

Reaching German Decision-makers with n-TV

ALL-NEWS TV STATION

n-tv is the leading German speaking news channel for German audiences. The channel reaches up to 90% of households.

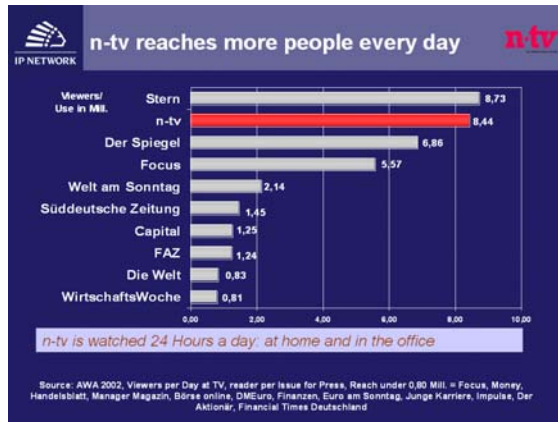
Every half hour, n-tv informs viewers about what happens in the world. That is why n-tv can reach a huge potential of viewers, and attracts up to 8 millions viewers a day, much more than its direct competitors.

n-tv has a sharp programming strategy which relies on trustworthy & well-known journalists. Four types of programmes are broadcast: news and politics, business and stock markets news, talks shows and magazines, sports and weather.

THE BENEFITS OF n-tv

n-tv offers advertisers a suitable businesslike environment in which they can draw the attention to their products and services.

n-tv has a high affinity with premium target groups of decision makers, trend setters, multipliers and households with high revenue. n-tv has a unique positioning in the TV market.



n-tv is a powerful alternative to business and news press. n-tv's profile is highly similar to news magazines like *Stern*, *Spiegel* or *Focus*.

n-tv reaches much more Germans than any other news press titles with the exception of the *Stern*.

n-tv reach is on a rapid growth (+30% between 2001 and 2002), whereas press is stagnating or even declining (-24% for business press, +6% for current news magazines).

n-tv is cost effective on quality target groups. In a comparison between mono-press campaigns and a mix press and n-tv, one can notice that the addition of n-tv increases the performance of the plan at a same budget level.

Please contact us for more detailed information.

Sources: AWA 2001, 2002, Agf/GfK

LARRY KING on n-tv



n-tv broadcasts the interview of the week every Saturday at 21:15 : the legendary talkmaster Larry King in its original

version!

Larry King is one of the most popular TV personality among US talkmasters on CNN, n-tv's partner TV station making it the most popular show on CNN.

Larry King, honoured with various prizes as the most successful host and author has held some 40.000 interviews in the last 45 years. *Don't hesitate to contact us to discover our sponsorship opportunities.*

TV PORTFOLIO

AUSTRIA

RTL, Super RTL, RTLII

BELGIUM

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

GERMANY

RTL, RTLII, Super RTL, VOX, n-tv, RTL Shop

HUNGARY

RTL Klub

LUXEMBOURG

RTL Tele Letzebuerg

THE NETHERLANDS

RTL4, RTL5, RTL Z, Yorin

POLAND

Polsat

PORTUGAL

SIC

SLOVENIA

SLO1, SLO2

SPAIN

Antena3

SWITZERLAND

RTL, RTLII, VOX

RADIO PORTFOLIO

BELGIUM

BEL RTL, Fun Radio, Radio Contact, Contact2, Nostalgie, BFM, TOP Radio

FRANCE

RTL, Fun Radio, RTL2, Sud + Wit FM, Sport'ofm, MFM

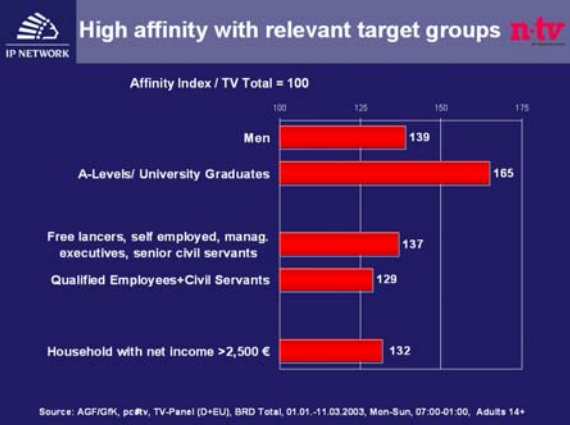
LUXEMBOURG

RTL Letzebuerg,

Eldorado

THE NETHERLANDS

Yorin FM, RTL FM



n-tv provides accurate and reliable research for clients thanks to people meter data.

n-tv is not only watched at home, but also : at work, in hotels, in airports... 65% of the firm managers watch n-tv outside of their home at least once a month.

n-tv is not only TV. It is also a multimedia platform including TV, tickertape, Teletext and Internet. Unique integrated solutions are possible on air and on line.

BELGIUM - SOUTH / TELEVISION

RTL-TVI records stong growths on younger and upper-class targets

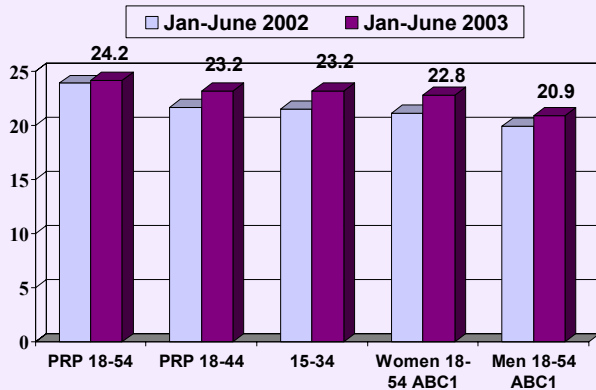
The first 6 months of 2003 have been very positive for RTL-TVI which has strengthened its leading position in South Belgium.

The growth has been particularly strong against younger and upper classes of viewers thanks to enduring success such as drama series E.R. (Emergency Room),

Tuesday comedy shows, a growing popularity of home-made news and infotainment magazines.

Film output has also been highly successful thanks to several agreements with top international studios.

Audience share (%) RTL-TVI



Source : Audimetrie CIM SOUTH / 17H-23H / Mon.-Sun./ ABC1 = Groupes Sociaux 1-4 / PRP =Person Responsible for Purchases

REACHING THE YOUNG FLEMISH

NEW RADIO STATION in Flanders to reach Young Adults 12- 24!



TOP RADIO is a Pop-Dance and R&B/ Groove radio station with a large coverage in Flanders (North Belgium trough 27 frequencies (incl. Antwerp , Brussels & Gent).

TOP RADIO is the most selective network against young adults 12-24 in North Belgium (index 359).

The TOP RADIO advertising sales will be handled by IP starting June, 1st 2003. TOP RADIO strengthens IP's portfolio

of youth-oriented music stations both in North & South Belgium.

The station is now part of IP's "FMIX Young North Package" (which also includes radio Contact C-Dance and local city stations). The "FMIX Young North" package is the most powerful and cheapest private offer to reach young Flemish listeners 15-24.

TOP RADIO can also be bought in package with its South-Belgium's alter ego FUN RADIO at discount rates.

HUNGARY

RTL Klub Grand Emotions for prime time.

Highlights of RTL Klub's new season are emotion-led shows that will cater for 18-to-49 year old viewers.

In the autumn RTL KLUB will launch the Hungarian version of international adventure show « SURVIVOR ».

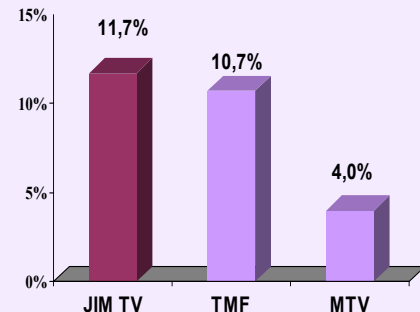
RTL Klub will also continue its investment in Hungarian-made dramas with "Szeress Most!" (Love me now). The drama series centres around different generations in two rival families. It is produced by the same team responsible for the overwhelming and continuing success of daily soap 'Barátok Közt'. Eighty-eight 45-minute episodes are set to be broadcast during primetime starting this autumn.

RTL KLUB is by far the favourite station of the 18-49 year-old Hungarian with a 39.5% audience share in June 2003 in prime time (source: AGB).



New this autumn on RTL Klub

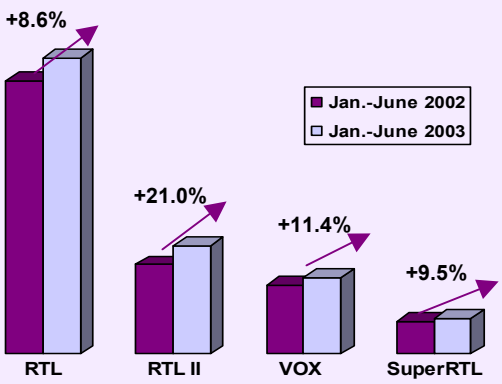
MUSIC TELEVISION IN FLANDERS DAILY REACH (%) – Adults 13-30



Source : CIM / July 2003 / Mon.-Sun.

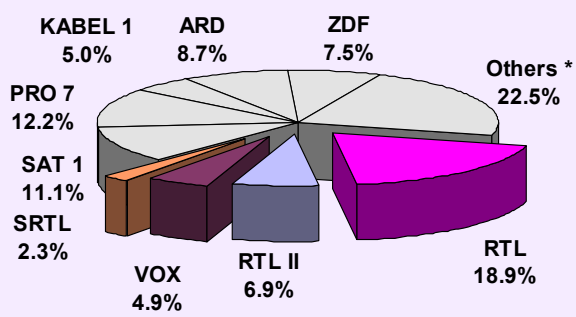
DATA SHEET – January- June 2003

GERMANY: Evolution audience shares Adults 14-49 / All Day



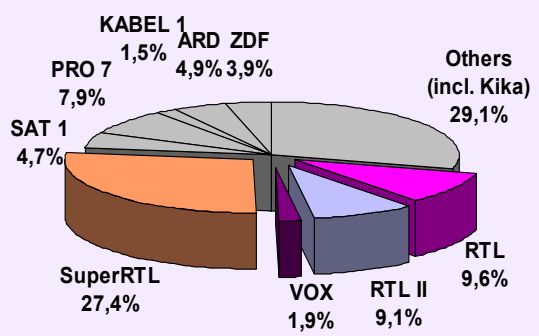
GERMANY : Audience shares (%) Adults 14-49 / All Day

▪ IP TV channels strengthen their lead



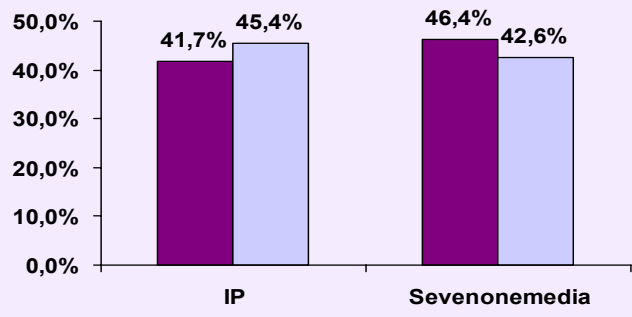
GERMANY : Children audience share (%) Children 3-13 / 06:00 – 20:00

▪ Super RTL dominates the market



GERMANY : TV adspend by sales house Share(%) of Total gross TV adspend

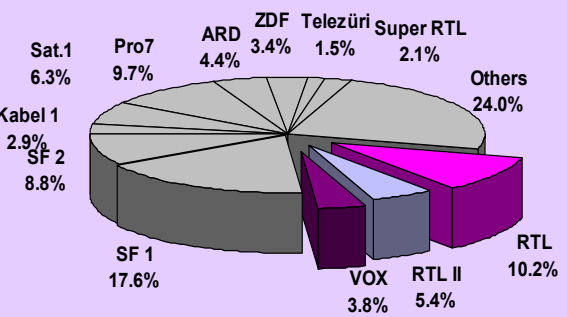
■ January - June 2002 □ January - June 2003



Source : AGF/ GfK / panel D+EU / BRD/ Mon.-Sun./ Jan.-June 03

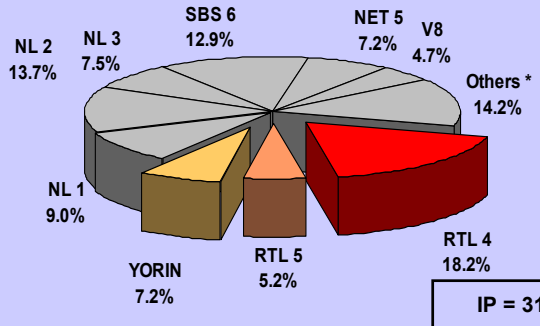
* IP includes n-tv / Source : IPUNKT/ Nielsen Media Research

SWITZERLAND: Audience Shares (%) Adults 15-49 / All day



Source : Publica Data AG / Telecontrol / Jan.-June 2003 / Mon-Sun

THE NETHERLANDS: Audience Shares (%) Adults 20-49 / 18:00-24:00



IP = 31%

Source : Sko Intomart / Jan.-June 2003 / Mon-Sun

PROGRAMMING TRENDS

German TV: On Your Marks, Get Set, Cook!

Cooking programs on TV have become very trendy in Germany: "A new boom market," as the German news magazine "Spiegel" writes in a recent issue. A closer look at German TV guides bears out this observation. RTL Group's German stations Super RTL, RTL II and VOX all offer various cooking formats to help viewers fry, sizzle and bake their way to culinary delights for themselves or for friends, with little effort.

Super RTL is in fact launching a cooking show especially for aspiring young chefs. Starting on Aug 30, children between the ages of 6 and 13 will cook together in 26 weekly episodes of "Superköche" (Saturdays at 2.20 p.m.). The menu features such classics as pizza and pasta, as well as more sophisticated dishes like "Chicken India" or "Stuffed Pork Loin."

"We make sure that the ingredients are suitable for children, to keep the preparation simple," explained Susanne Schosser, Super RTL program director. So it's okay to use instant mashed potatoes instead of creating them from scratch, e.g.



Superköche, new on Super RTL

The show has no adult moderator, the focus is clearly on the tiny "supercooks". Only an off-camera voice provides commentary on the goings-on with pots, pans and ingredients.

Children themselves actually provided the inspiration for the project: "We have 'Kids Days' once a month, when our smaller viewers can come visit us," says Susanne Schosser. "Not only are they given a tour of the station, but we also talk to them about their interests." In these conversations, it emerged that cooking is a fascinating topic for children as well.

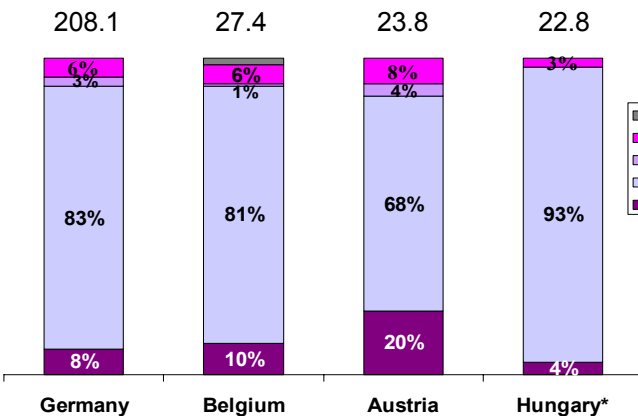
Its sister stations VOX and RTL II, too, cater for the amateur chefs in their audiences. VOX' popular "Kochduell" has become a classic among German cooking shows. "Kochduell" has been on air since September 1997 –more than 1,000 times, two cooks have competed with each other to create tasty meals in 20 minutes for €10 maximum. The show is backed by Bosch as its main sponsor, who provides all kitchen appliances, and a number of other partners who supply glasses, cutlery and so on.

Meanwhile, RTL II now shows an internationally successful format, the program by British star chef Jamie Oliver. "The Naked Chef" has been a regular late Saturday morning program since February. Although this series ended in July, the new Jamie Oliver series, "Oliver's Twist," began on Jul 26 – same time, same station. The successful concept remains the same: great dishes from a few simple ingredients. RTL II reports excellent ratings for Jamie Oliver's show.

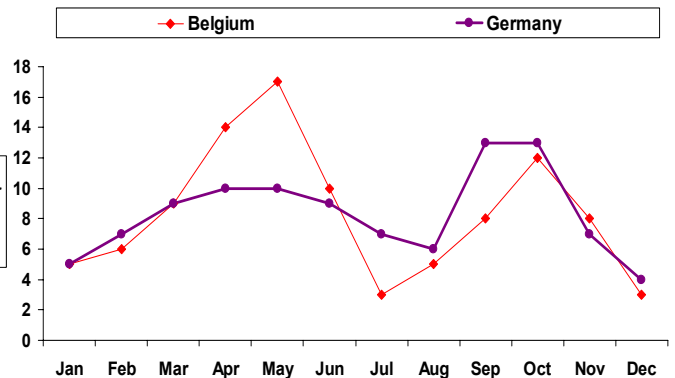
SECTORIAL SURVEY : DAIRY PRODUCTS*

Mediasplit in 2002

In € (000)



TV Seasonality in 2002



* Survey also available for Germany; Poland; Austria; Hungary. Please ask your IP Network Office for more information.

*Dairy Products- Cheese not included

Source : Belgium : MDB (excluding outdoor) / Germany: Nielsen S+P (excluding cinema) / * Hungary: January- April 2003 monitored; Mediagnosis Adexplus / Austria: Teletest PC:#T IPA Plus