

TELEVISION IN SPAIN

WORLD CUP on Antena3

Antena 3 and the Satellite-delivered bouquet VIA DIGITAL share the exclusive broadcasting rights for the World Cup 2002 hosted by Japan and Korea.

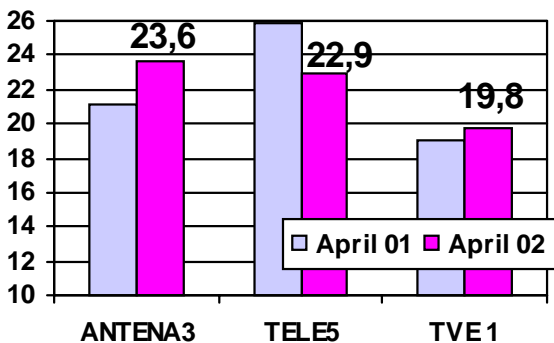
During June all the matches will be broadcast live on Antena 3 from the 2nd round onwards, as well as the tournament's opening match and the 1st round matches of the Spanish national team. Antena 3 will also offer a summary of the match of the day during a late night slot.

Antena 3 will also add two special World Cup programmes to its schedule : a daily 30 min highlights programme at 4pm after the lunch time news, as well as a broad appeal daily one hour programme at 8 pm (before the 9.0 Clock news).

World Cup is the TV event of the year in a country of sports fans and Antena 3 is once again the place to be ! *To know more about world cup on Antena3 please contact your local IP NETWORK office.*

Audience Shares (%)

Commercial Target (*) / ALL Day



Source: SOFRES AM / Mo-Sun

* under 55y.o., Medium & High social classes, living in urban areas (>10000 inhab.)

NEWS IN BRIEF

NEW PROGRAMMES IN SPAIN

Investigative journalism scores in Prime Time

Antena 3 has further strengthened its news programming with the much talked about « Al Descubierto ». The programme mixes public interest reports and debates based upon special research done in collaboration with journalists of the "El Mundo" newspaper. Public response has been tremendous with a 32% audience share against total population 3+ on Wednesday night and 37% among adults 16-44. (Source: Sofres, March 2002)

Estudio de actores

From the end of April 2002 a new reality series has been introduced to Antena 3's Wednesday night schedule : Estudio de actores (School of actors).

This programme follows a group of young adults while completing training to become actors (acting, dancing, singing, etc...)

Looking for a star

On Friday, March 29, Antena 3 launched the search for a young national singer « Se Busca una Estrella » (Looking for a star). 16 contestants battle it out over 5 weeks singing hit songs with viewers voting by phone.

The 16 contestants will record a CD featuring their own versions of old hit songs and the winner has the privilege of recording his/her own album.

32% , the average audience share of « El Diaro de Patricia » weekdays 7pm-8pm target: 16-44 y.o., Jan-March 2002, Source: SOFRES AM

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TV PORTFOLIO

AUSTRIA

RTL, RTLII, Super RTL

BELGIUM

RTL TVI, Club RTL, VTM, Kanaal2, JIM TV

GERMANY

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GREECE

Mega Channel

HUNGARY

RTL Klub

LUXEMBOURG

RTL Tele Letzebuerg

THE NETHERLANDS

RTL4, RTL5, Yorin

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Polsat

PORTUGAL

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LUXEMBOURG

RTL Letzebuerg,

ELDORADIO

THE NETHERLANDS

Yorin FM

TELEVISION IN THE NETHERLANDS

Special Offer for new TV Advertisers

To demonstrate the benefits of a TV campaign for advertisers, IP has developed an attractive « Discovery » offer for the new TV advertiser: the IP TV TEST.

This exclusive sales product guarantees the net coverage of the campaign for a very attractive fixed price. This offer is limited to new products on TV (no TV spot campaign for the last 18 months on Dutch TV) .The spot placement is handled by IP across RTL 4, RTL5 and Yorin and scheduled in accordance to the advertiser's target.

Guarantees are offered for five levels of net coverage (from 40 to 60% of the target group) and for seven targets : Adults 20-49, Persons Responsible for Purchases 20-49, P.R.P. with children, Adults 20-34, Women 20-34, Men 20-34, Men 20-49 belonging to AB1 social groups. Some examples:

How much does it cost to reach 50% of the target population?

Sept. – Dec. 2002 (30 sec. spot – Net rates)

TARGET	RATES
Adults 20-49	130 250 €
Men 20-49 AB1	126 750 €
P.R.P with child	109 500 €
Women 20-34	106 000 €

To get a full documentation on this sales offer, please contact IP NETWORK.

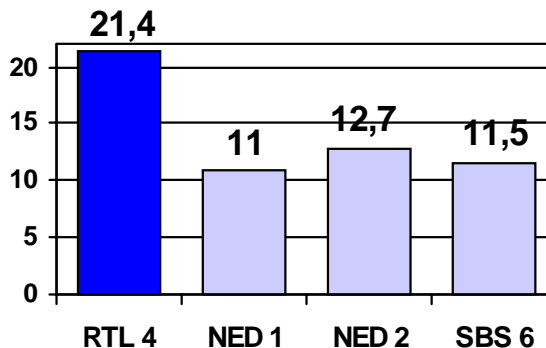
DragonBall Z on YOR KIDDIN'

Ratings : 4.3% / Share: 29%
Children 9-12

Source: SKO / Intomart Aril 2002 / Mon.-Sun./ YorKiddin' is YORIN's Daytime children slot

Dutch Audience shares (%)

APRIL2002 / Women 20-49



Source: SKO / INTOMART /18:00-24:00 / Mo-Sun

NEWS IN BRIEF

Wimbledon on RTL5

From June 24th to July 7th RTL 5 will become the home of sports fans once again with the live broadcast of the prestigious Wimbledon tennis tournament between 1pm and 9.30pm. At 9.30pm the « Wimbledon 2002 » sports highlights will summarise the most important events of the competition.

Yorin FM gets new FM transmitters

The Dutch authorities have allowed Yorin FM to improve its coverage. This will lead the station to reach a larger part of the Dutch population from September thanks to 6 new transmitters. YORIN FM currently reach ca 60% of the country with over-the-air transmitters and is available throughout the country on the cable networks. Despite is incomplete national coverage so far YORIN FM has already managed to become one of the leading Dutch radio stations for the 15-34 audience group.

To get more information on the Dutch radio market please contact your local IP NETWORK office.

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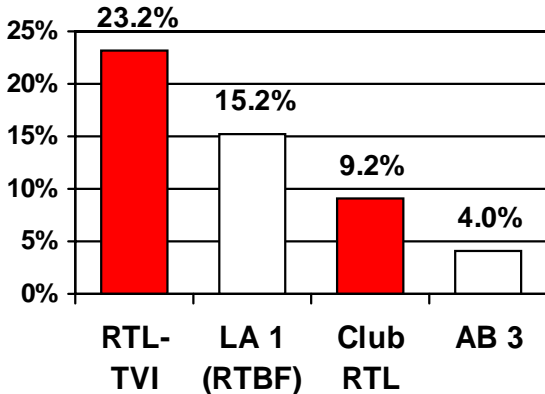
ELDORADIO

THE NETHERLANDS

Yorin FM

South Belgium - Adults 15-54

Share (%) / 17:00 - 23:00 / April 2002



Source: Audimetrie - Mon.-Sun.

TELEVISION IN BELGIUM

Focus on Kanaal 2

In 1995 Kanaal 2 appeared on the Flemish TV market as the sister channel of the leading TV broadcaster VTM. Both channels were designed to be complimentary. While VTM is the leading mainstream station with a strong output of Flemish-made entertainment and news programmes, Kanaal 2's schedule relies more heavily on imported series and sports programmes including live football, and tennis.

Kanaal 2 targets young adults and young families. Over the years Kanaal 2 has grown to become the 2nd commercial channel in Flanders and now accounts for ca a 13% of the total TV viewing of young adults 15-34 and ca 10% of Persons Responsible for Purchases under 45 y.o (PRP 18-44). 76% of its audience is made up of viewers under 55 y.o. (Source: CIM Mediametrie, Jan.-Mar.2002, 17:00-23:00).

In 2002 Kanaal 2 has further enhanced its attractiveness for young viewers with the introduction of a daytime cartoon block for older children. *To know more about Kanaal 2 please contact IP NETWORK*

NEWS IN BRIEF

VTM to broadcast 2 new successful international formats

VTM is the home of some of the world's best known entertainment formats such as quiz shows « Who wants to be a millionaire » or « 1 against 100 ». Two new reality formats have joined VTM for 2002. « POP IDOL » - a talent contest show that has proved an audience phenomenon in the UK, and « Fear Factor » a programme which follows contestants being pushed to their limits. Both formats will be locally adapted to be on air for Autumn 2002.

JIM TV celebrates one year of success

After just one year of existence, the youth music oriented station JIM TV records a comfortable and stable audience. JIM reaches 9 to 10% of 13-30 year olds on a daily basis and nearly a third on a weekly basis. The station has proved a highly cost effective way to reach the Flemish youth.

DISNEY Cartoons on Club RTL

CLUB RTL is the leading South Belgian channel among children. Starting in April 2002, Club RTL has broadcast Disney's top cartoons (Aladdin, Toy Story etc) on Wednesday afternoons.

To know more about children's programming in Belgium please contact your IP NETWORK office.

BEL RTL, #1 radio station

According to the latest Radiométrie survey (Autumn 2001) Bel RTL's audience figures have climbed to a 23.8% share in French-speaking Belgium, the highest ever! (all day, total population 12+). This marks a 3 point increase compared to autumn 2000. BEL RTL's profile is well balanced with the station leading on both male and female targets.

MAY 2002

To contact us :

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RTL Letzebuerg, ELDORADIO
- THE NETHERLANDS**
Yorin FM

RADIO IN FRANCE

RTL Radio in the leading seat.

RTL has consolidated its 20-year strong leading position in the French radio market according to the latest Médiamétrie results (wave January-March 2002) on all audience indicators. The station alone accounts for nearly 20% of the marketable audience of radio.

On an average weekday, 6,2 million French adults listen to RTL for an average of 2 hours and 45 minutes per day. The station reaches nearly 1,6 million additional daily listeners than the direct challenger and its average quarterly rating is 73% higher than its nearest competitor.

On an average week, 10 850 000 French adults tune in to RTL for news, sport and entertainment. Most of the programmes include an element of interactivity with the listeners.

RTL dominates radio prime Time (6am-9am) with an all-news morning slot - RTL attracts nearly 4 million adult listeners each morning. RTL has also registered continuous growth for its service & entertainment programmes in the afternoon and the early evening.

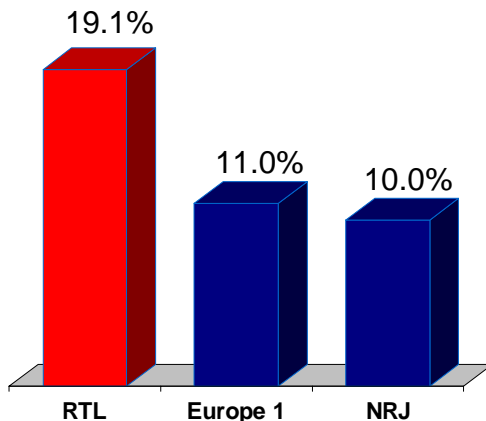
To know more about the radio advertising opportunities in France, please contact your local IP NETWORK office.

Hit radio show "les Grosses Têtes" renewed for two more years

Philippe Bouvard and the hit comedy panel show "les Grosses Têtes" has been signed for the next 2 years until June 2004.

"Les Grosses Têtes" airs daily between 4.30pm and 6pm on RTL Radio. It records a average rating of more than 1.3 million adults 15+ according to latest audience survey. (SOURCE: Médiamétrie 75000+ / Jan- March 02)

Commercial audience share (%) All day / All Adults



Source: Médiamétrie 75000+/ AD.15+ / Mo-Fr.

TELEVISION IN POLAND

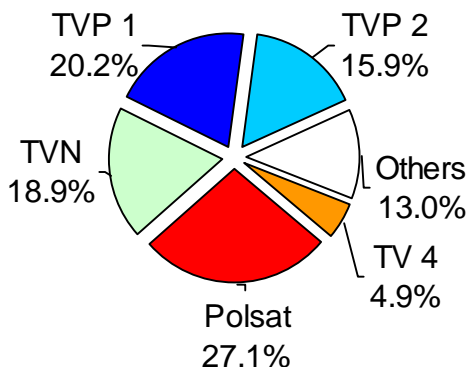
Bilan 2001: Polsat tops audience

The generalist private broadcaster POLSAT has confirmed its leadership on the Polish TV audience for 2001, for both the all day as well as Prime Time slots.

Against the target audience of Adults 16-49, POLSAT achieved an all-day share of 23.7% compared to 21.6% for the public broadcaster TVP1 and 15.2% for private competitor TVN. In prime time, POLSAT's lead is even larger. (Source AGB Polska, Mon.-Sunday, Jan.-Dec. 2001).

Audience shares (%) 2001

Adults 16-49 - 19:00 - 23:00



Source:AGB Polska , 2001, Monday - Sunday

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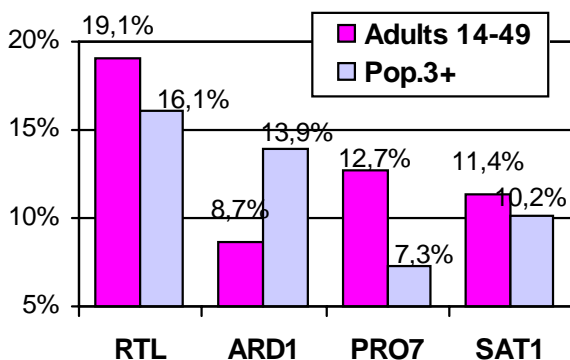
Yorin FM

TELEVISION IN GERMANY

RTL : growing again

RTL further strengthened its leadership in April.

Audience shares (%) Germany / all day / April 2002



Source: AGF GFK - Mon.-Sun.

Sport (ie Formula 1) and Prime Time quiz shows ensured RTL's success in April - during which 9 out of the top 10 programmes were broadcast on RTL.. Other popular programmes included the German made « Alarm Für Cobra » or the Women's-drama series « Hinter Gittern ». RTL is constantly developing new formats and this is paying off. RTL introduced in April a new programme line-up for its Saturday schedule and the viewers' response has been impressive. For instance, the newcomer « The 80's show » recorded a 37% share on its premiere, April 7th (adults 14-49). This show looks back to the 80s featuring clips from the news, series, music and fads of the 1980s. The whole Saturday evening primetime-line-up which also includes two new comedy shows is especially popular with young adult viewers.

NEWS IN BRIEF

2500th Episode of GZSZ!

The success story of RTL Television's daily soap series "Gute Zeiten, Schlechte Zeiten (Good Times, Bad Times) began on May 11, 1992. Since then, some 3,000 actors have appeared in the series that continuously achieves remarkable and stable market shares (30% on April 22) within its target group (14-49 year-olds) and is well in the lead of its competitors.

World Rally Championship: new motor racing programme on RTL

A new motor sports programme is joining RTL's Sunday schedule. Showing after the F1 warm up, the programme will broadcast the highlights from the most recent WRC races.

SUPER RTL

Super RTL's viewing structure is particularly efficient at reaching the joint audience of mothers and children. To boost this during prime time (17.00 -20:00) Super RTL broadcasts popular cartoons with broad appeal.

61% of adults 14+ who watch Super RTL live in houses with children, this is the highest proportion of all channels. Joint - viewing favours the efficiency of TV campaigns, especially for FMCG products.

(Source: AGF/ GFK, 17:00-20:00, Q1.2002, IP-deutschland)

4.7% (adults 14-49)
In April 2002 qualitative channel VOX recorded its best monthly audience share since its launch.
Source: AGF/ GFK , all day, Mon.-Sunday

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MARKET FACTS – German survey

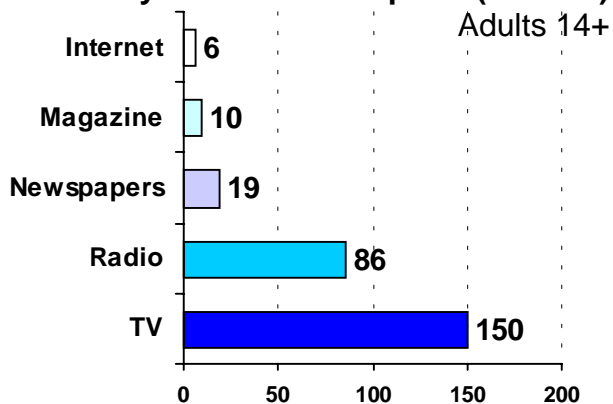
IP has released an in-depth analysis of the daily activities of the German population: the MiT 2002 (Time-Budget Survey). The survey's methodology is based on a representative face to face interview session, complemented by the completion of a detailed diary. The panel included 1 534 adults over 14 years old. The result is a concrete panorama of the daily habits of the German population and of its media use.

A German Adult spends on average 95 minutes a day for meals, 10 minutes for sport, 12 minutes on phone for private communications, 83 minutes in transport and trips .Media consumption dominates the day of the German population. Adults 14+ devote on average 260 minutes a day for media consumption. Among the 5 analysed media, TV takes by far the biggest share. TV is the most consumed media (150 minutes per day) beyond Radio (86 minutes) and Newspapers (19 minutes). Internet reaches an average 6 minutes per day (this low result is due to the weak coverage of internet : only 37% of the population use the internet).

If considering the usage at a given moment of the day, TV is again the strongest media - for example 56.5% of the population watch TV in the evening. In comparison the ratings peak for newspaper consumption (between 8 and 9am) is 6.9% of the population. Additional interviews complete the survey on a very qualitative level and focus for example on the motivations that lead to the choice of media.

Should you be interested in this survey (available in German), please contact your local IP NETWORK office.

Daily Media consumption (in min.)



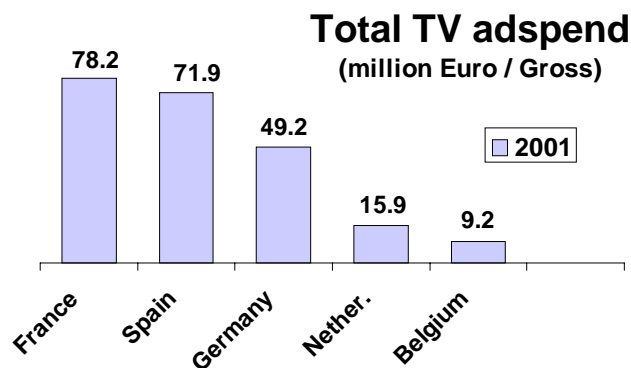
Source : MiT 2002 / IP /Mon.-Sun. 5am-1am

MARKETING SURVEYS

IP NETWORK has created exclusive information tools to present the media landscape of foreign markets or the competitive behaviour of a specific sector in different countries.

To know more about how we can help you in defining your media strategy, please contact your local IP NETWORK office.

FOCUS ON THE CLASSIC TOY SECTOR



CLASSIC TOYS ADVERTISERS

Top 5 Advertisers (000 EUR)

GERMANY 2001	
MATTEL	29 606
HASBRO	10 928
LEGO	5 985
BRANDSTAETTER (Playmobil)	4 590
RAVENSBURGER	3 733
SPAIN 2001	
HASBRO	14 462
FAMOSA	13 179
MATTEL	12 783
BIZAK	6 696
PLAYMOBIL	4 962

Source: local ad tracks / gross