

The leading
European
Entertainment
network



Scandinavia
October 2014

RTL Group : a leader in its three strategic pillars

BROADCAST



- **#1 or #2** in 8 European countries
- **Leading broadcaster:**
53 TV channels and 28 radio stations

CONTENT















- **#1** global TV entertainment content producer
- **8,500 hours of programming;**
Distribution into **200+ territories**

DIGITAL



- **Leading European media company** in online video
- **Strong online sales houses** with multi-screen expertise

Delivering on our strategic goals

 BROADCAST	 CONTENT	 DIGITAL
ENHANCE BROADCAST PORTFOLIO	CREATE MARKET-LEADING CONTENT	DRIVE DIGITAL TRANSFORMATION
Strengthen family of channels 	Maintain leading position 	Expand non-linear services 
Grow non-ad business 	Rebalance portfolio 	Grow online ad and non-ad business 
Expand into high growth markets 	Deepen digital exploitation 	Enter multi-channel network business 

Managing RTL Group with a long-term focus...



Adaptable cost structure
with tight cost control

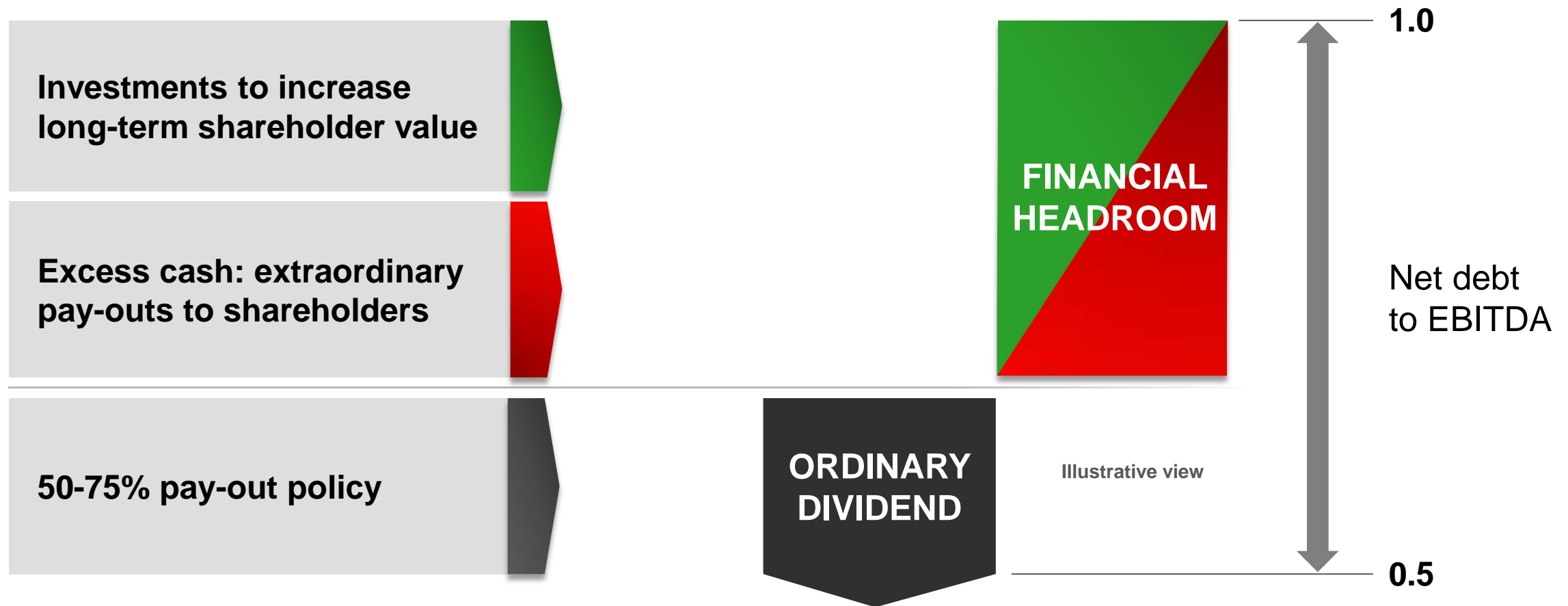
High-quality earnings
and cash flow profile

Efficient capital structure
with full financial flexibility

Attractive shareholder
remuneration

... results in ability to invest and provide attractive cash returns ...

USE OF FINANCIAL HEADROOM



Agenda



**Half-year
2014 highlights**

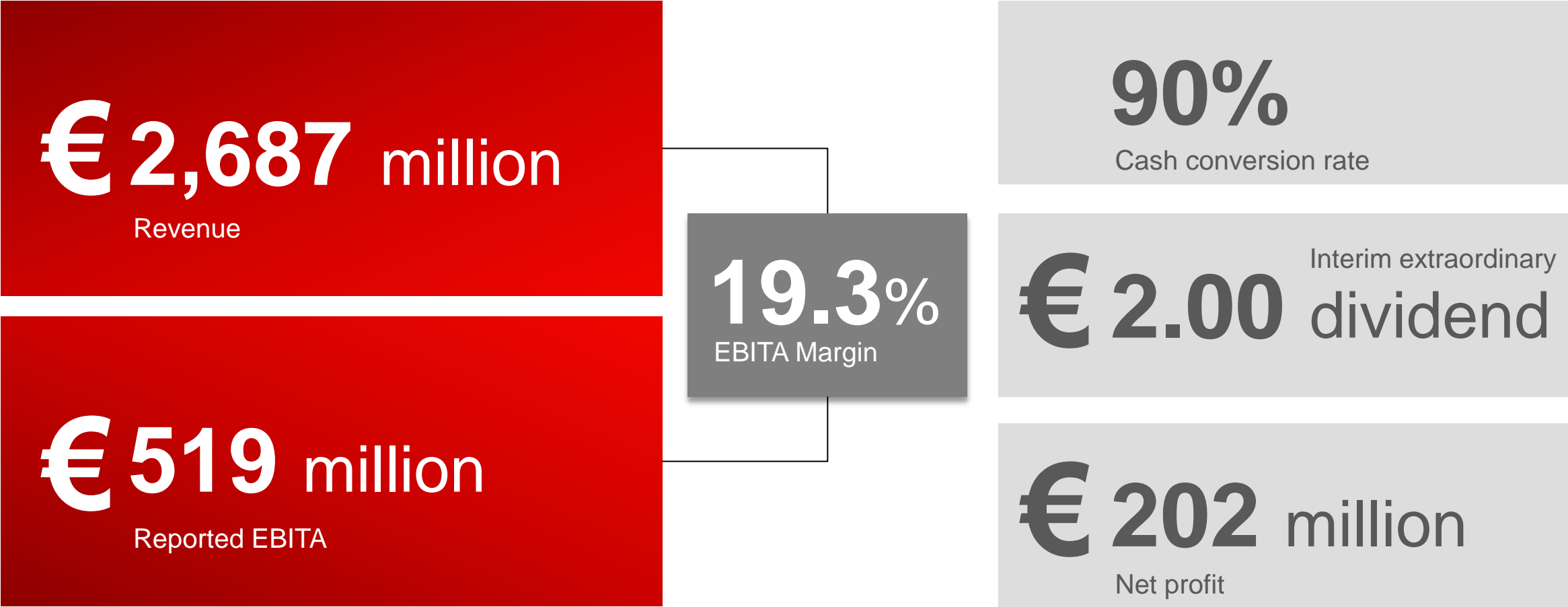


**Business
segments**



**Strategic
update**

Half-year : Sound results in tough economic environment



Agenda



**Half-year
2014 highlights**



**Business
segments**

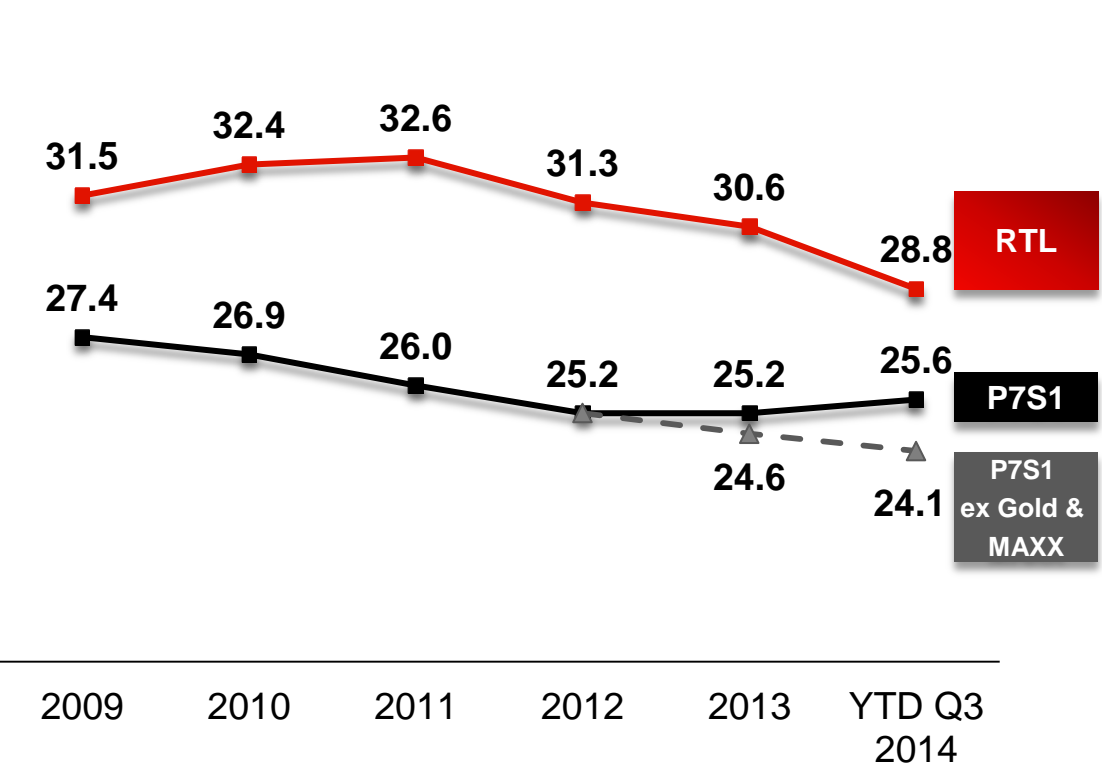


**Strategic
update**

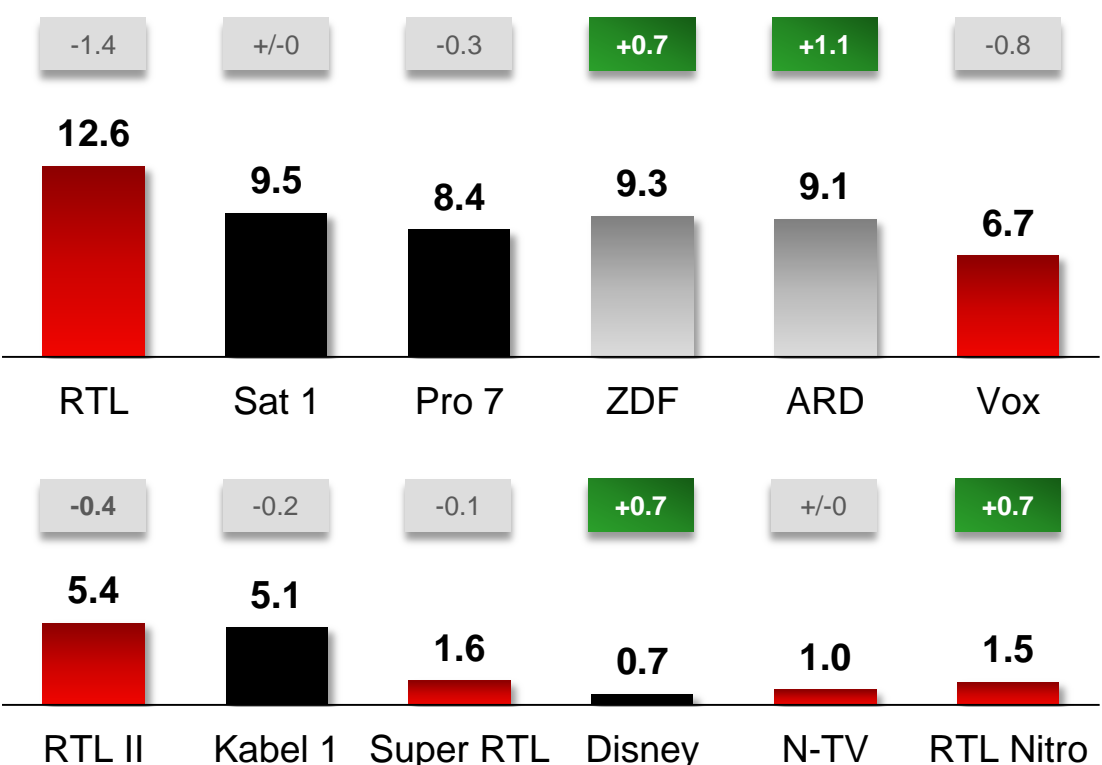
Mediengruppe RTL Deutschland

Signs of audience recovery but still down yoy

FAMILY OF CHANNELS
14 – 59 (in %)



BY CHANNEL
14 – 59 (in %)



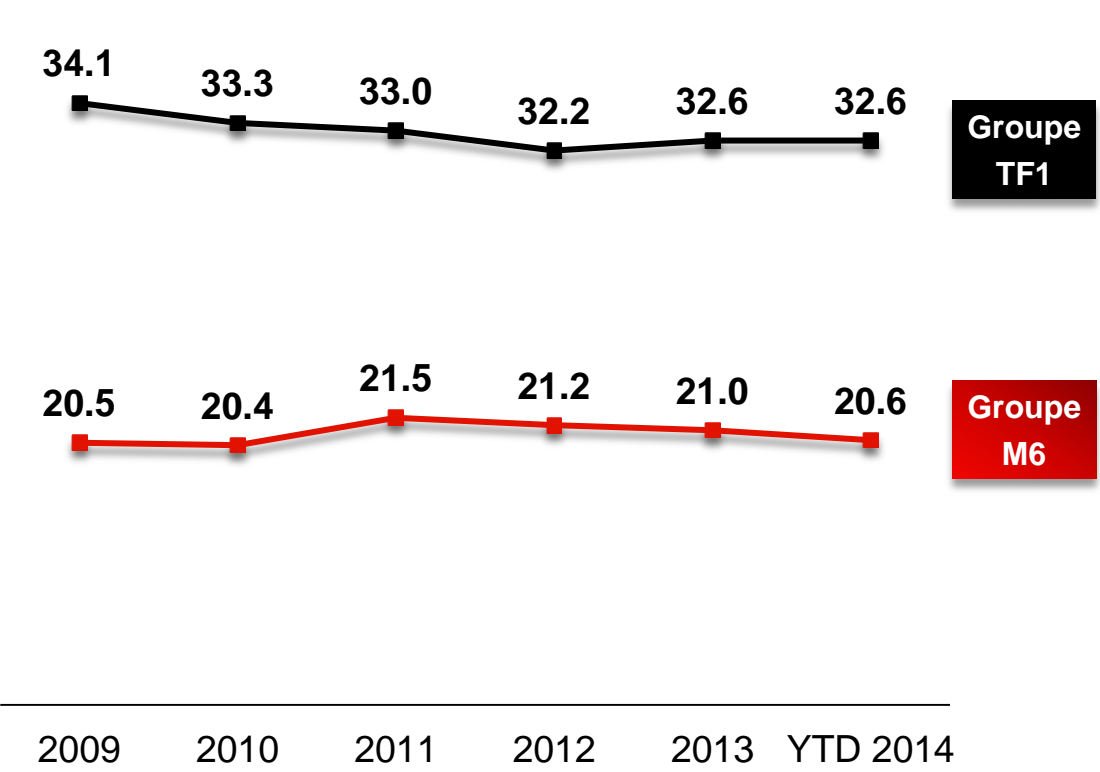
Source: AGF in cooperation with GfK
Note: MG RTL De including RTL II and Super RTL

Groupe M6

Resilient audience; growth continues for 6ter

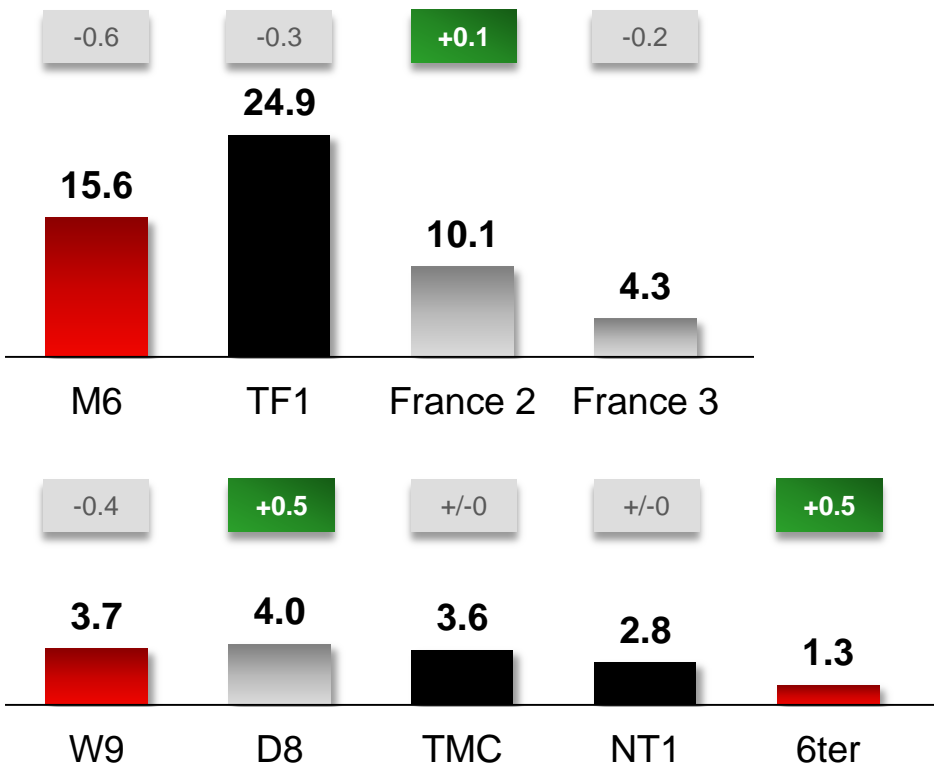
FAMILY OF CHANNELS

Housewives <50, all day (in %)



BY CHANNEL

Housewives <50 all day (in %)



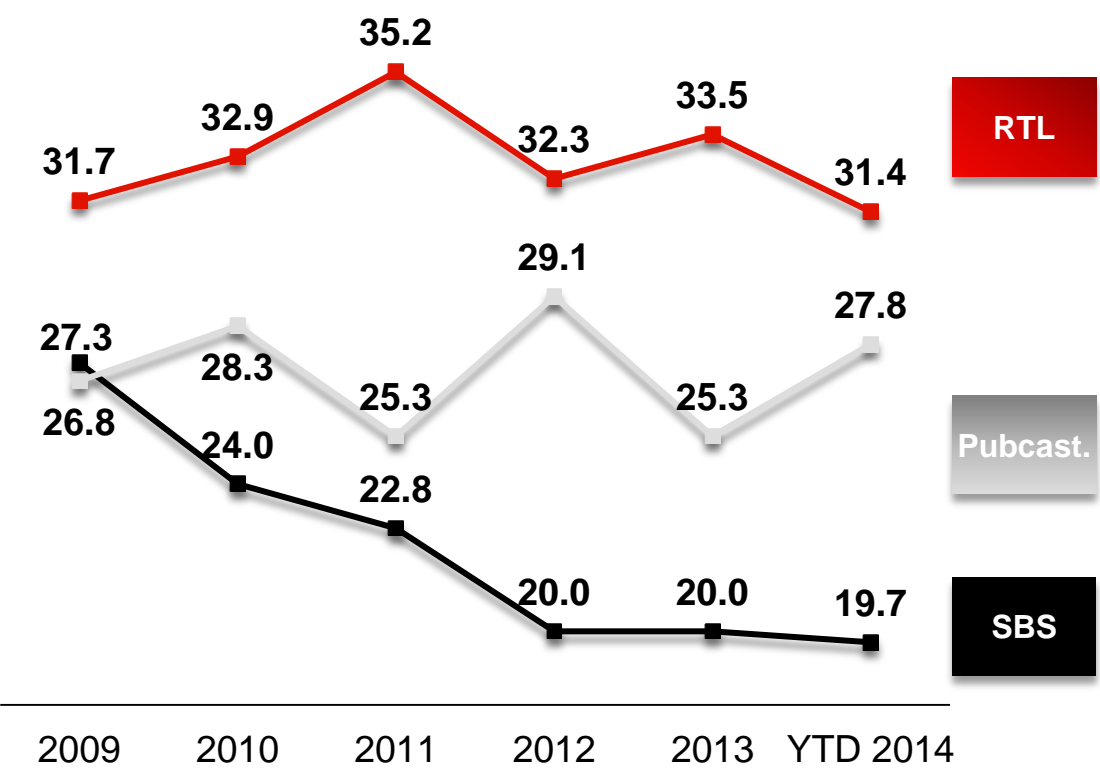
Source: Médiamétrie
 Groupe M6: M6, W9 and 6ter; TF1 Group: TF1, TMC, NT1 and HD1

RTL Nederland

Good audience performance despite sports events

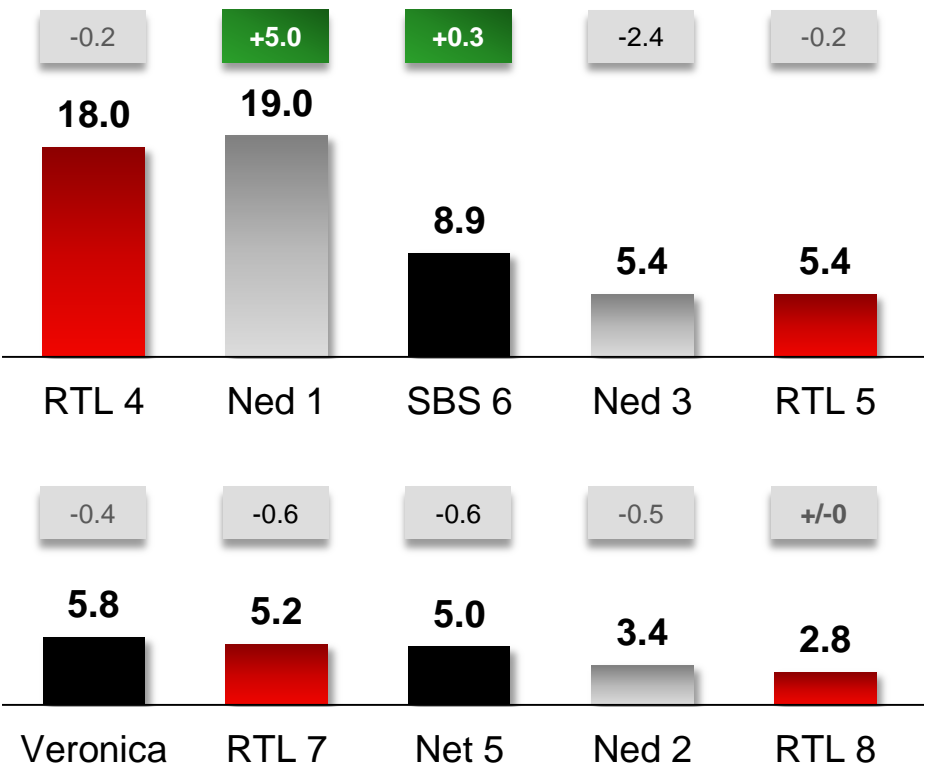
FAMILY OF CHANNELS

20 – 49, Primetime (in %)



BY CHANNEL

20 – 49, Primetime (in %)



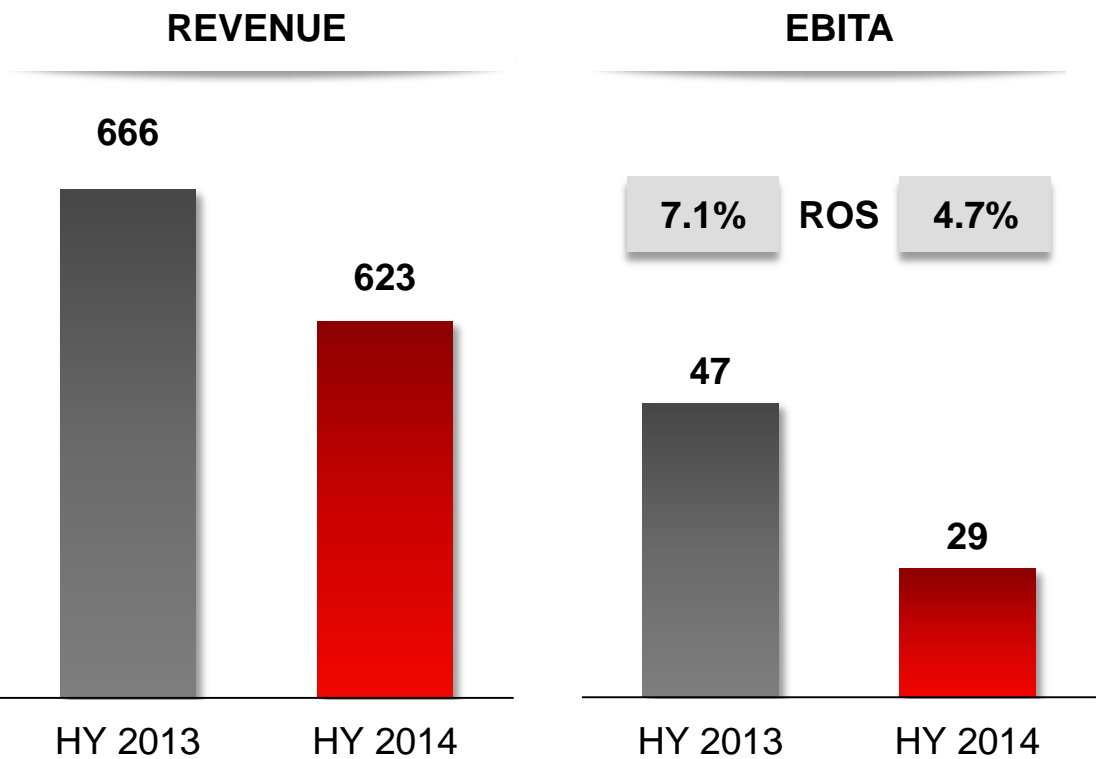
Source: SKO

FremantleMedia

Difficult first half year

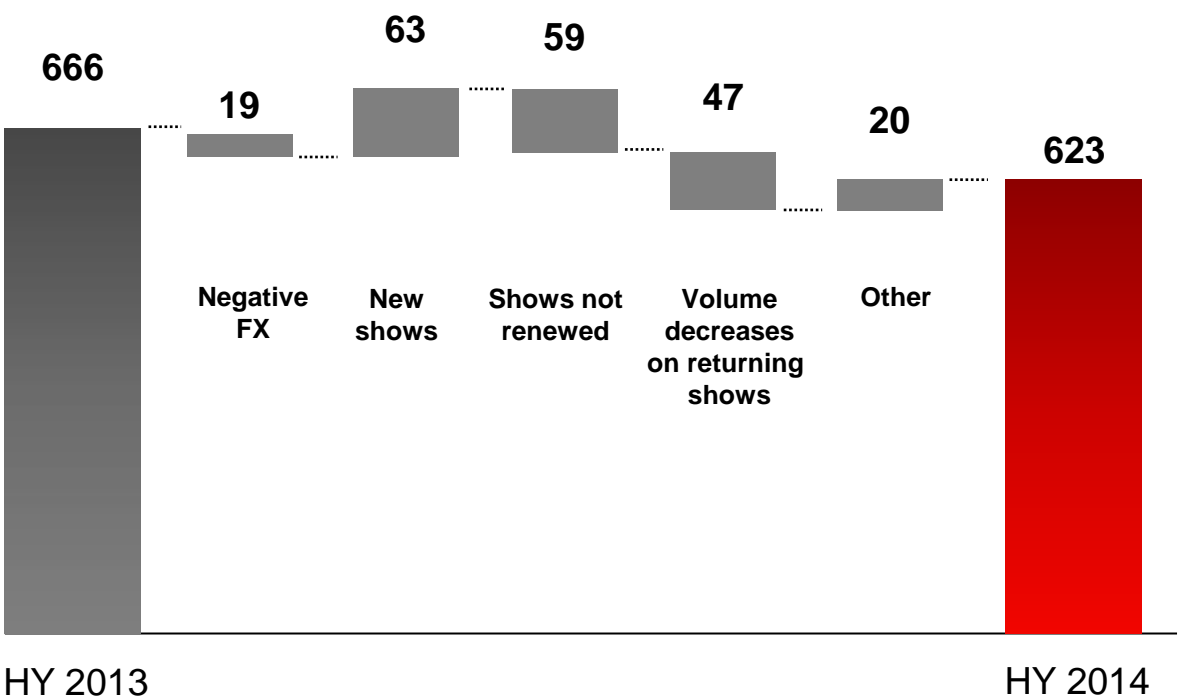
KEY FINANCIALS

(in € million)



REVENUE BRIDGE HY 2013 – HY 2014

(in € million)



Agenda

1



**Half-year
2014 highlights**

2



**Business
segments**

3

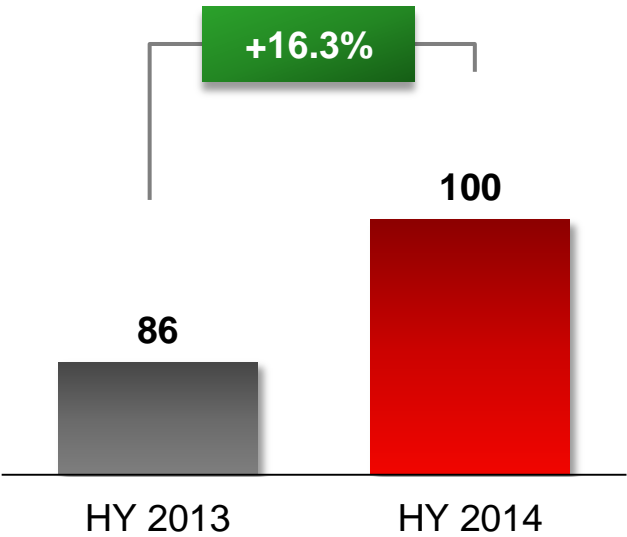


**Strategic
update**

Broadcast

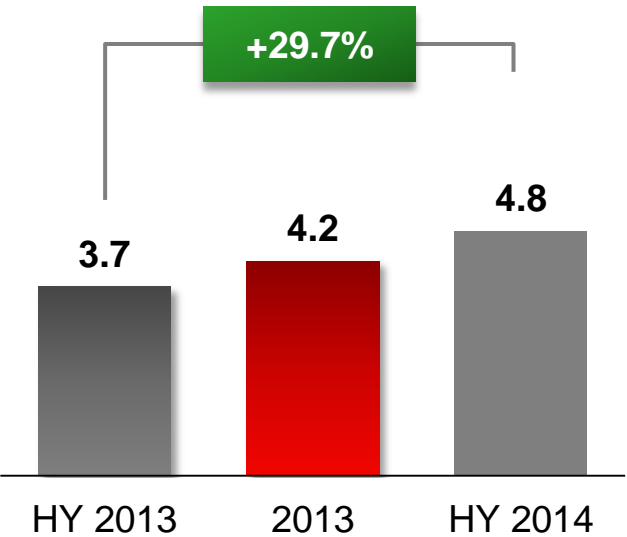
Platform revenue continuing to grow

RTL GROUP PLATFORM REVENUE
(in € million)



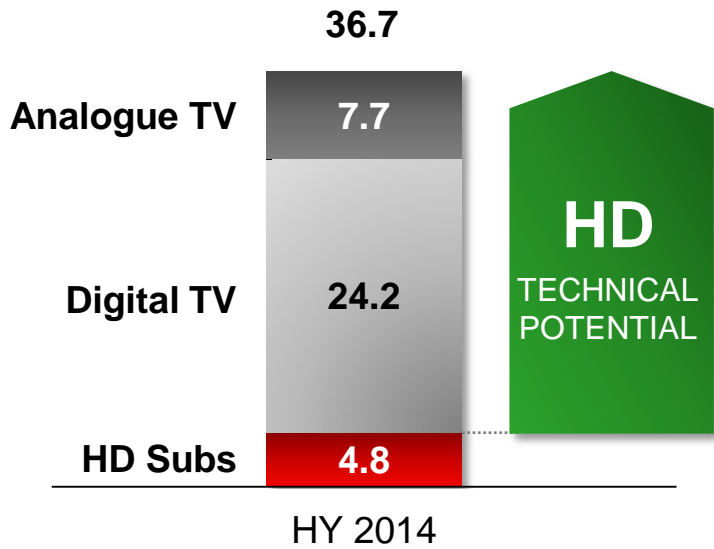
Strong growth in HD ...

HD SUBSCRIBERS, GERMANY
(in million)



... with further potential

(in million households)



Platform revenue defined as revenue generated across all pay platforms (cable, satellite, IPTV) including subscription and re-transmission fees

Digital

Online video is at the heart of RTL Group’s digital strategy

Strategic focus

1

VOD

Catch-up TV services

2

Web originals

New content production

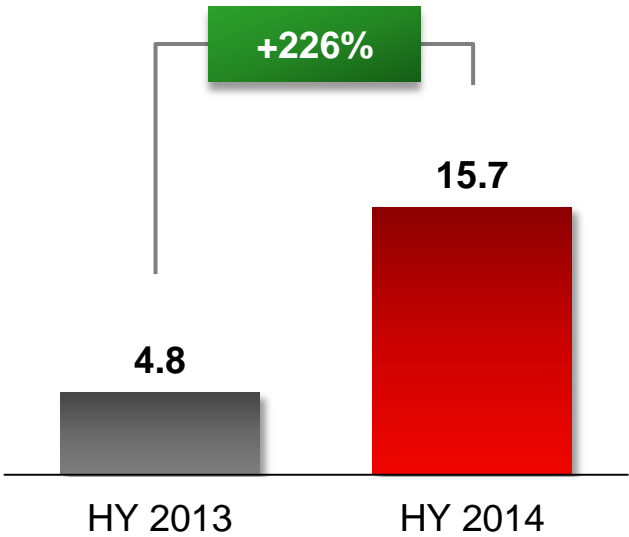
3

MCN

And distribution at global scale

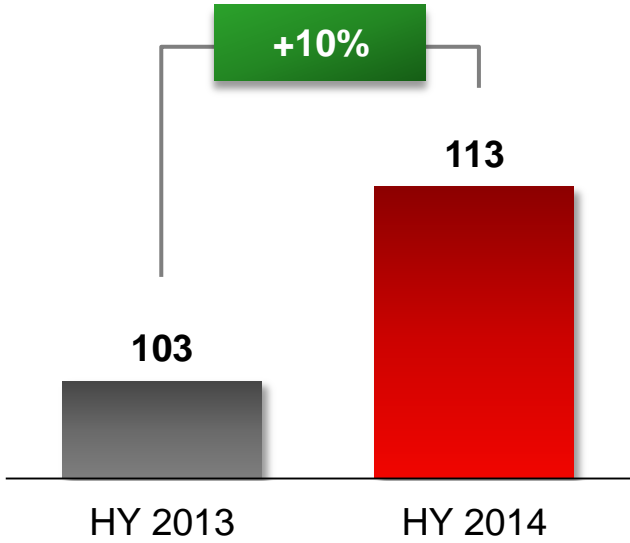
Strong growth

VIDEO VIEWS RTL GROUP
(in billion)



Digital revenue increasing

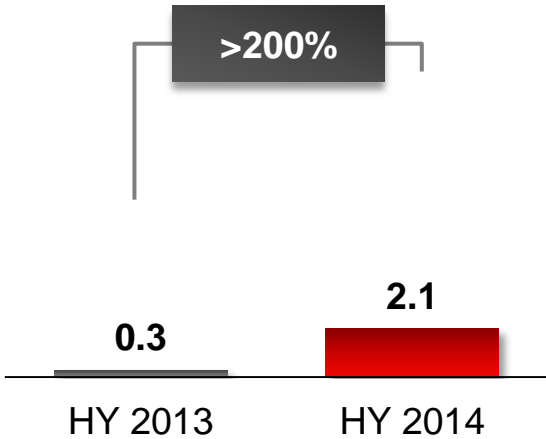
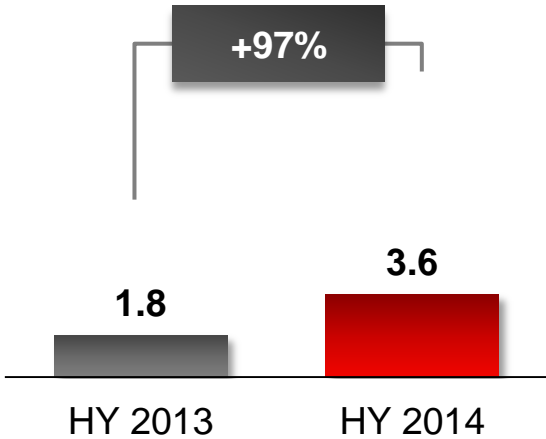
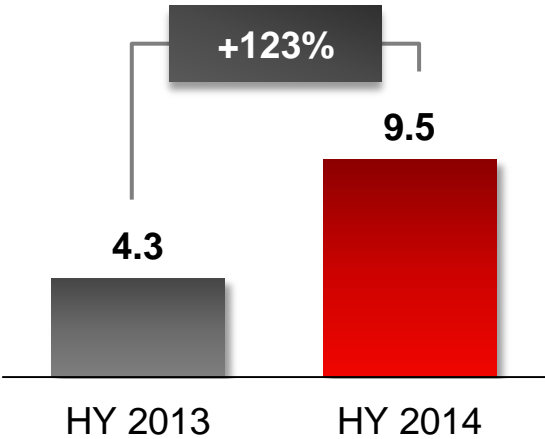
RTL GROUP DIGITAL REVENUE
(in € million)



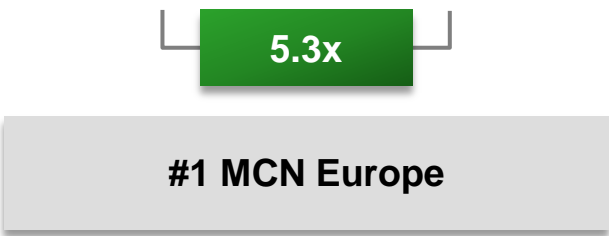
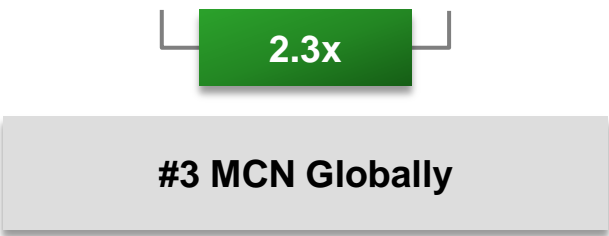
Digital

Our MCN businesses show high growth ...

VIDEO VIEWS
DEVELOPMENT
(in billion)



REVENUE
GROWTH



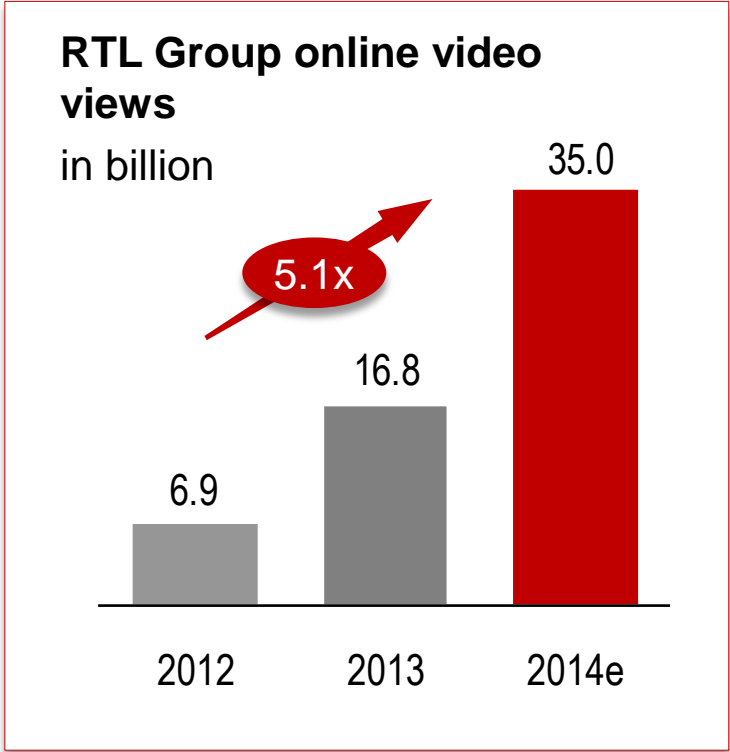
Source: Internal measurement

Note : Stylehaul participation of 25.9 per cent as at 30 June 2014. Divimove : minority shareholding, not consolidated at 30 June 2014

Digital

Making RTL Group one of the worldwide leaders

Growing online video business



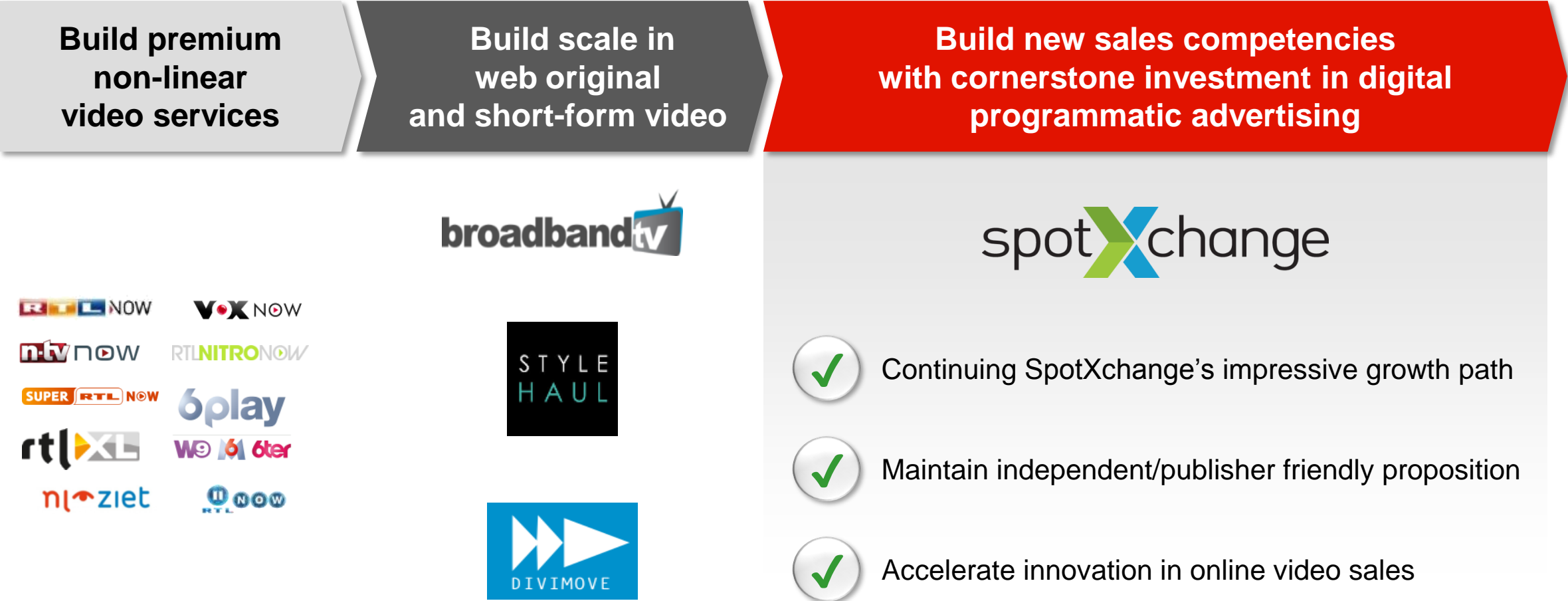
Top 5 worldwide

Online video ranking		Video views per month in bn*
1	Google / YouTube	70.9
2	Facebook	14.4
3	AOL (including Adap.TV)	5.3
4	VEVO	4.4
5	RTL Group	2.6
6	Dailymotion	2.2
7	Maker Studios	2.1
8	Fullscreen	1.8
9	Hulu	1.6
10	Microsoft sites	1.3

*ComScore Video Metrix, based on monthly average video views in H1/2014; excluding Asia and Russia, ad networks and ad exchanges; RTL Group underlying figures are based on internal measurement, are restated and grouped for comparison, excl. minority stakes in Divimove, StyleHaul and Atresmedia

Digital

... and will be complemented by recent acquisition ...



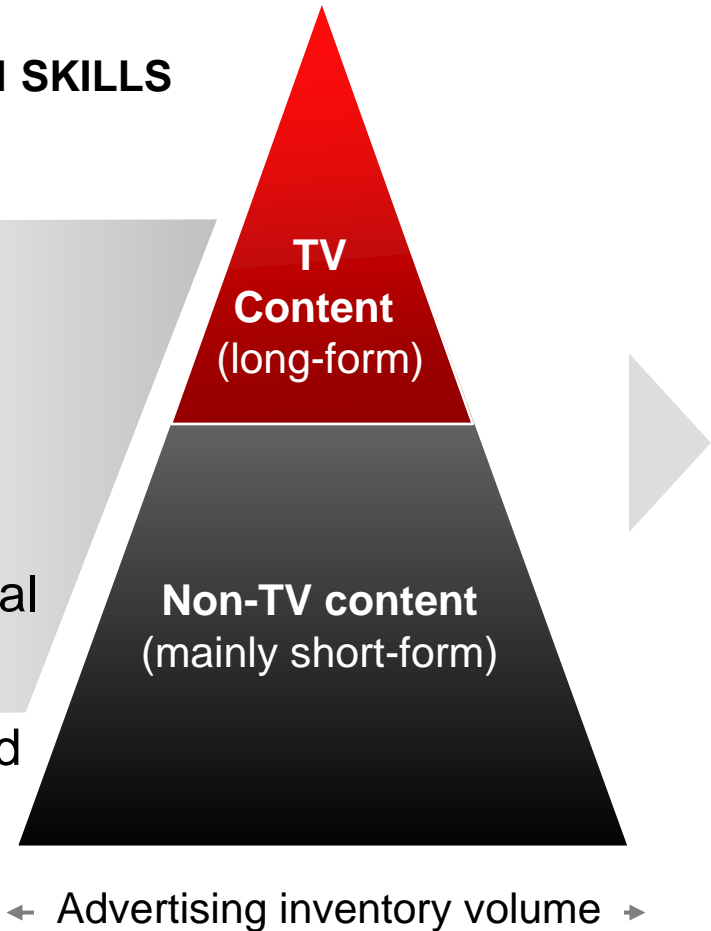
Digital

Partnering with SpotXchange in fast growing market

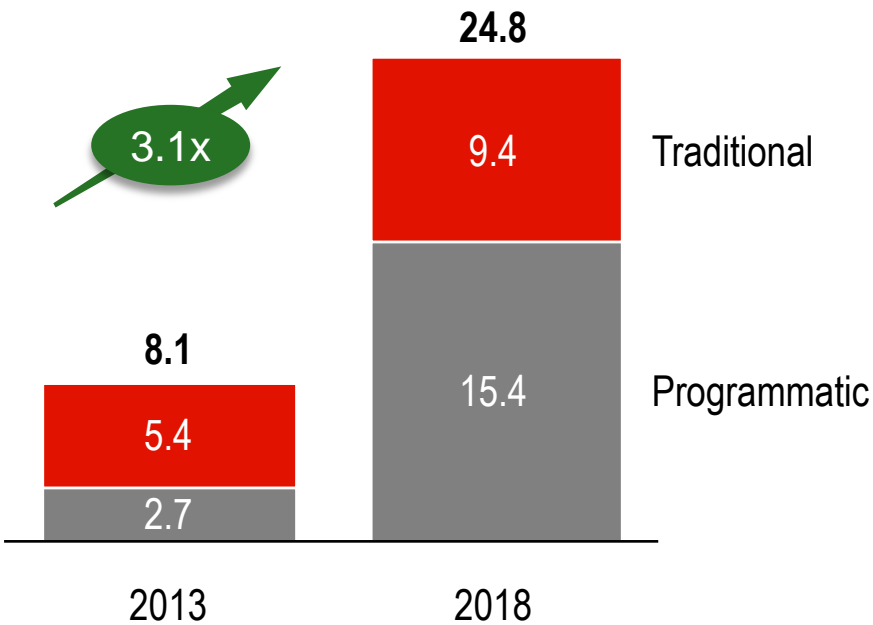
IMPROVE MONETISATION SKILLS

spotXchange

- ✓ Leading video ad monetization platform
- ✓ Scale in US, global reach
- ✓ State-of-the-art ad technology



Global market for online video advertising
In USD billion



Source: RTL Group estimates based on Magna Global, Siemer, eMarketer, Forrester Research

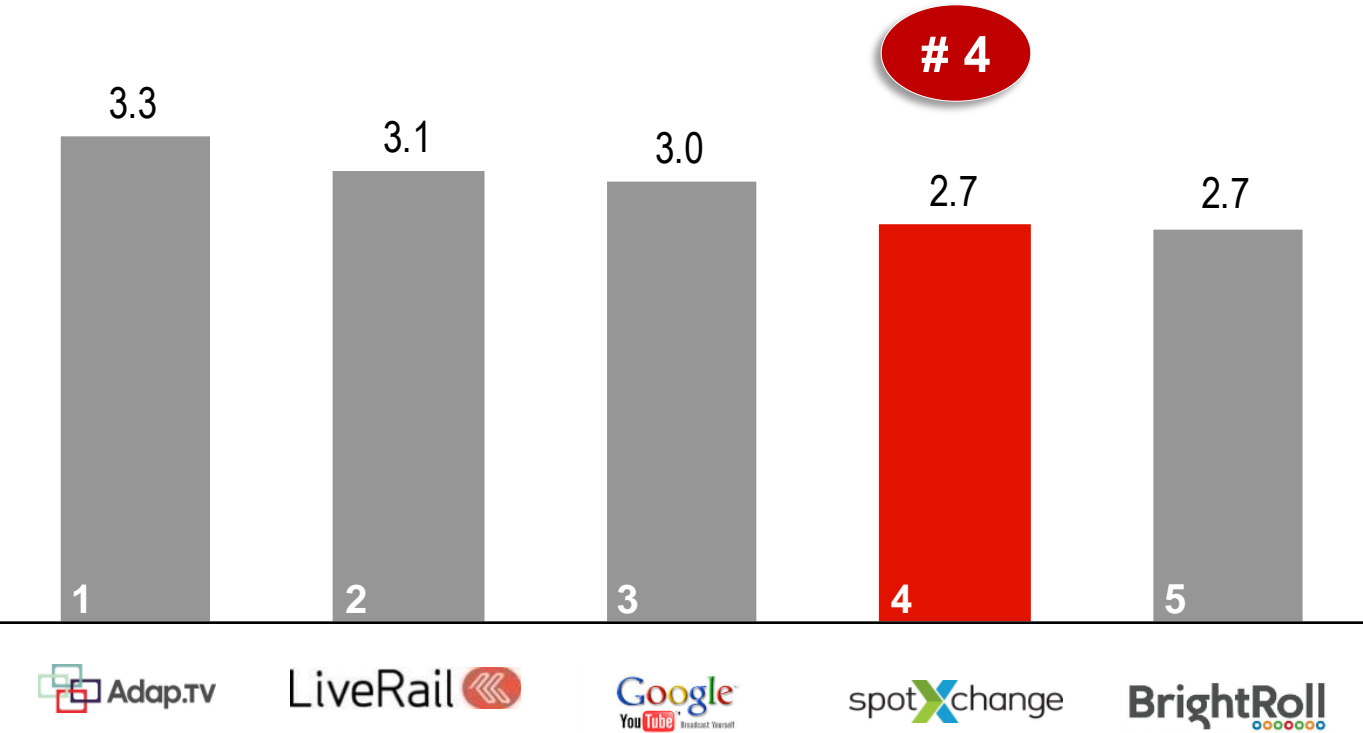
Digital

Ranked in top 5 video ad properties in the US

ComScore US online video advertising ranking Q1/2014

Average monthly video ad views

In billion ad views



Acquired by RTL Group in July 2014

Acquired by Facebook in June 2014

Acquired by AOL in August 2013



Acquired by Google in April 2007

Digital

Non-linear/OTT will be automated first, others to follow

ADOPTION OF PROGRAMMATIC							
Platform	OTT DISTRIBUTION					MANAGED PLATFORM	
	Web native, non - professional	Web native, originals	Broadcast short-form	Broadcast long-form VOD	Linear Web TV	VOD	Linear TV
	Non-linear ✓ PC ✓ Mobile • (SmartTV)	Non-linear ✓ PC ✓ Mobile • (SmartTV)	Non-linear • PC • Mobile • Smart TV	Non-linear • PC • Mobile • Smart TV	Linear • PC • Mobile • Smart TV	• IPTV • Cable & SAT (IP enabled, hybrid)	• IPTV • Cable & SAT (IP enabled, hybrid)
	Ad networks and exchanges	Ad networks Youtube AdX	Direct	Direct (incl. cross-platform)	Direct	Direct (incl. cross-platform)	Direct
Adoption in US	Today	Today	1-2 years	3-5 years	3-5 years	2 years	5+ years
Sources: Forrester/RTL Group				In theory possible		Not yet possible	

Digital Priorities for 2014 and beyond

- | | | |
|---|--|---|
| 1 | Grow
online business |  |
| 2 | Expand
non-linear services |  |
| 3 | Develop
multi-channel network business |  |
| 4 | Strengthen
online advertising sales capabilities |  |



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SpotXchange : billions of transactions for brands & publishers

Integrated with the most buying partners (demand sources) in industry

1,000+ brand name advertisers



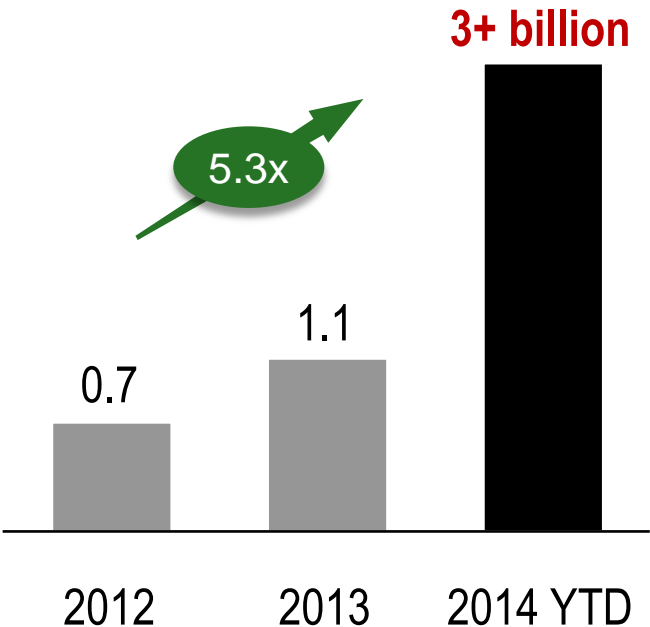
Industry-leading Trading Desks



Major demand-side-platforms



Ad impressions managed by SpotXchange
Monthly average in billion



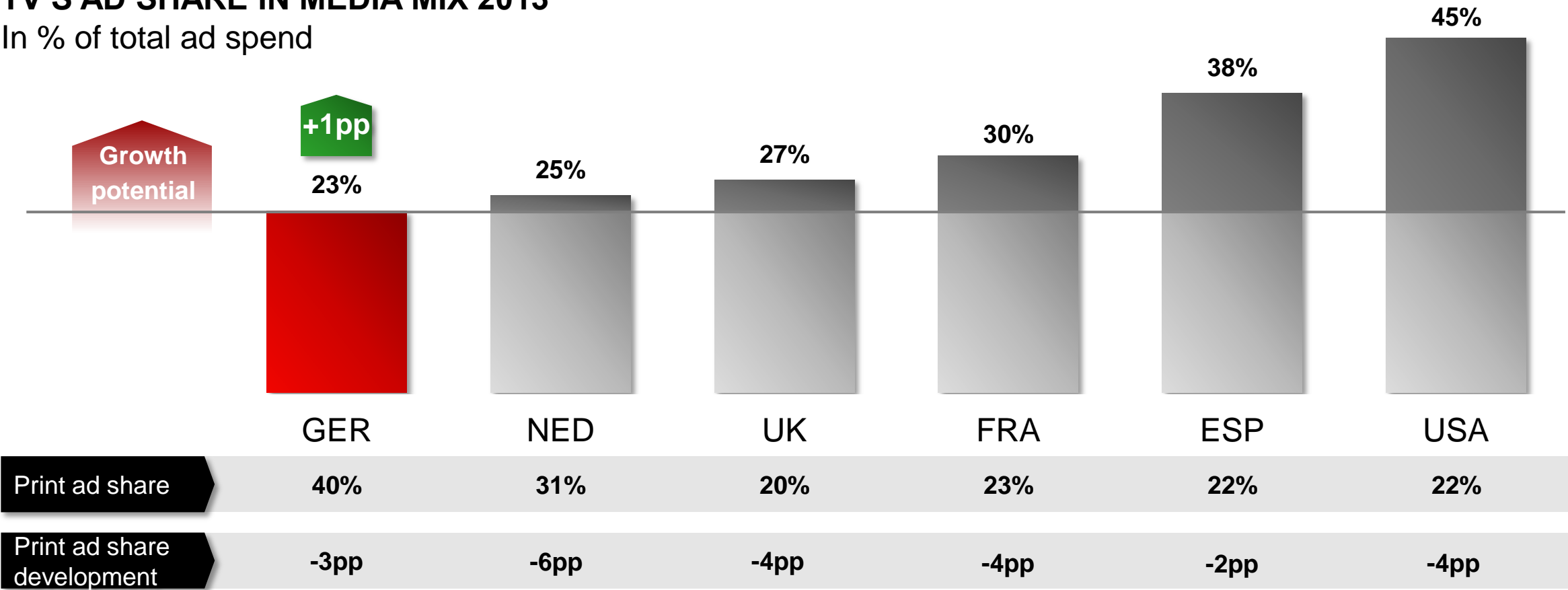
Working with more than half of ComScore's top 100 publishers



Growth potential in Germany as print loses share

TV'S AD SHARE IN MEDIA MIX 2013

In % of total ad spend



Source: Screen Digest 2013; development versus 2012 as previously reported