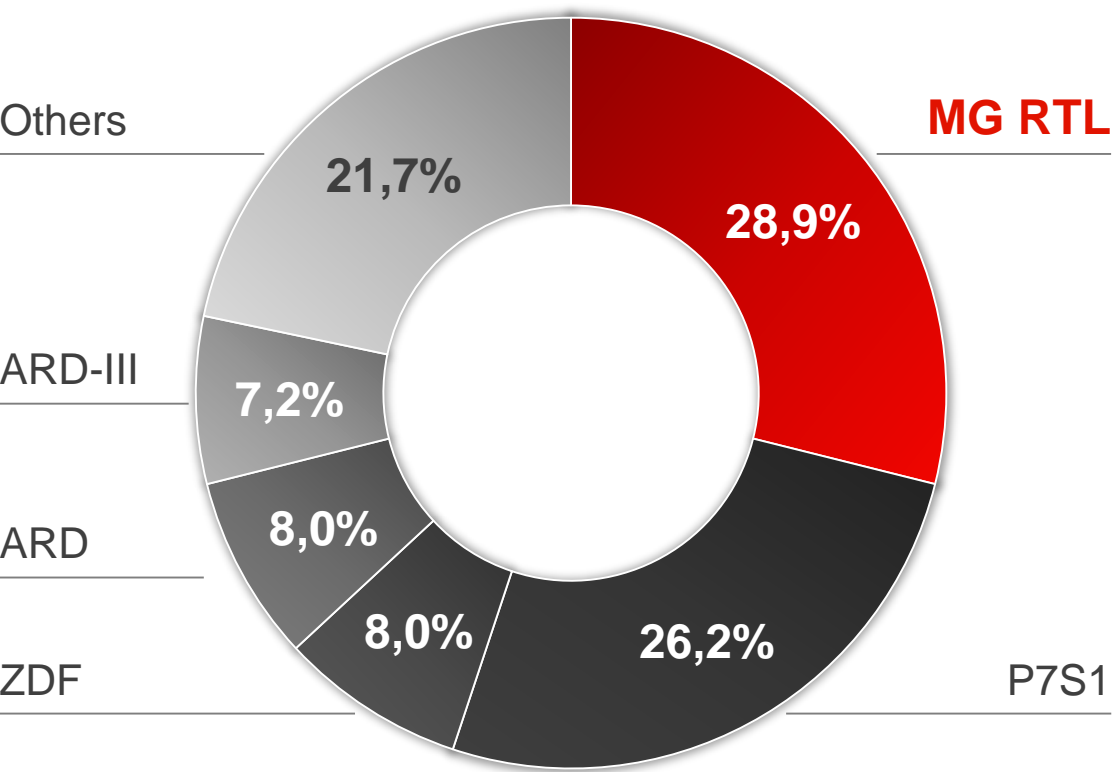
Source: RTL Group estimates
MG RTL De including RTL II and Super RTL

Mediengruppe RTL Deutschland

Clear market leadership maintained...

FAMILY OF CHANNELS

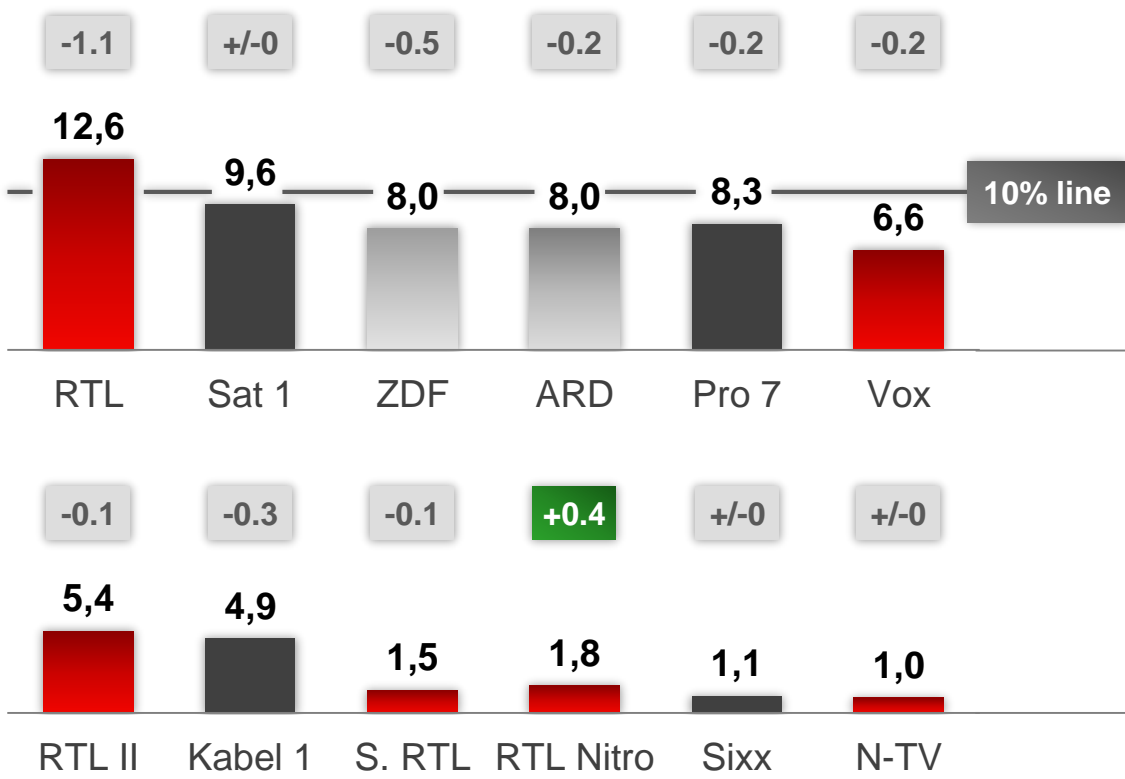
14 – 59 (in %), YTD 31 May 2015



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

BY CHANNEL

14 – 59 (in %)

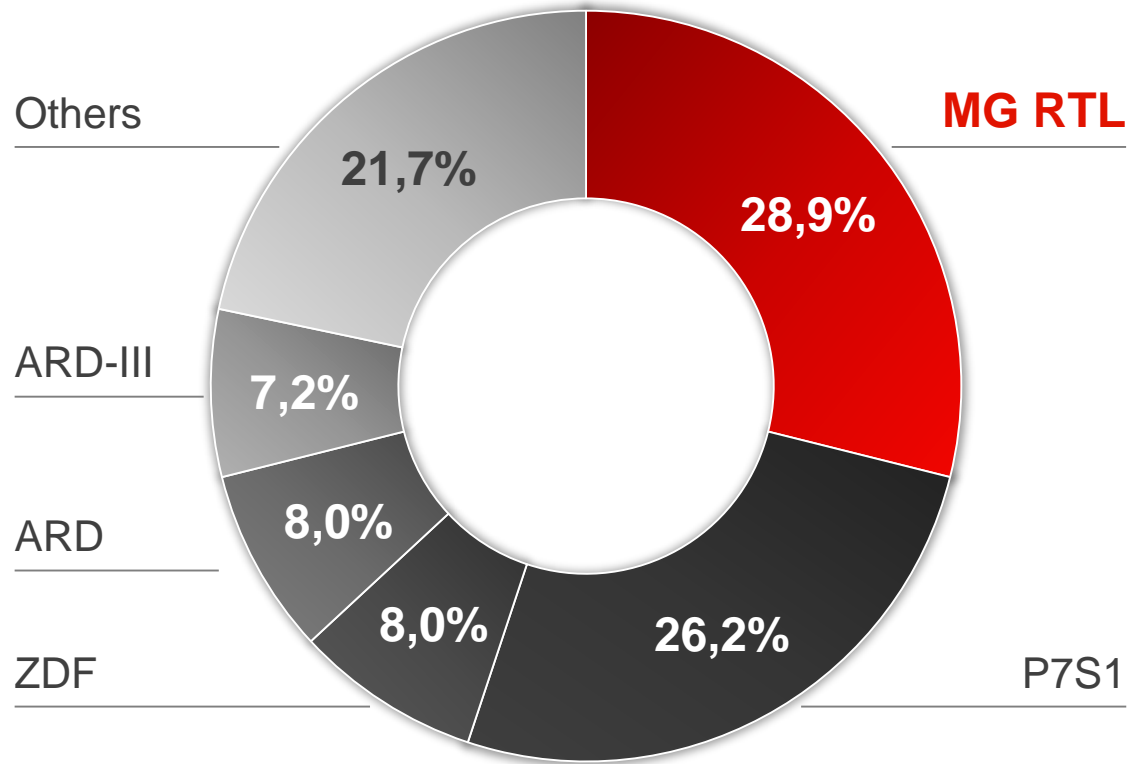


X Percentage point deviation vs. Q1 2014

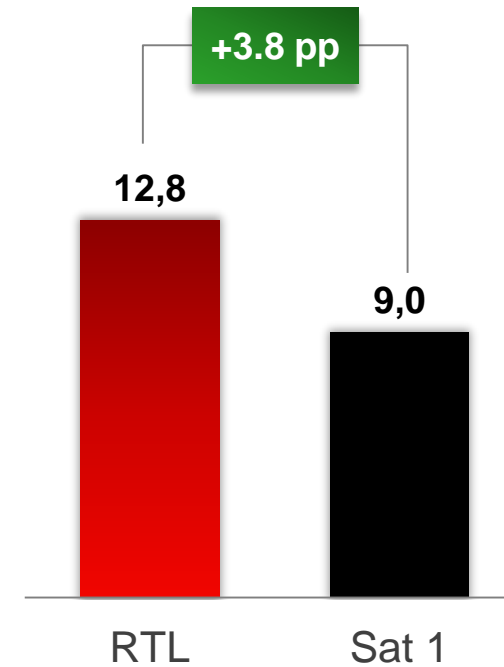
Mediengruppe RTL Deutschland ...especially in main ad revenue generation slots

FAMILY OF CHANNELS

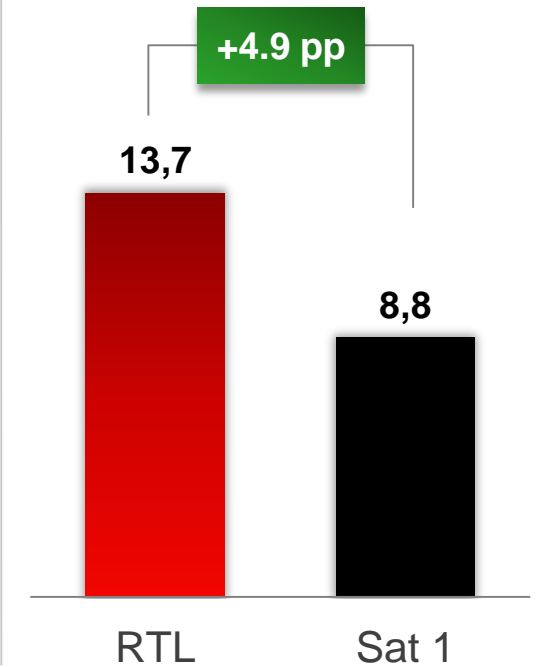
14 – 59 (in %), YTD 31 May 2015



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



PRIME TIME (20 – 23h) 14 – 59 (in %)

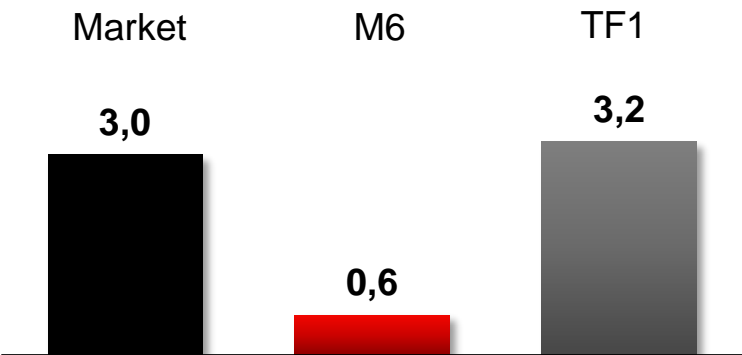


Source: AGF in cooperation with GfK
Note: MG RTL De including RTL II and Super RTL

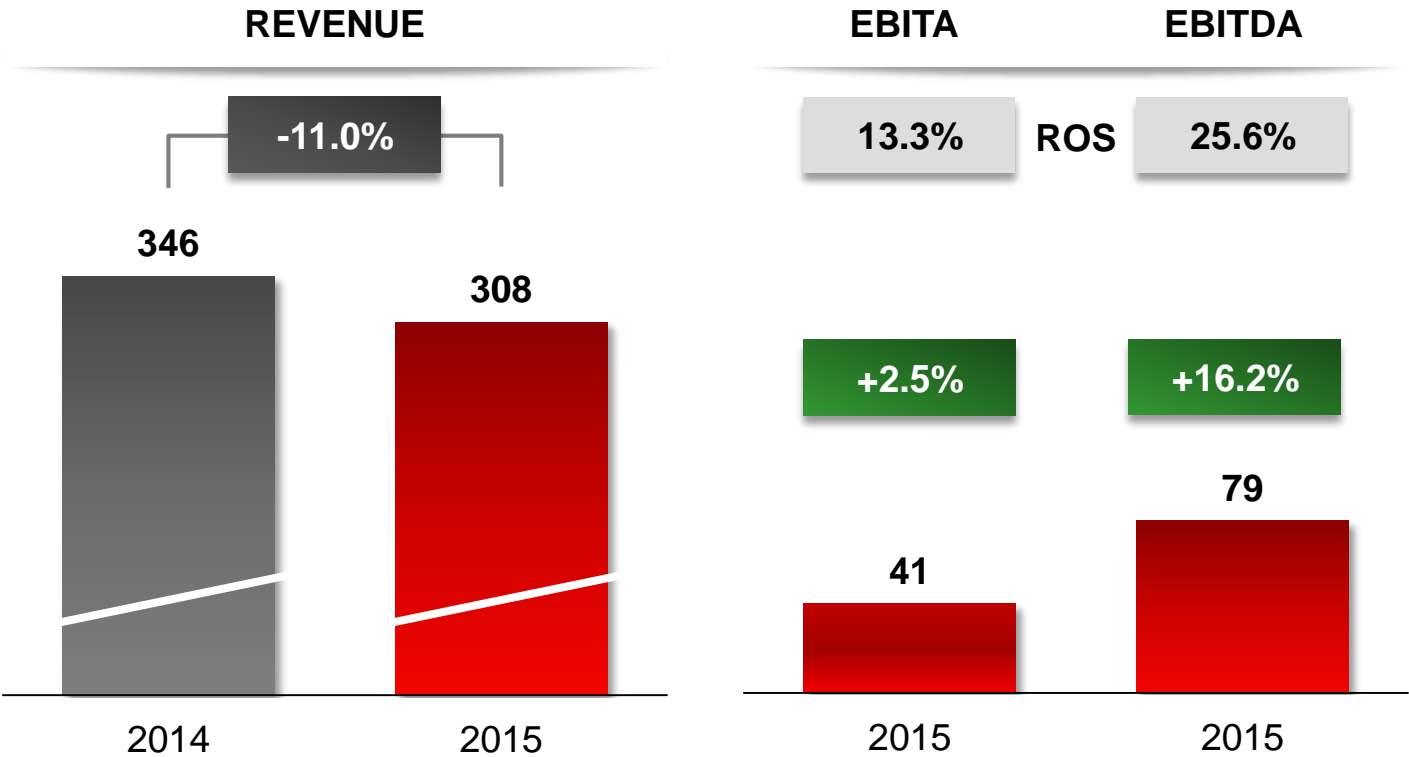
Groupe M6

Solid performance - market showing some signs of recovery

NET TV ADVERTISING
MARKET DEVELOPMENT
Q1 2015 vs. Q1 2014 (in %)



KEY FINANCIALS
(in € million)



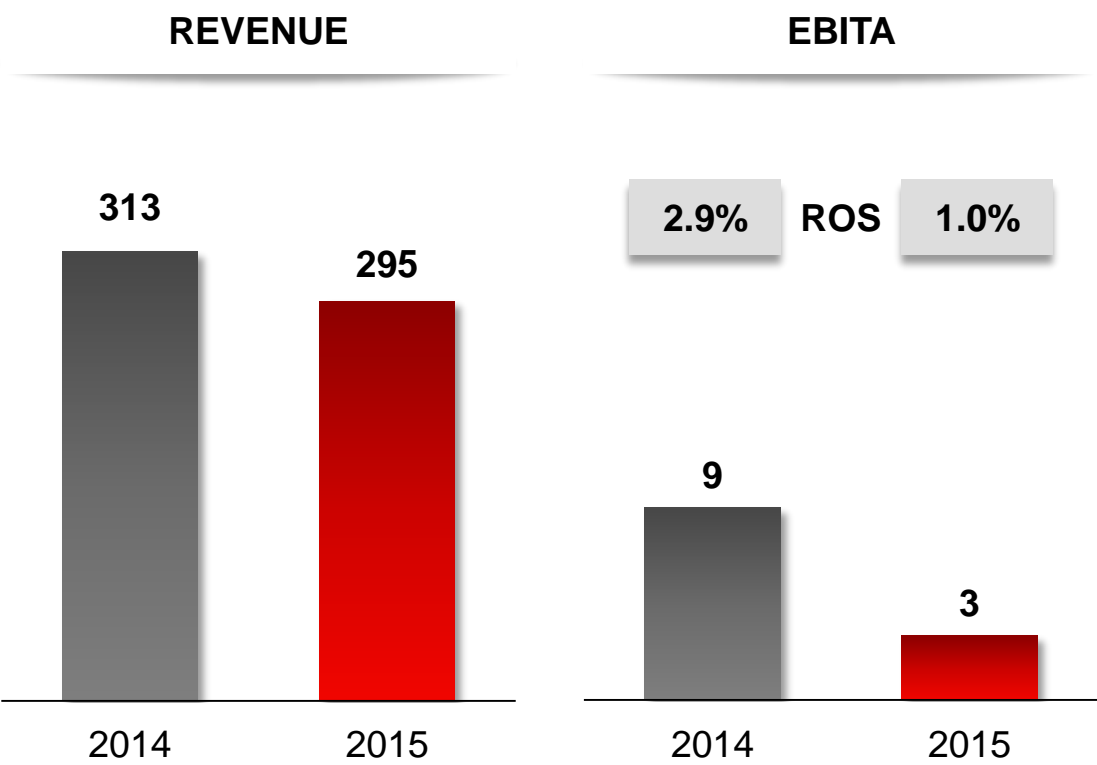
Source: RTL Group estimates
Groupe M6 and TF1 as reported

FremantleMedia

Solid start into 2015

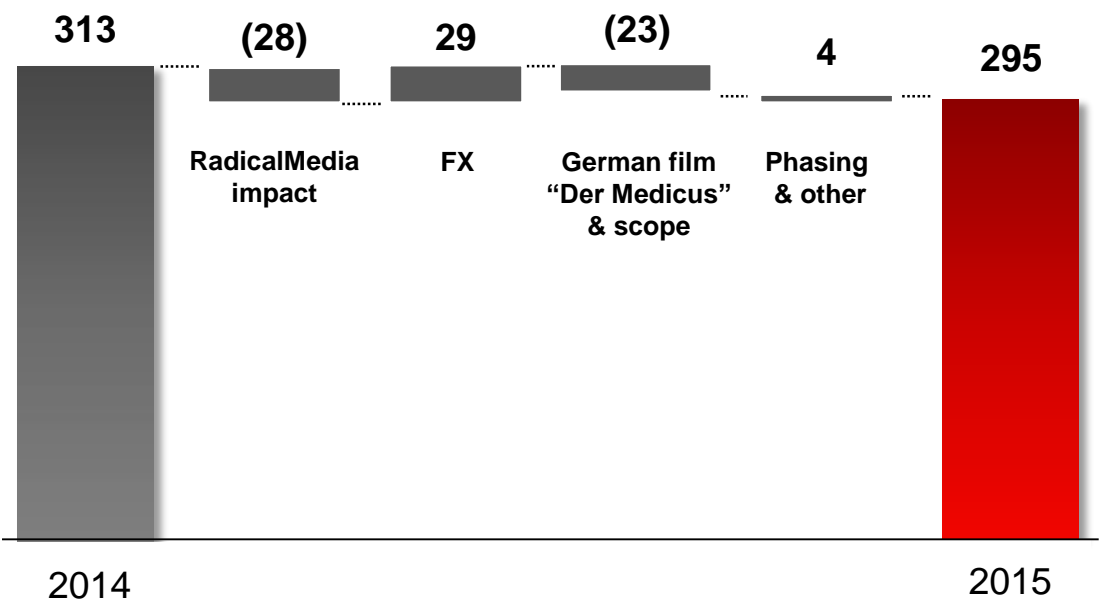
KEY FINANCIALS

(in € million)



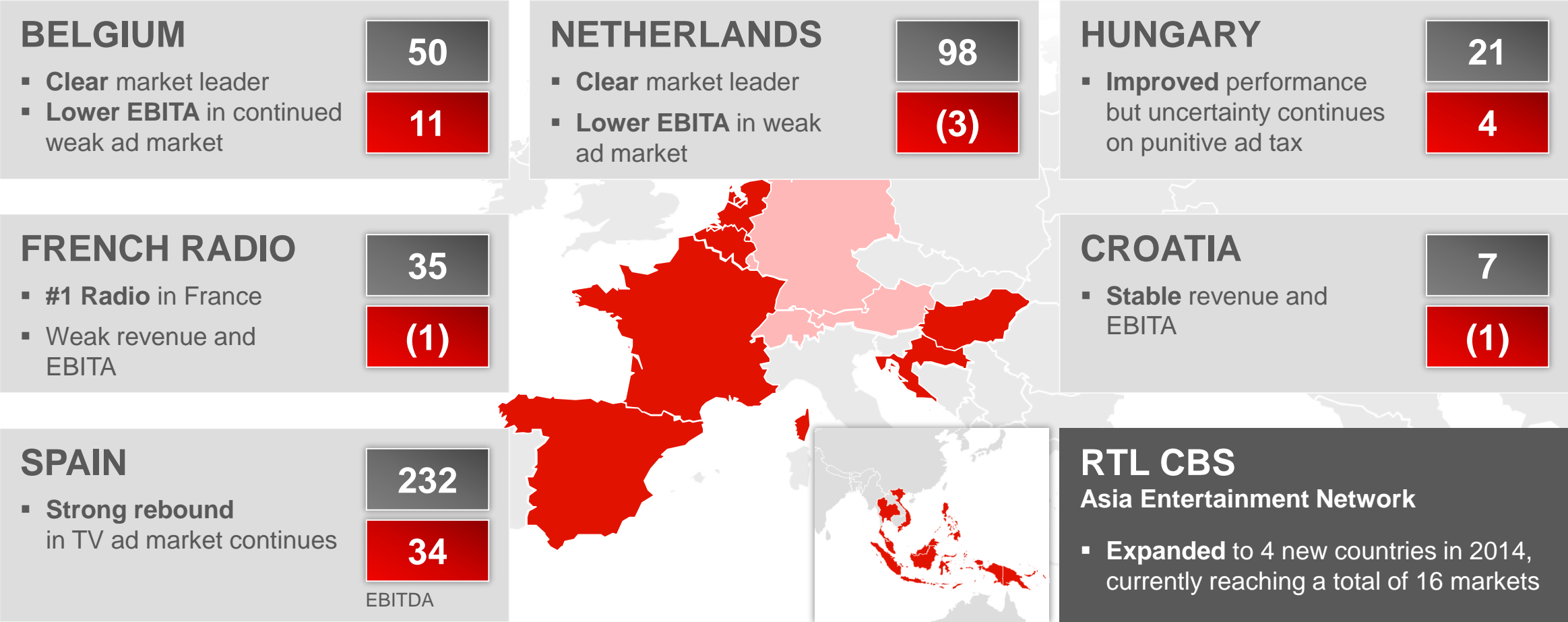
REVENUE BRIDGE 2014 – 2015

(in € million)



Other markets

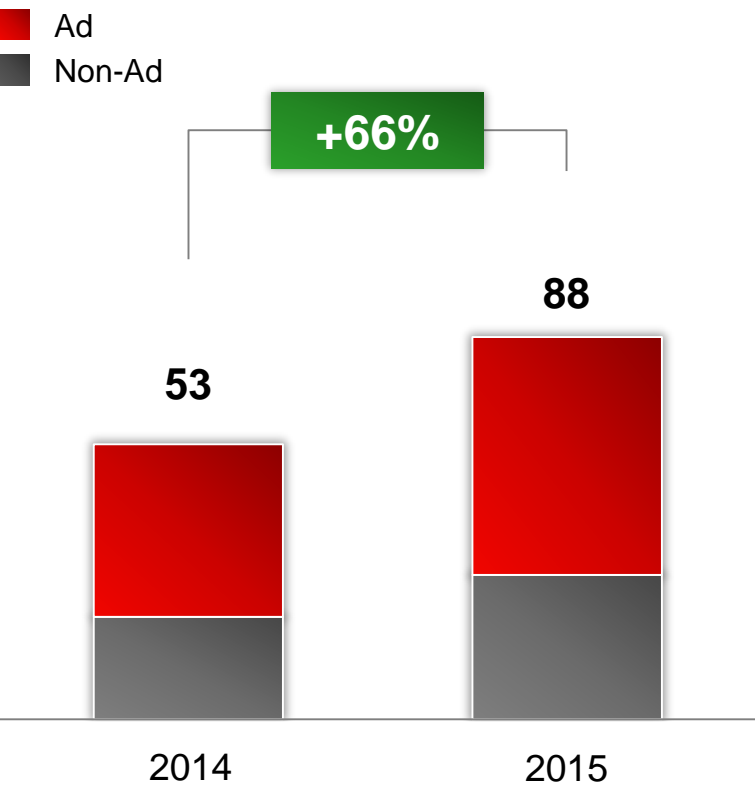
Very mixed advertising market picture



Digital business

Strong growth – driven by newly acquired businesses

ONLINE REVENUES
Quarter 1 (in € million)



Agenda



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RTL Group Outlook for 2015

No change to current guidance

Total revenue and EBITA expected to be broadly stable reflecting mixed European advertising markets and consolidation effects

Platform revenue is expected to grow strongly, and **digital revenue** will continue to grow by double-digit growth rates

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2015 highlights**



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**Outlook
2015**



**Strategy
update**

Strategic focus for 2015

A leader across broadcast, content and digital



Develop
Must-See TV,
counter fragmentation



Grow
globally in all
video segments



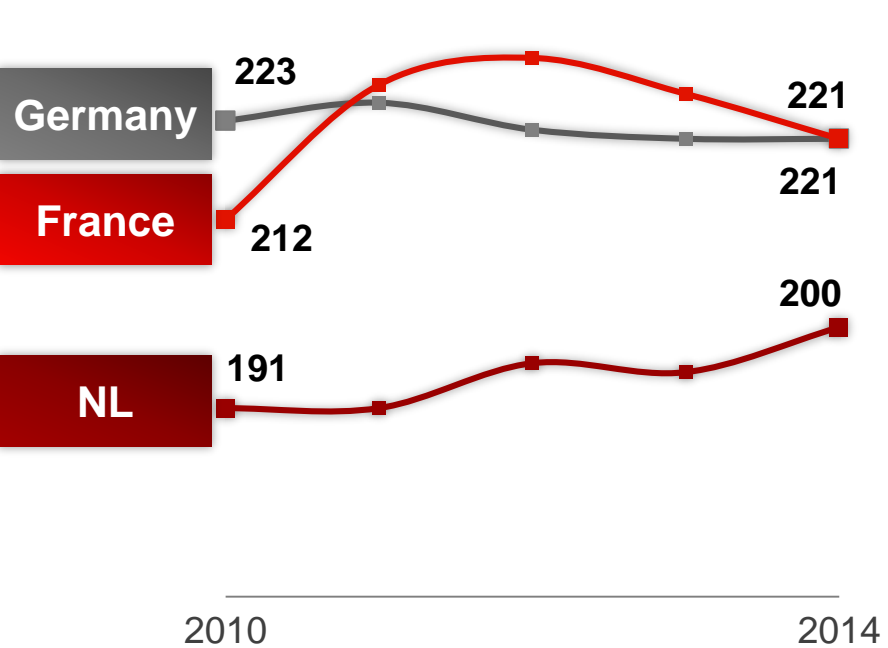
Capture
digital growth
and new business

Best in TV

Linear TV is still the dominant form of video consumption

Stable TV consumption in core markets

TV CONSUMPTION
In minutes per day¹⁾



SHARE OF NON-LINEAR VIEWING²⁾

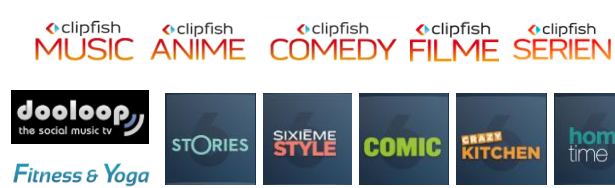


Portfolio meeting fragmenting usage


New linear TV channels



Linear OTT channels



Non-linear offers



¹⁾ GER: 3+ GfK; FR: 4+ Médiamétrie; NL 6+ SKO; includes live TV and DVR recorded viewing
²⁾ RTL Group estimate based on IHS 2013 figures; non-linear viewing share of total video consumption (Traditional TV + online video)

Best in TV

Video measurement needs to follow the audience

Type of viewing		Trend	Data	DE	FR	NL
Linear TV	Linear viewing on TV set		Extended TV Panel Measurement	 4 days		
Time-shifted	Time shifted viewing within 7 days					
Online (PC)	Catch-Up TV (7+days)		Hybrid online data (Panel + Census)	Starting 2015	2016 Incl. IPTV	Starting 2015
	Other offers (e.g. YouTube, VOD services ¹⁾)			Planned 2015/16	n/a	Starting 2015
Mobile	Video viewing on mobile devices		Mobile integration with online panel	Planned 2015/16	Planned 2015/16	Starting 2015

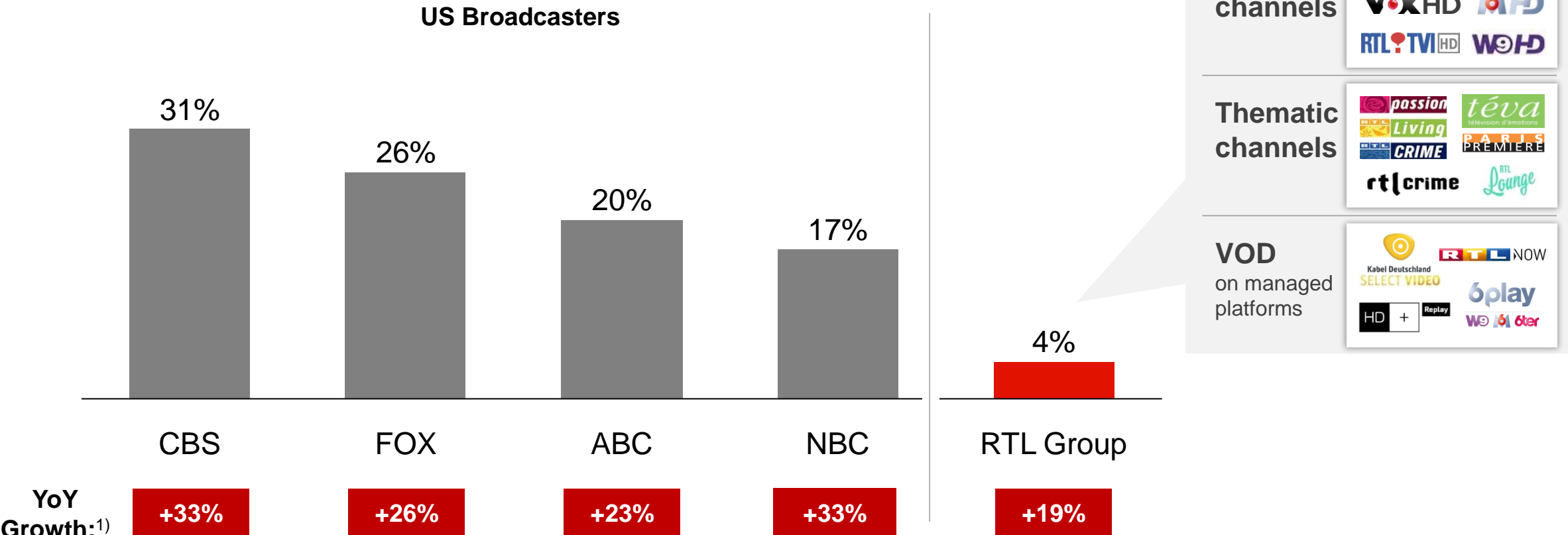
Change is happening gradually – expectations are for 2016 on

Best in TV

Some growth potential for RTL Group's platform fees

Re-transmission fees as % of total revenue

In 2014



1) YoY growth of total retransmission revenue in 2014

Best in online video

Developing the FremantleMedia pipeline – entertainment shows

2014/2015 launches with potential to travel



RTL Germany launch, headliner at MIPTV 2015



Sold into 12 markets (incl. Argentina, Turkey, Romania, Croatia, Czech Republic, Indonesia, Ireland, Peru)



Beat The Brain – 30 Episodes BBC2 across prime



Series 1 in production M6 France
Series 2 Netherlands in production RTL4



On air TV3 Denmark, in production Kanal5 Finland.
Launched at MIPTV 2015



Aired Canada, successfully launched in Sweden.
Piloting for VOX Germany



La Banda – In production for Univision launching Autumn 2015



Series 2 commissioned SVT Sweden. Interest in Germany, Belgium, Portugal, Serbia, India, China, UK, US



Successful pilot launch on BBC2 primetime,
launched at MIPTV 2015



Couples version launching July 2015 on ProSieben,
piloting NBC USA, sold to NBC Pan Arabia



Launched successfully on BBC3, sold to Kabel 1 Germany



Series 2 in production in the USA, Syndication

Best in online video

Developing the FremantleMedia pipeline – US scripted

Three goals...

1

Develop strong IP

Formats

Novels Adaptation

Original IP

James Ellroy
First Look Deal

2

Work with the best talent

Carlton Cuse

Lost
Bates Motel
The Strain

Bryan Fuller

Hannibal

Scott Frank

Minority Report
Out Of Sight

3

Leverage global network

... to maximize investment returns

1

Take measured risks

Level of FM investment

Production Fee

Co-Production

FM Production

2

Maximize returns over time

Multi-season effect on series' profitability (Illustrative)

Season 1


















Season 2

Season 3

Season 4

Best in online video

Strong MCN presence across the whole value chain

Aggregation MCN	Vertical MCN	FMM Production	Broadcasters Brands/Talent
<p>#3 Global MCN</p>  <hr/> <p>#1 European MCN</p> 	<p>#1 Style Network</p>  <hr/> <p>#1 pre-school kids</p> 	<p>European productions</p>   <hr/> <p>International productions</p>   <hr/> <p>International content brands</p>    	<p>#1 French Comedy channel</p>    <hr/> <p>Style and music offers launched</p> <hr/> <p>Dutch MCN with BBTv as tech provider</p>  <hr/> <p>German comedy channel launched (on- & off-YT)</p> 
A truly global network	More depth in verticals	More original content	More value creation

Best in monetisation

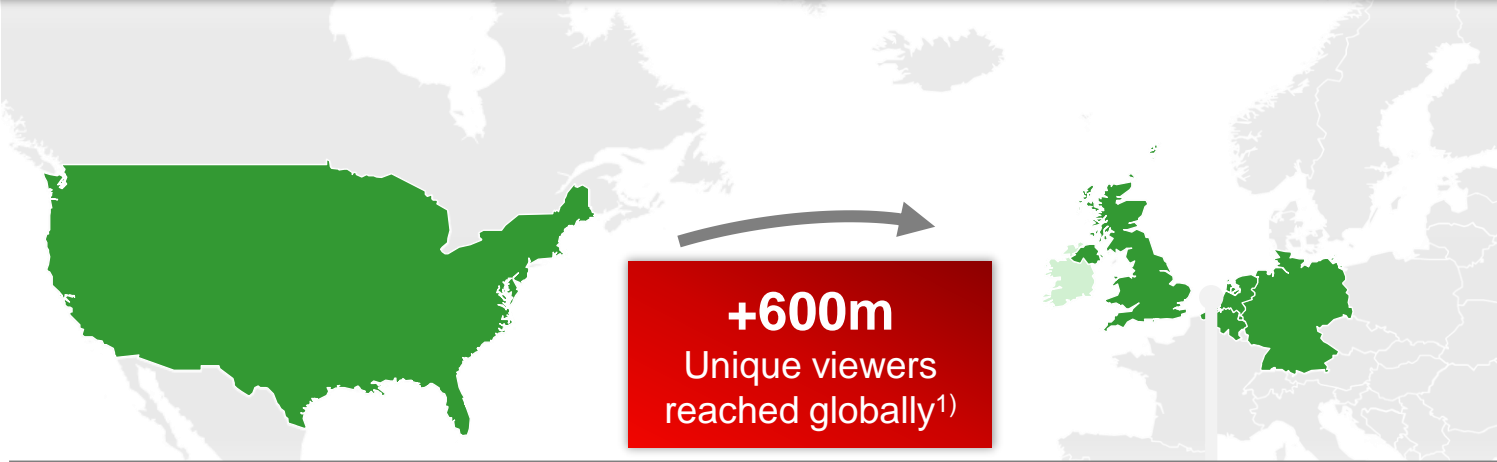
SpotXchange adds technological capabilities to RTL Group





4.5bn	Ad decisions processed per day
+240	New platform partners Signed in 2014
+190	Countries reached

¹⁾ per month


Leading video exchange expanding in Europe



BeNeLux
Joint venture with RTL Nederland

Germany
Office opening, strategic partnership with Netzathleten Media



Northern Ireland
Tech hub opened in Belfast

Strategic focus for 2015

A global leader across broadcast, content and digital

<h3>IT'S ABOUT CREATIVITY</h3> <ul style="list-style-type: none"> ■ Attracting top talent ■ Collaboration 	<h3>IT'S ABOUT SALES</h3> <ul style="list-style-type: none"> ■ Multiscreen sales ■ Balancing ad & pay 	<h3>IT'S ABOUT DISTRIBUTION</h3> <ul style="list-style-type: none"> ■ Platform revenues ■ VOD, MCNs & brands 	<h3>IT'S ABOUT VIDEO</h3> <ul style="list-style-type: none"> ■ “Must-see content” ■ Global digital reach
Develop and experiment	Invest in capabilities & profitable growth	Long-term approach, capture reach	Enhance global presence and synergize

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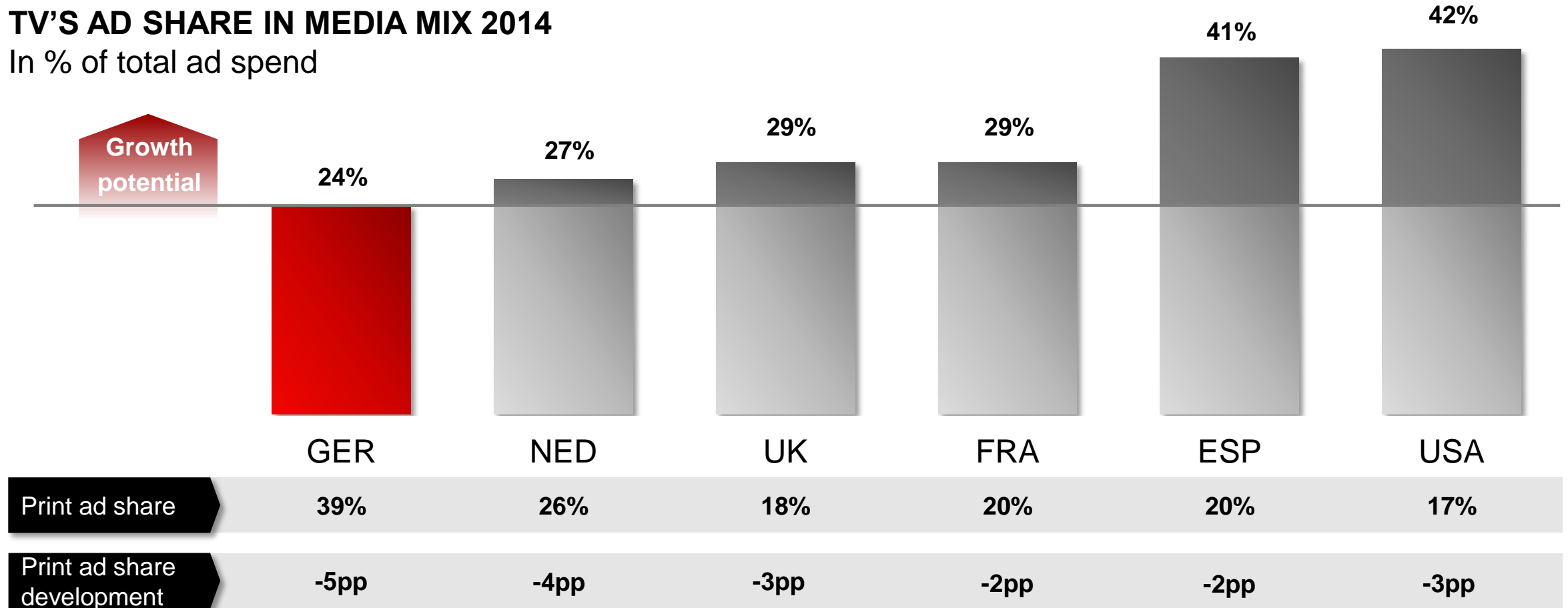
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Best in TV

Growth potential in Germany as print loses share

TV'S AD SHARE IN MEDIA MIX 2014

In % of total ad spend



Source: Screen Digest 2014