



RTL Group
Toronto & Boston, Citi Group
8-9th October 2015



Agenda



**Half-year
2015 highlights**

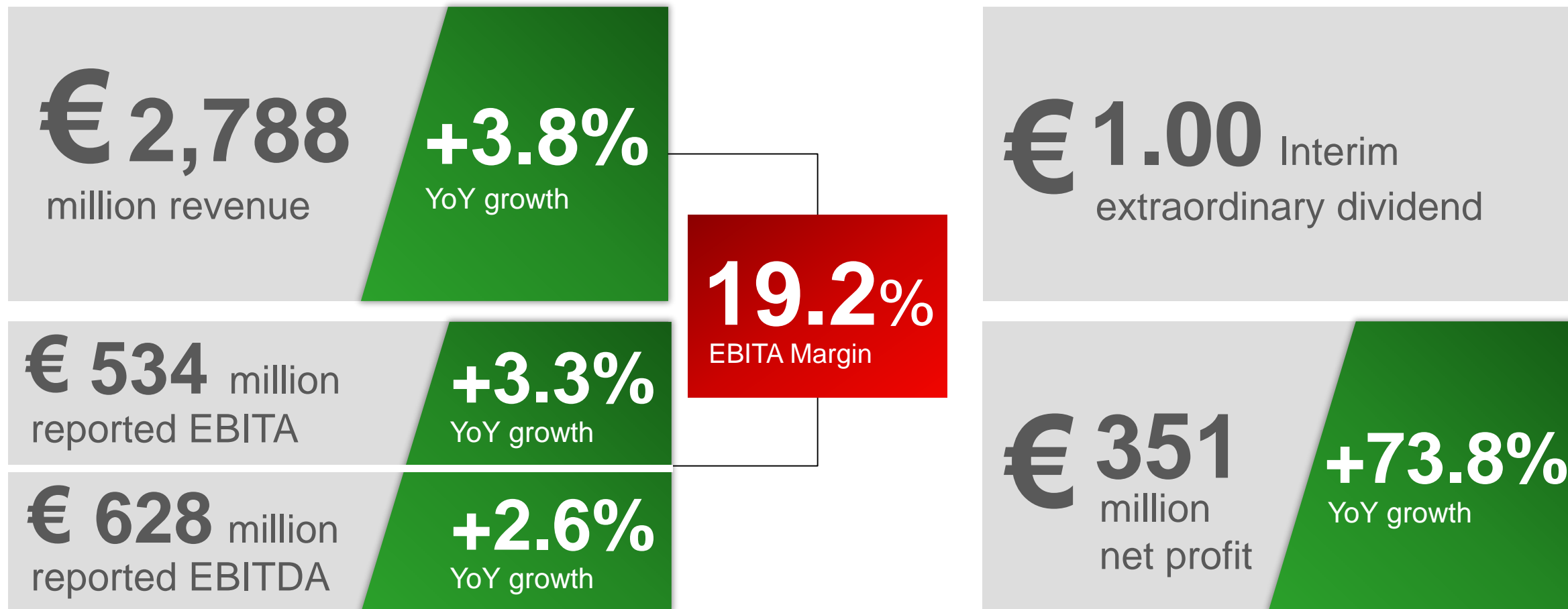


**Business
segments**



**RTL Group's
strengths &
strategy**

Strong financial performance: revenue, EBITA and net profit up



Agenda



Half-year
2015 highlights



Business
segments

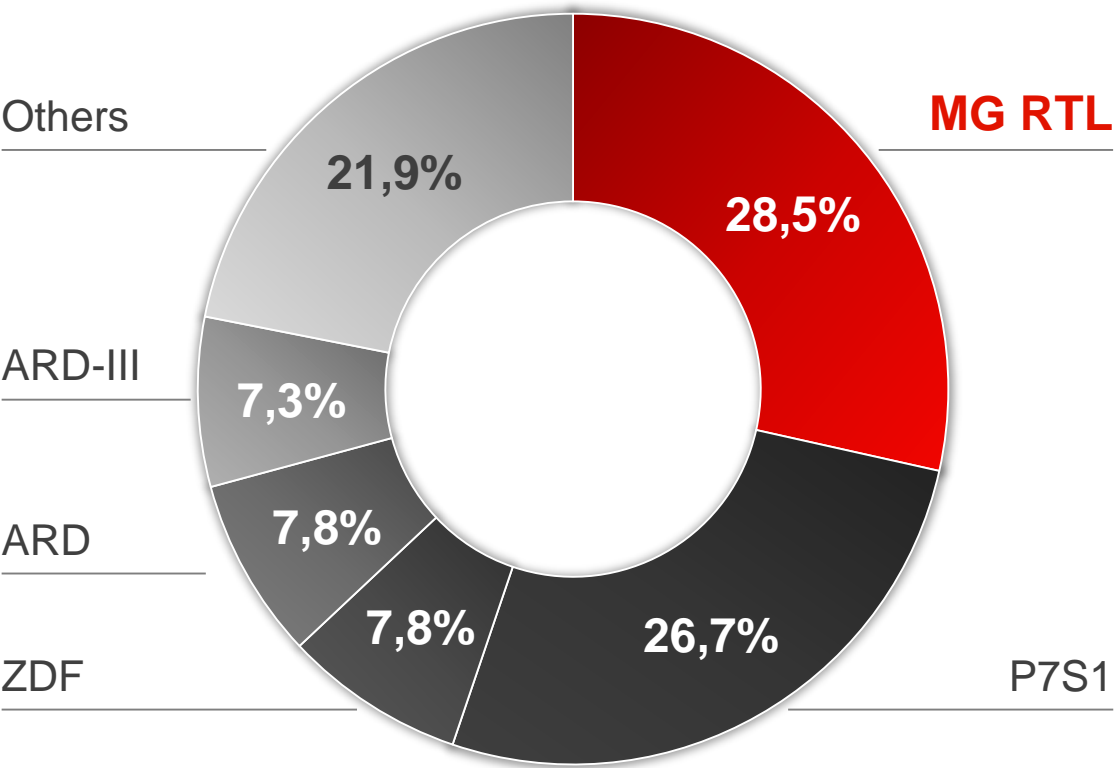


RTL Group's
strengths &
strategy

Mediengruppe RTL Deutschland

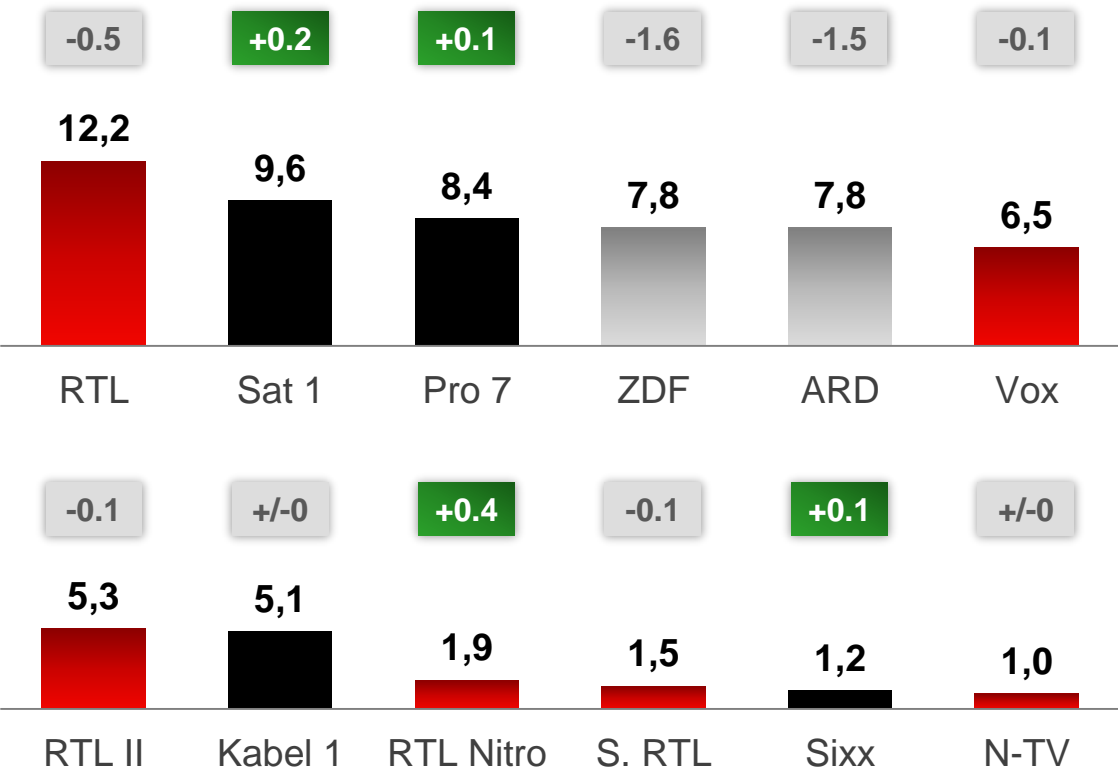
Clear market leader in audience ratings...

FAMILY OF CHANNELS
14 – 59 (in %), YTD 2015



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

BY CHANNEL
14 – 59 (in %)

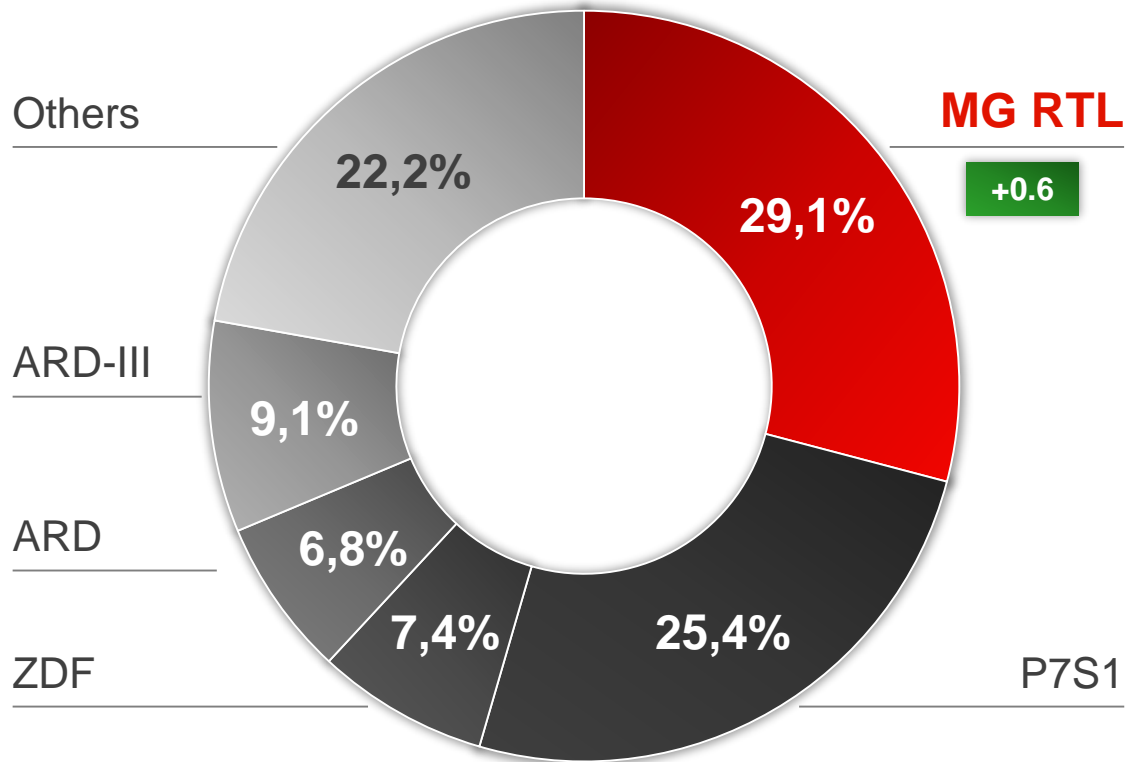


X Percentage point deviation vs. YTD August 2014

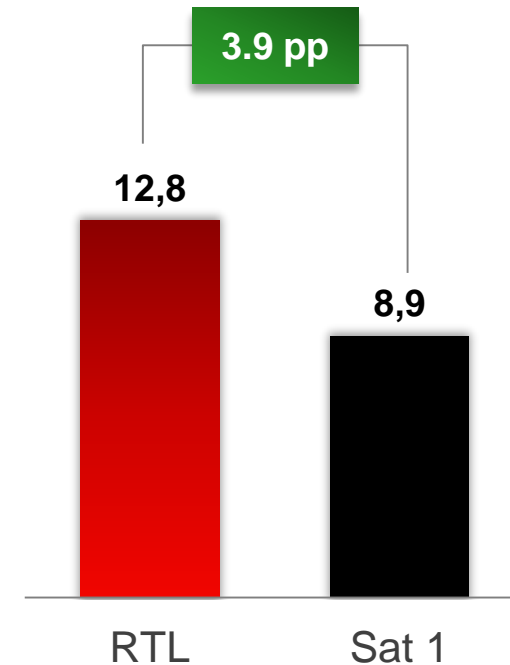
Mediengruppe RTL Deutschland ...but especially in access Prime Time.....

FAMILY OF CHANNELS

14 – 59 (in %), Access PT YTD 2015



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



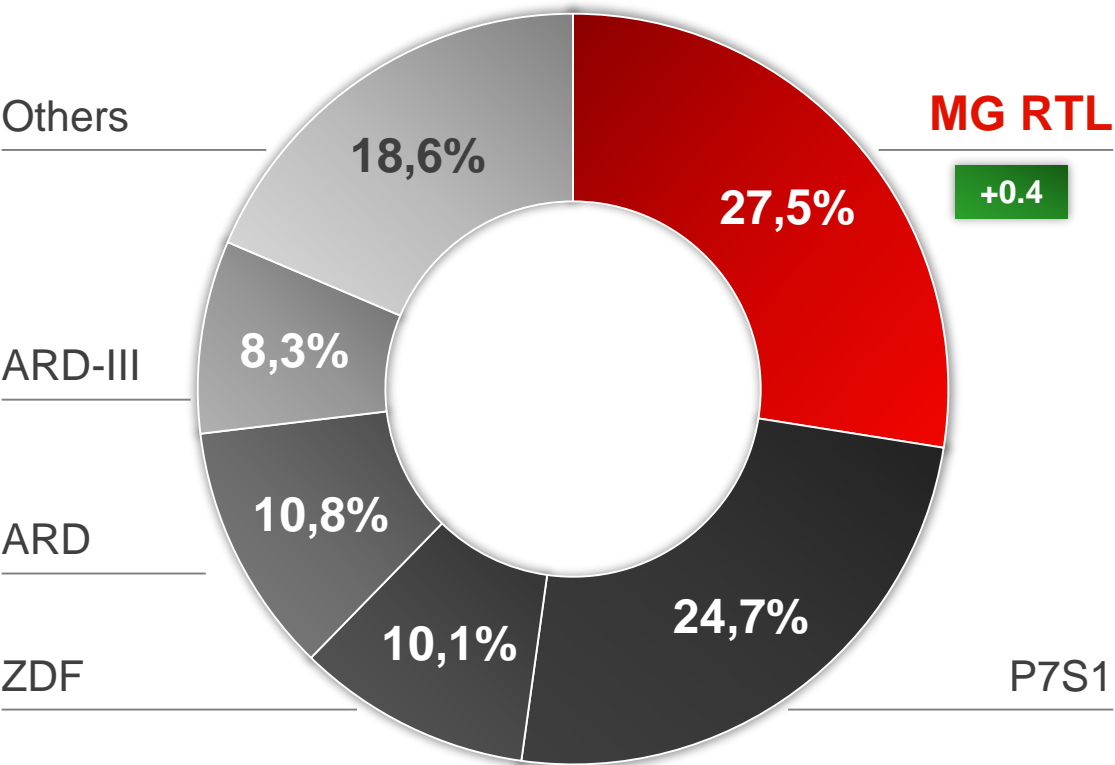
Source: AGF in cooperation with GfK, YTD August
Note: MG RTL De including RTL II and Super RTL

+X Percentage point deviation vs. YTD August 2014

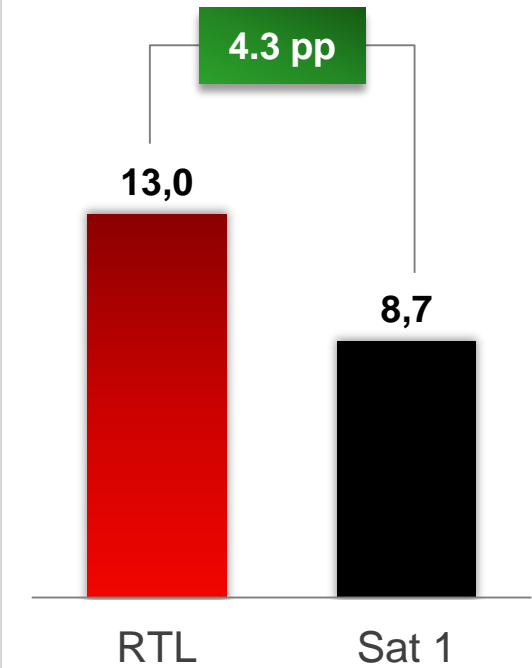
Mediengruppe RTL Deutschland

...and Prime Time, the main ad revenue generation slots

FAMILY OF CHANNELS
14 – 59 (in %), PrimeTime YTD 2015



PRIME TIME
(20 – 23h) 14 – 59 (in %)



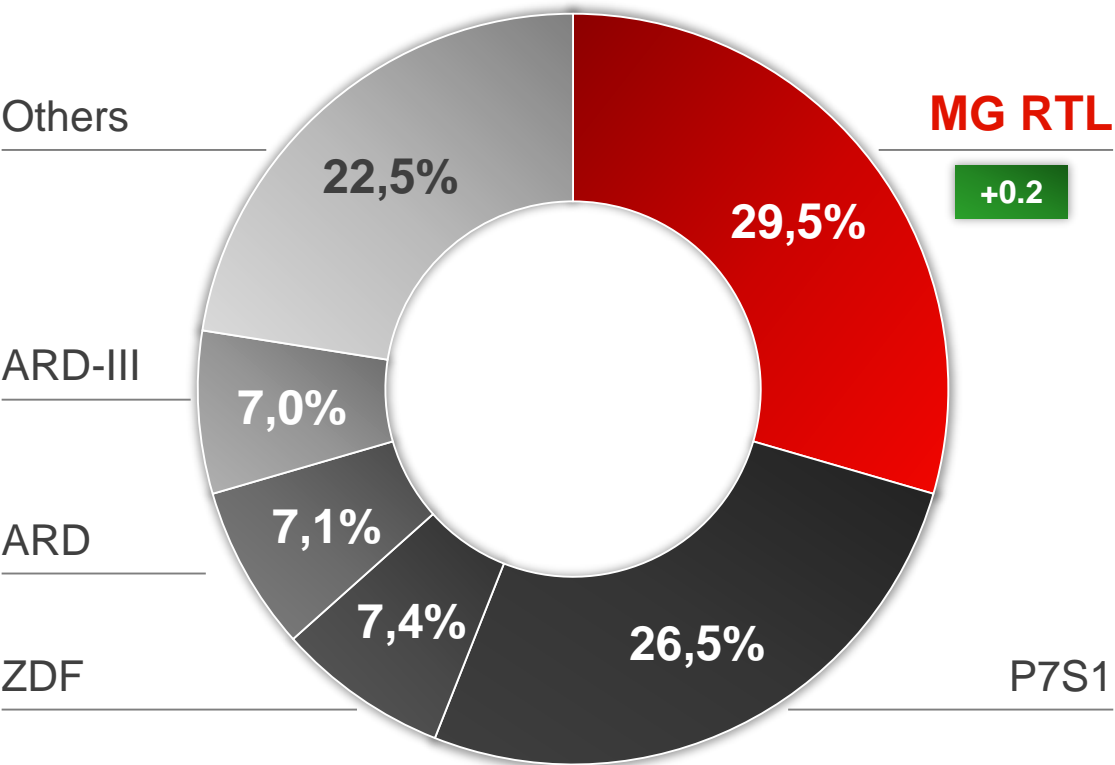
Source: AGF in cooperation with GfK, YTD August
Note: MG RTL De including RTL II and Super RTL

+X Percentage point deviation vs. YTD August 2014

Mediengruppe RTL Deutschland

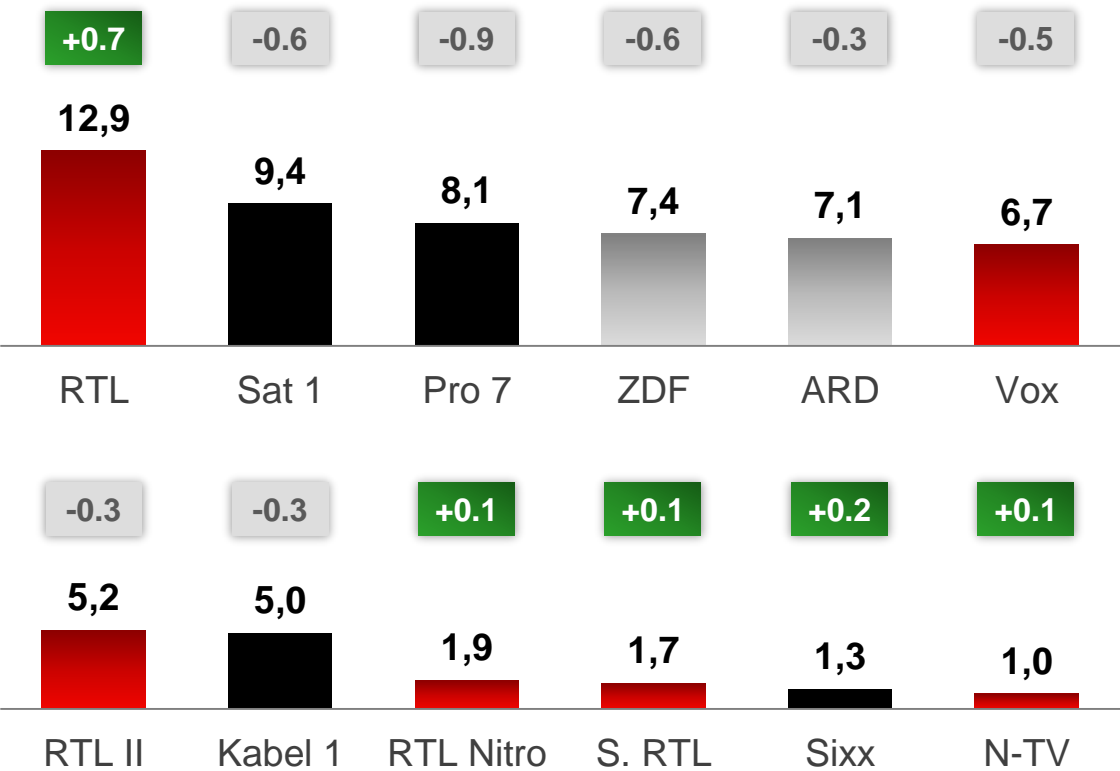
Good start into new season for main channel

FAMILY OF CHANNELS
14 – 59 (in %), September 2015



Source: AGF in cooperation with GfK, September 2015
Note: MG RTL De including RTL II and Super RTL

BY CHANNEL
14 – 59 (in %)

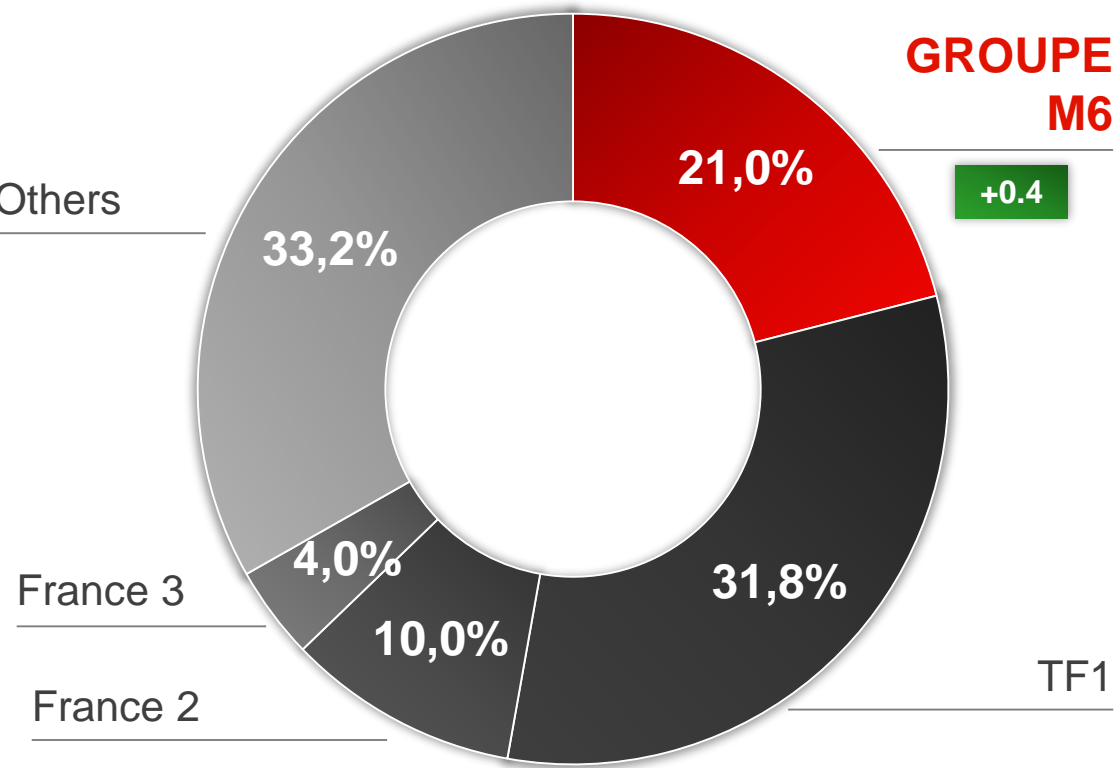


X Percentage point deviation vs. September 2014

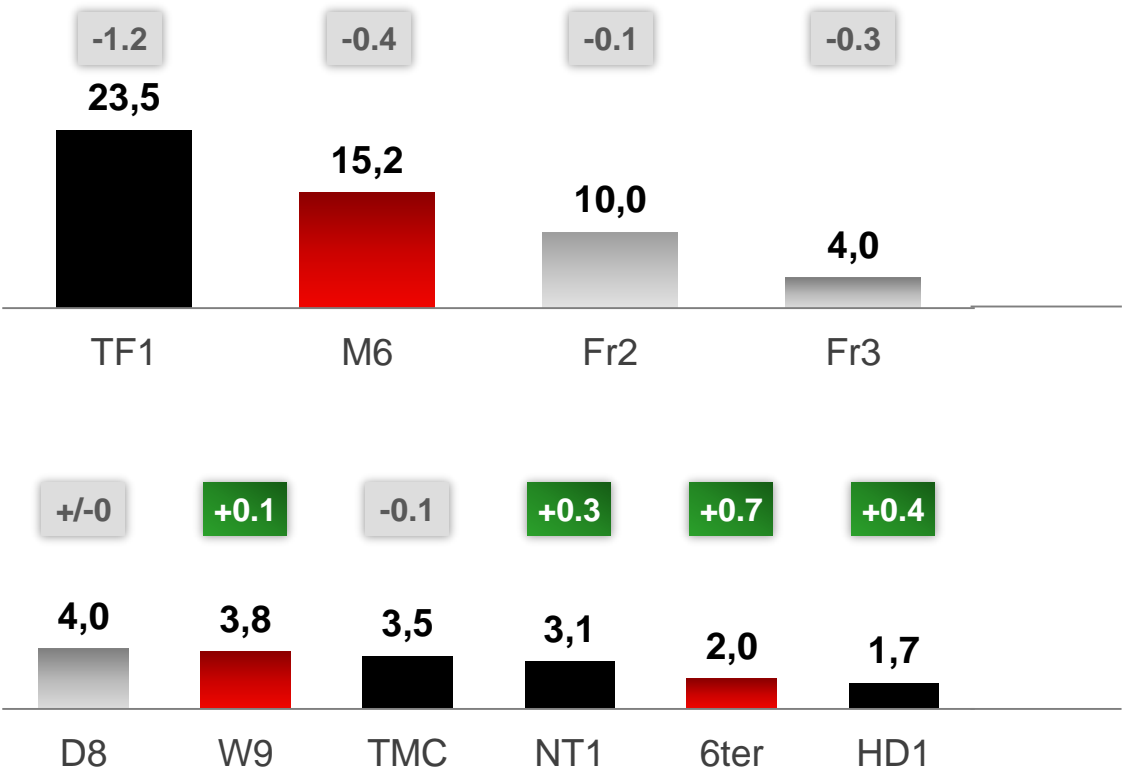
Groupe M6

Slight increase in audience share for family of channels

FAMILY OF CHANNELS
 Women < 50 responsible for purchases (in %), YTD 2015



BY CHANNEL
 Women < 50 responsible for purchases (in %)



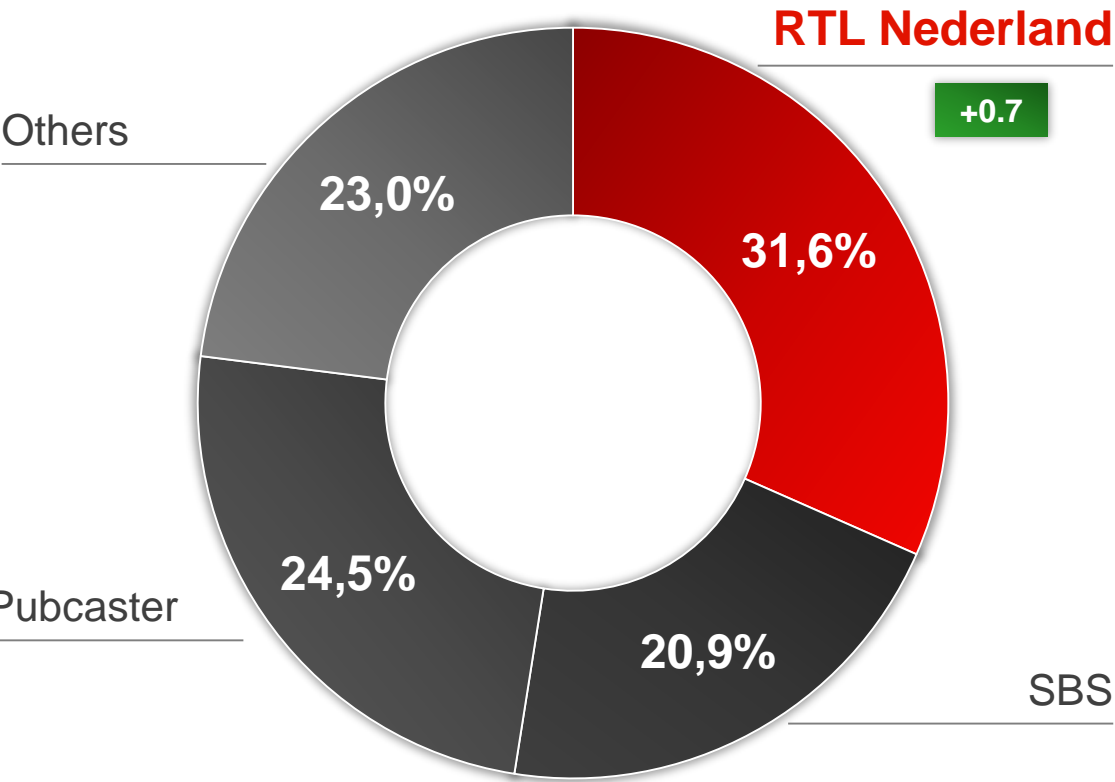
Source: Médiamétrie
 Groupe M6: M6, W9 and 6ter; TF1 Group: TF1, TMC, NT1 and HD1

X Percentage point deviation vs. YTD August 2014

RTL Nederland

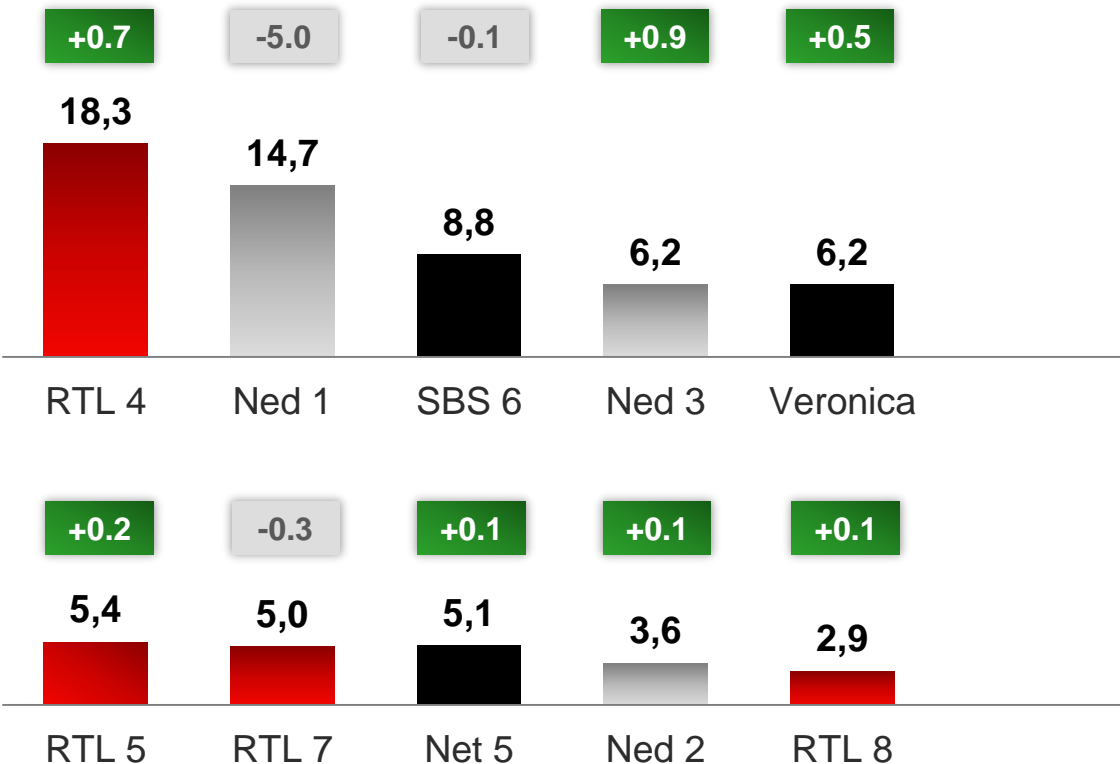
Family of channels continues growth

FAMILY OF CHANNELS
20 – 49, Primetime (in %), YTD 2015



Source: SKO

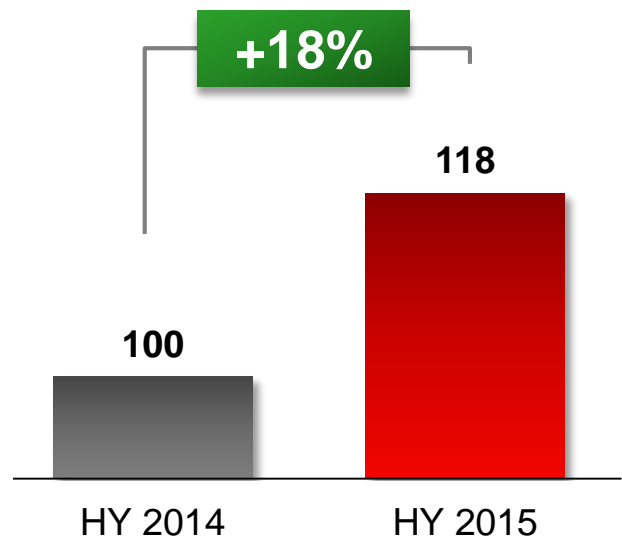
BY CHANNEL
20 – 49, Primetime (in %)



X Percentage point deviation vs. YTD August 2014

Retransmission fees grow double digits

RTL GROUP PLATFORM REVENUE
(in € million)



HD channels



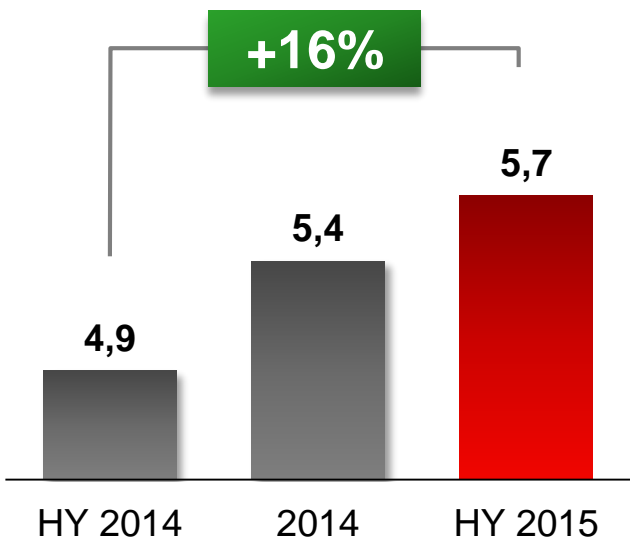
Thematic channels



VOD on managed platforms



HD SUBSCRIBERS, GERMANY
(in million)



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

FremantleMedia

More format development, drama and digital



€28m

stable EBITA

WILDSIDE

**acquisition of a leading
Italian producer**

+149%

digital revenue



America's Got Talent, FremantleMedia North America

FremantleMedia

Push into scripted prime-time entertainment

New acquisition



- ***The Young Pope***: Starring Jude Law, Diane Keaton

Leading Italian independent producer

New top production



- ***Deutschland 83***: “Fresh and enjoyable” (New York Times)

Sold to +20 countries and SVOD platforms

New development



- ***American Gods***: TV serial adaptation of best selling novel

Commissioned by US premium pay channel Starz

FremantleMedia

Boosted by recent M&A and talent deals

Development deals



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



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

Recent acquisitions / investments



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



- 75 % stake in Dutch based factual production company



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



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

Agenda



**Half-year
2015 highlights**



**Business
segments**



**RTL Group's
strengths &
strategy**

Media is in a state of constant evolution

Television

Remains highly profitable – video consumption increasingly across all screens

Monetisation

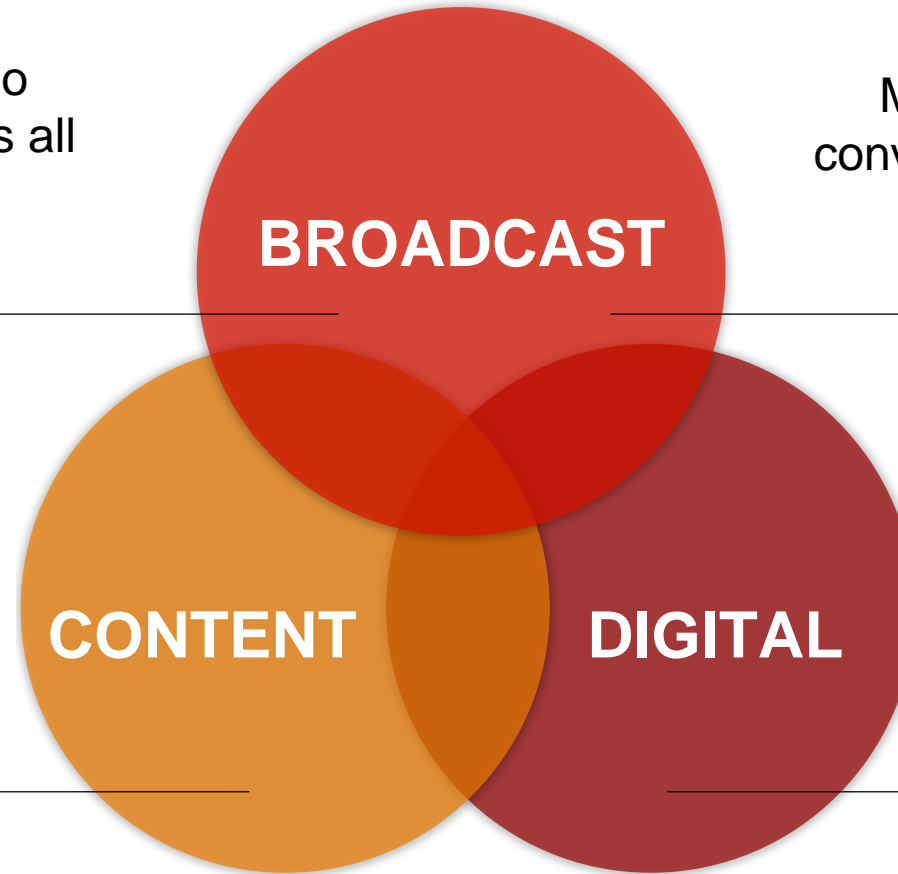
Multi-platform distribution leads to converging media sales and platform fee opportunities

Production & IP

New global hits are hard to find with genres from high-end drama to low-cost web content

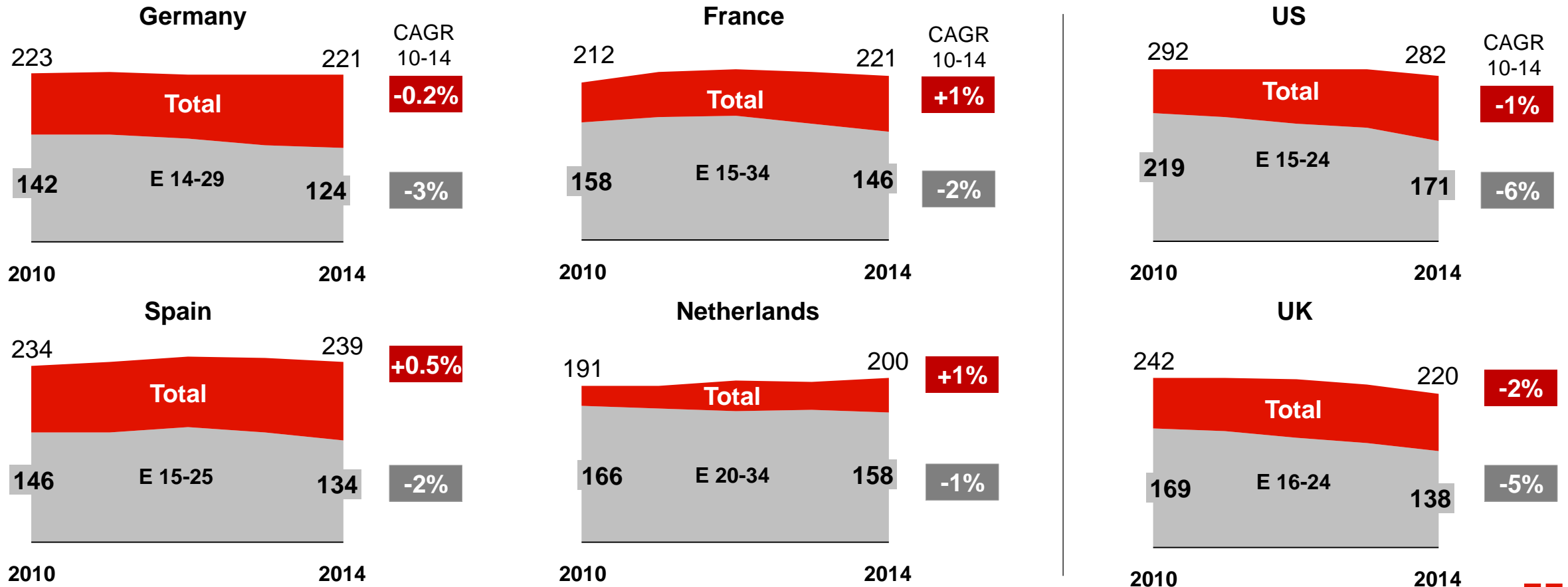
Digital Video

Gaining reach as content quality improves, but still lacks profitability



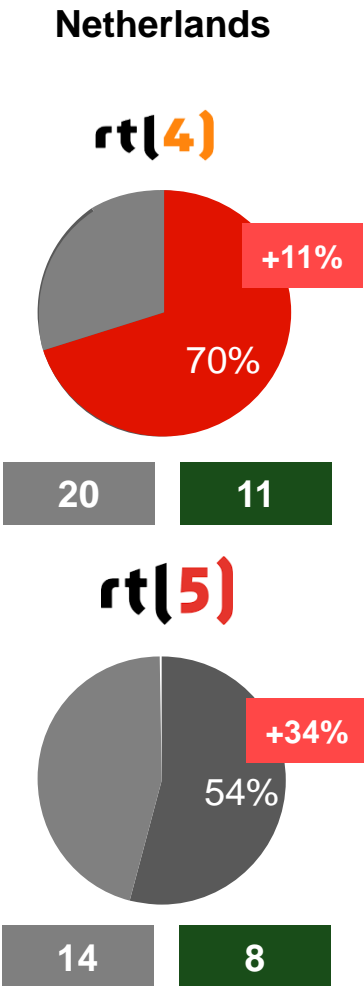
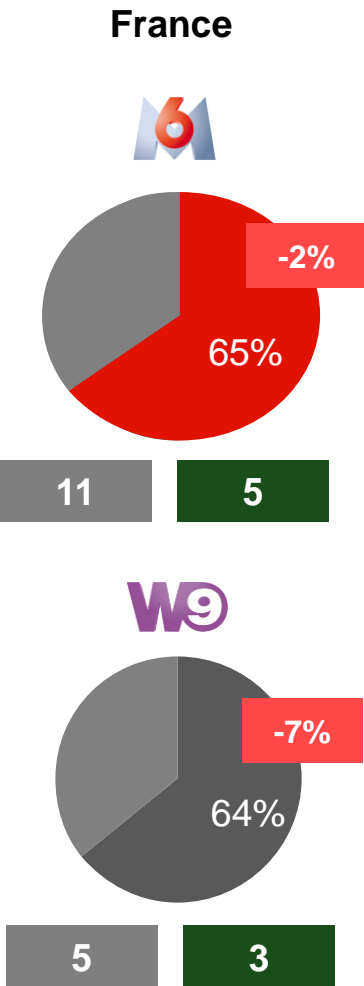
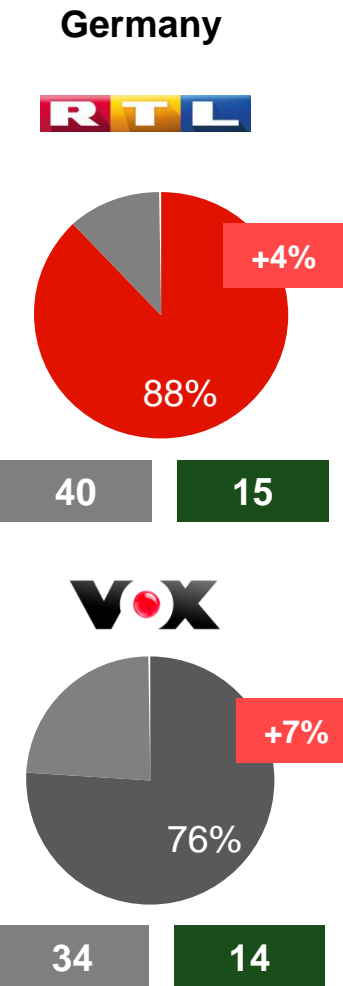
Viewing time stable, but slight decline in young demo's

TV viewing time in minutes per day¹⁾
Average daily time (incl. time shifting)












Our main channels invest heavily in local production

- Local productions
- Acquired content
- In hours, in 2014
- +X% YoY growth
- X New format launches
- X New format launches above channel average



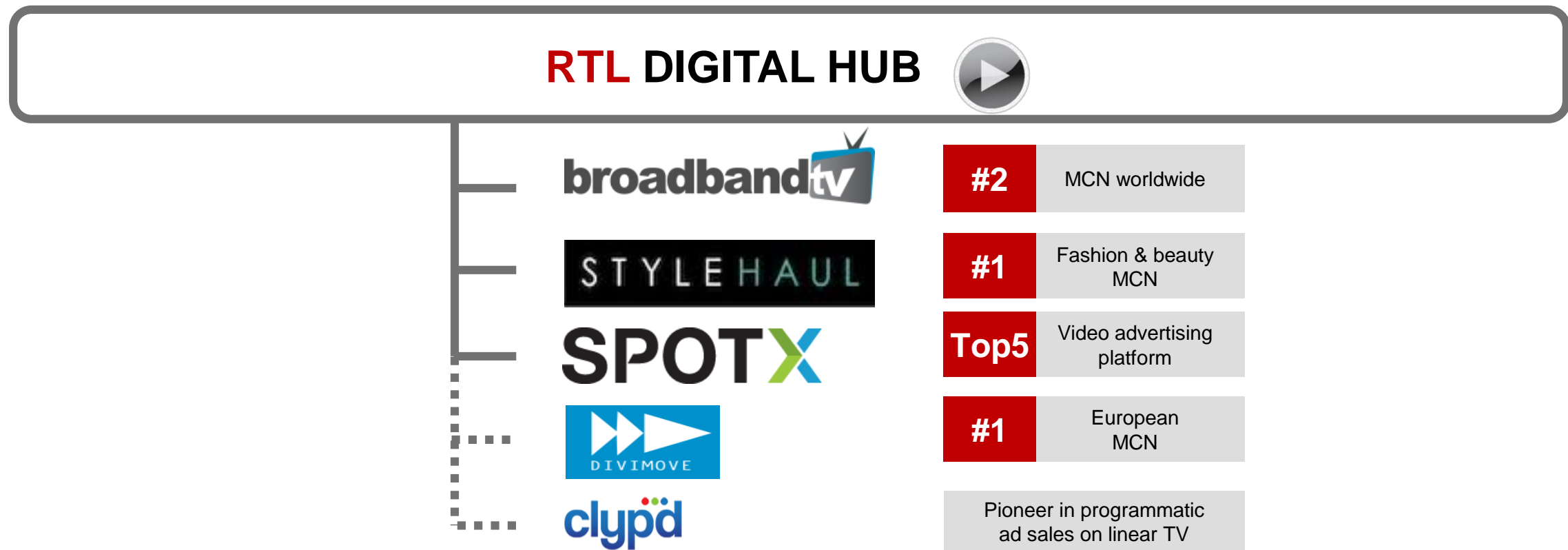
Measurement systems need to adapt to follow the audience

Type of viewing		Trend	Data	DE	FR	NL
Linear TV	Overall linear viewing on TV set		Extended TV Panel Measurement	 4 days		
	With younger viewing					
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

Measurement is only gradually adapting - changes not expected until 2016

1) Depending on participation (e.g. YouTube to join in GER, not in NL)

Digital hub created to manage growth of video assets



* 51% shareholding in Divimove is held by FremantleMedia; RTL Group has a 17 per cent minority stake in clypd

RTL Group is becoming a truly global online video powerhouse

VIDEO VIEWS RTL GROUP
HY 2015 (in billion)²⁾

1#

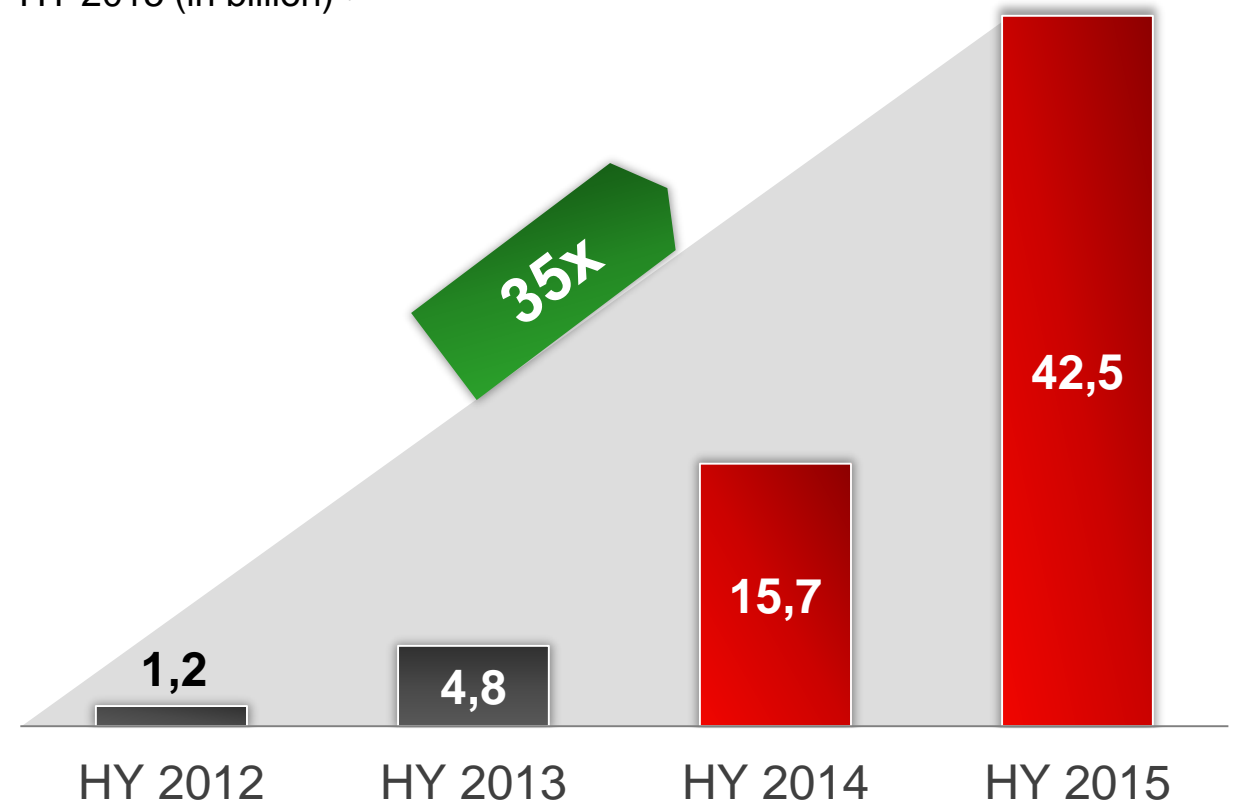
European media company
in online video¹⁾

+94%

digital revenue, driven by
acquisitions and organic
growth of +33%

45,000

YouTube channels managed
by world leading stack of MCNs

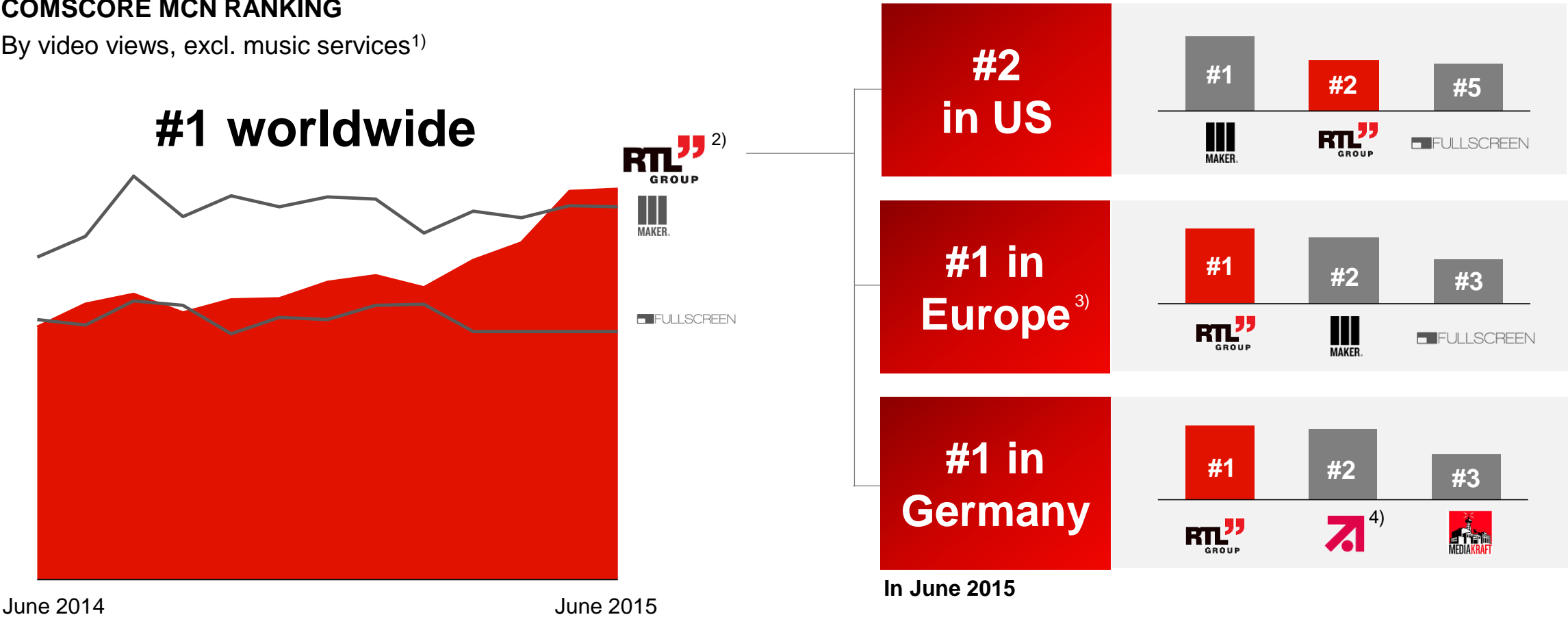


1) By comScore video property ranking; 2) Consolidated view: excl. Atresmedia, including BroadbandTV since July 2013, StyleHaul since Dec. 2014, Divimove since February 2015 and YoBoHo since April 2015

RTL Group has become a global leader on YouTube

COMSCORE MCN RANKING

By video views, excl. music services¹⁾



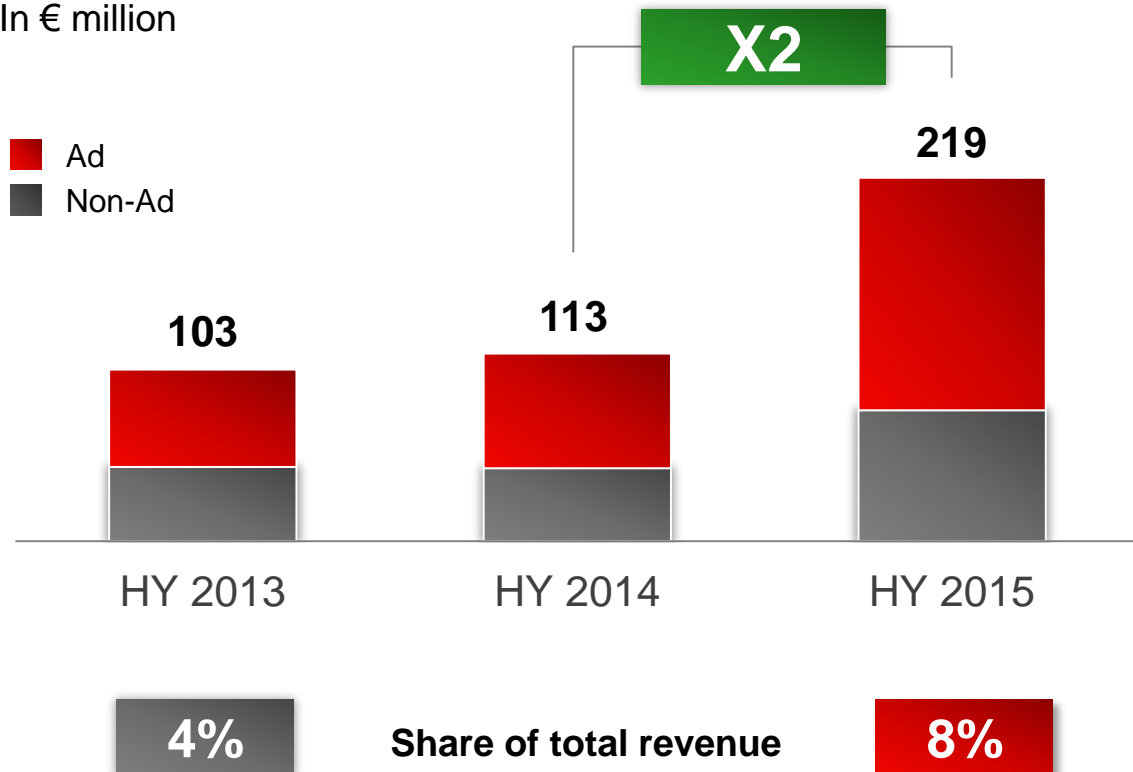
1) Content & ads, excl. mobile; 2) Aggregated pro-forma view of all MCN's and YouTube channels operated by RTL Group companies (Divimove, StyleHaul and YoBoHo included for whole time frame, not since acquisition date); 3) Incl. UK, GER, FR, NL; 4) Aggregated pro-forma view of Collective and Studio 71



Digital has become a key driver of RTL Group's top-line growth

DIGITAL REVENUE

In € million



YoY growth

broadbandtv

+84%

STYLEHAUL

+112%¹⁾

SPOTX

+90%¹⁾

RTL Group to further grow its leading position in online video

1) Pro-forma

SpotX - impressive profitable growth path



Strong revenue growth

HY 2015 revenue growth, YoY¹⁾

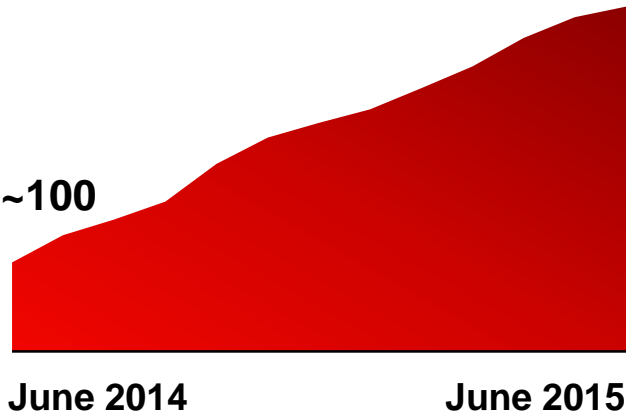


Growing publisher base

Latest additions



Live platform publishers



All figures relate to HY 2015 1) IFRS view, proforma

RTL Group's strategic focus

Strengthen & reinforce

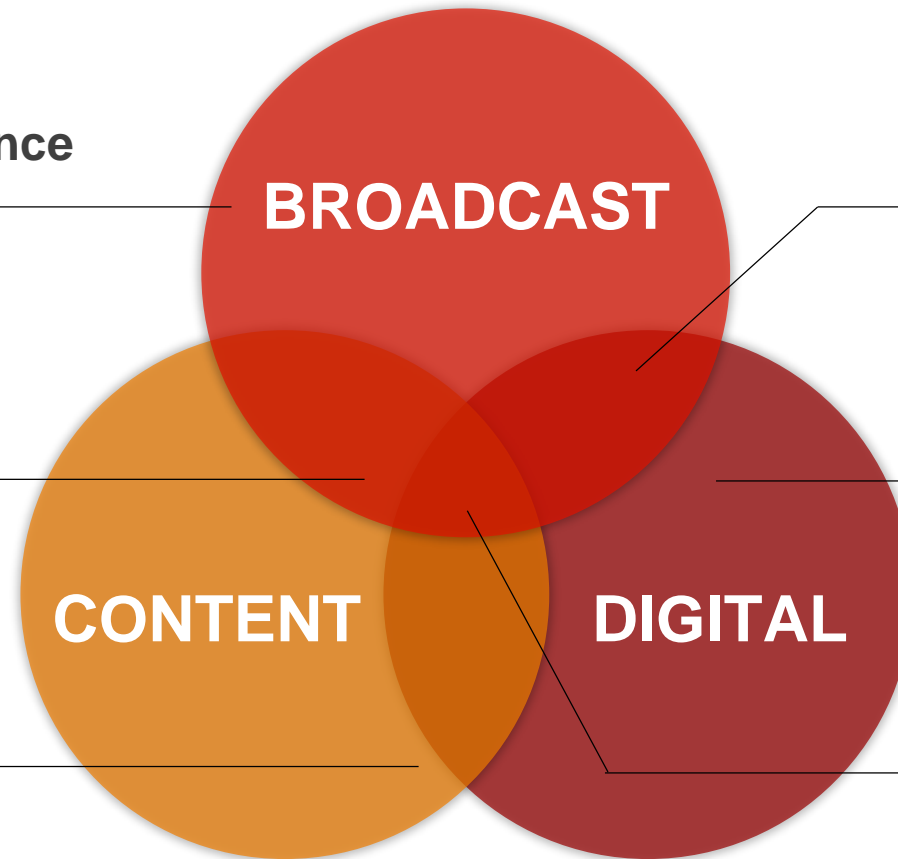
Reach and audience performance

Develop & innovate

Broadcaster programming

Invest & grow

FremantleMedia



Improve & extend

Sales and monetisation (ad/pay)

Broaden & intensify

Digital capabilities (e.g. ad-tech)

Scale & expand

Video presence (esp. off-YT)

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