

Reality Television

Celebrities try out reality

With the maturation of real life formats comes the increase in celebrity reality shows where famous faces have to endure 24 hour scrutiny, gruelling tasks and the public vote.

In Germany RTL's 'Ich bin ein Star- Holt mich hier raus!' (local version of UK hit 'I Am a Celebrity get me out of here!') finished on the 20th Jan this year. During the show the celebrities involved had to endure a series of bush trials set in the Australian jungle.

During the first phase the contestants competed in teams to win a selection of tasks.

The first run in 2003 was so successful that a second run started in January 2004 called "La selva de los famosos". This series is even more performing than the first run last year.

Celebrities were also physically challenged in last Summer's success on Dutch Yorin TV station: "Bobo in the Bush". European audience seems to be very interesting in watching its celebrities suffering!

TV PORTFOLIO

AUSTRIA

RTL, Super RTL, RTLII, VOX

BELGIUM

RTL-TVI, Club RTL, Plug TV, 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

SLOVENIA

SLO1, SLO2

SPAIN

Antena3

SWITZERLAND

RTL, RTLII, VOX



Each star raised funds for a charity project, and the public voted for the winner.

The show was a big success and had consistently high ratings – the first show achieved 32% audience share (Adults 14-49) while the final eviction programme gave RTL an audience share of 54.1% (adults 14-49).

In Spain 'La ISLA DE LOS FAMOSOS' on Antena3 sent a group of Celebrities to the Brazilian jungle.

Five TV in the UK has capitalised on the continuing interest in the "C-list" stars by commissioning a brand new programme – 'Back to Reality'. Starting the 15th Feb the 12 biggest "stars" coming from other Reality shows will compete to become the most popular reality TV star ever and the chance to donate the £75,000 prize money to their favourite charity. For three weeks these made-by-tv stars will live together in West London monitored for 24 hours a day. The public able to vote for who will have to be evicted and go 'back to reality'. Yes indeed!

RADIO PORTFOLIO

BELGIUM

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

FRANCE

RTL, Fun Radio, RTL2, Sud + Wit FM, MFM

LUXEMBOURG

RTL Letzebuerg, Eldorado

THE NETHERLANDS

Yorin FM, RTL FM



New TV channel in Belgium!

RTL is launching a third TV channel in South Belgium on Friday 13th February 2004. This channel is called **PLUG TV** and is targeted towards 12-34. It will broadcast from 5pm to midnight. The programming mix is based on series (Alias, Friends, X-files, Dawson's creek, Sex & the city, South Park...) reality TV (Idols, The Bachelor...), and youth oriented entertainment (The Osbournes, Jackass..). There will be also two films a week. *To get more information on PLUG TV contact IP NETWORK.*

GERMANY

VOX new programmes

2003 has been the best year ever since the creation of the station. VOX's strong performance in 2003 is primarily the result of its movies and prime time series lineup. "CSI" has become the most successful primetime series of the station.

VOX plans to further cement its competitive position in 2004, with new own formats, top-notch movies and high-quality US series like "CSI: Miami", "Third Watch", "Six Feet Under" - the HBO series with its bizarre tales of the Fisher family and their funeral parlor business has already won two Golden Globes and six Emmy Awards.

In own productions, VOX will broadcast the continuation of successful formats such as travel shows "Voxtours" or pet shows "hundkatzemaus," along with a range of new life-style formats for access and docu-soaps (like Idols backstage).

Starting in spring 2004, VOX will show six episodes of "Häuslebauer" a DIY show.



Third Watch



Cool Kochen – weekdays 18:45



CSI: Miami

From the 1st of March on, VOX will broadcast 2 new programmes on access prime time.

At 18:15 a decoration soap "Wohnen nach Wunsch-Einsatz in vier Wänden"; at 18:45 a cooking show "Schmeckt nicht, gib't nicht- Cool kochen mit Tim Mälzer". This show will be presented by a young Chef who will teach the viewers how to cook a delicious dish with simple ingredients.

Both programmes had a test broadcasting in December and were both very successful.

More Motorsport on RTL

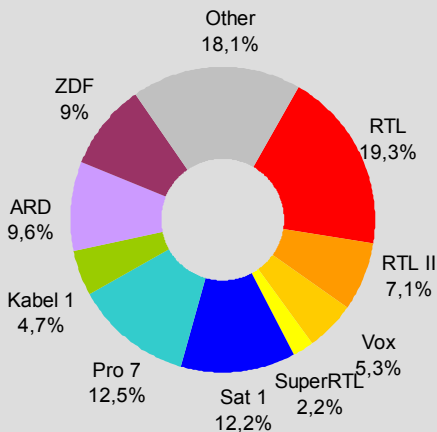
RTL is the home of Formula 1 Grand Prix. Formula One was once again one of the season's most-watched sports events on German TV.

RTL Television registered an average 8.97 million viewers for the season's 16 World Cup races (49% market share). The most popular race of the year was the Sep 28 U.S. Grand Prix (11.59 mio viewers in average).

But RTL covers also other motor sport competitions. From March to Octobre RTL offers the highlights of the World Rally Championship in its WRC magazine. In 2004 RTL further expands its coverage of motorsport with the World motorbke Championship. Moto GP will be broadcast live on weekend afternoons from April to October.

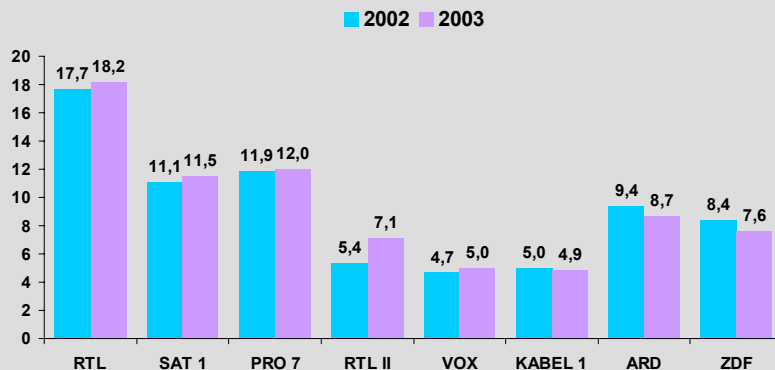


GERMANY: Prime Time share 2003



Prime Time (20:00 – 23:00) / Adults 14-49

GERMANY: audience share evolution All day / Adults 14-49



Source : AGF / GfK TV Easy/ panel D+EU (2003) , panel D (2002)/ Monday-Sunday

RADIO IN FRANCE

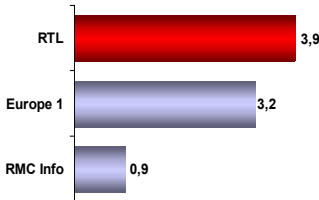
Latest radio audience results

Following the latest Médiamétrie audience results (September-December 2003), RTL- the French number 1 for 20 years running- registers increasing ratings for the third time in a row.

RTL strengthens its market leadership position on all generation and all criteria; RTL recorded an audience share of 12.1% and 6.14 million daily listeners (daily reach of 12.4% against Adults 13+)

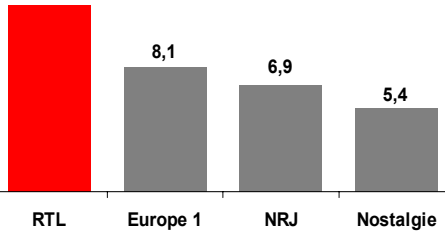
A recent opinion poll by TNS Sofres indicates that RTL is seen as the most trustworthy radio station for news in France. Its RTL all-news morning show tops the French radio audience and even achieved to appeal to new listeners in the latest results.

Net Daily Reach of Morning News shows (06:00-09:00, million listeners)



Radio audience share (%)

12,1 Nov- Dec 2003 / all day/ 13+



The evening programmes around football are very successful at the image of cult show "on refait le match" (Playing again) on Monday evening. "Radio foot" (20:00-22:00) gained 33% in ratings.

RTL Group's two music stations - Fun Radio and RTL2 - have very impressive results too. RTL 2 with a 100% pop rock programming, recorded a 20% increase compared to last year on its core target (Adults 25- 49). Fun radio a hit radio station also increased in audience share against two coveted targets Young Adults 13- 24 and Adults 25- 49 (respectively a 9.5% and 6.4% audience share).

Source: Mediametrie 75000+ / Nov-Dec 2003 / Mo- Fri / 5:00-24:00

IP MUSIC : a new package to reach French 25-49

A new radio offer has just been launched in France: IP MUSIC.

IP MUSIC combines Fun Radio and RTL 2 in order to reach the coveted target Adults 25- 49.

According to the last Médiamétrie wave, 61% of the listeners of the two musical radio stations are between 25 and 49 years old. IP MUSIC reaches 5.2m adults 25-49 on a weekly basis and has a 11,6% commercial audience share against this target.

IP MUSIC package allows advertisers to take advantage from a very competitive price. For instance if you decide to book a campaign through the IP MUSIC package, an extra 10% discount will be granted on Fun Radio rates.

To know more about this attractive package, please contact your local IP NETWORK office.

TELEVISION IN SPAIN

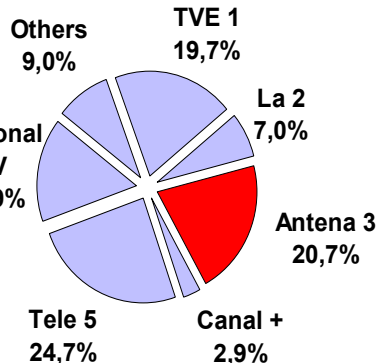
In 2003 Television increases its effectiveness to reach the Spanish people. Spanish are heavy TV viewers. The average daily viewing time is still growing and averaged 223 min for adults 16+ in 2003.

In this positive context Antena 3 reaches a stable 19.5% audience shares (3+) and 21% against 16-44.

The general profile of Antena 3 is 16-44 ABC1 groups, in urban areas. The channel performed also extremely well against children and teens target.

AUDIENCE SHARES (%)

2003 / all day/ adults 16-44



Source : SOFRES / Monday-Sunday / PyB

In January 04 Antena3 introduced a range of new programmes from daytime talk show to a weekdays game show at 9.30pm. New Spanish drama series for prime time are also on menu like « Manolito Gafotas », an 8 year old



boy who gives his personal vision of the world. This quality series is based upon the work of acclaimed novel writer Elvira Lindo,

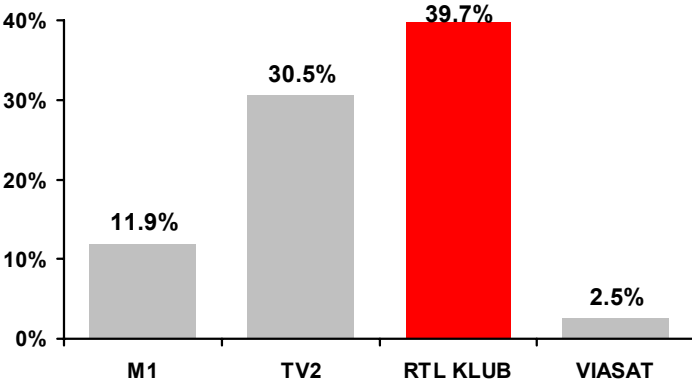
DATA SHEET : 2003

THE NETHERLANDS : 2003 Round up

In the Netherlands RTL Group's subsidiaries RTL 4, RTL5 and Yorin together drew 31.1% of all viewers between the ages of 20 and 49 years in 2003, their best performance since 1999.

The strong performance of RTL 4 anchors the success of the Group. With a audience share of 19.1%, the channel delivered its best performance since 1997, clearly outdistancing its nearest competitor Nederland 2 (13%). RTL 4's biggest hit of the year was the Dutch adaptation of talent-search show "Idols". RTL 5 further enhanced its positioning as the TV channel for "Today Men" with a 6.1% audience share against men 20-49 ABC1 (18:00-24:00), its best results ever so far.

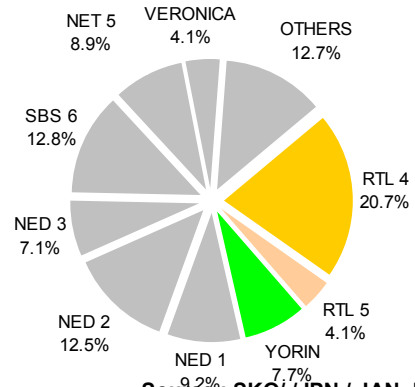
**Audience share (%) 2003
Adults 18-49 / Prime Time**



Source : AGB/ Mon-Sun. / Week 1 to 51. 2003

Audience Shares (%) – 2003

WOMEN 20-49 / 18:00 – 24:00



Source: SKO / IPN / JAN.-Dec. 2003/ M-S

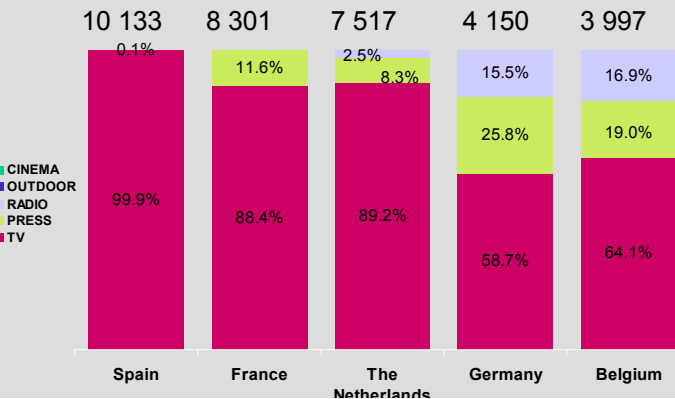
HUNGARY : 2003 Round up

RTL Klub was the leader among TV broadcasters in Hungary in 2003, reporting for instance an average 39.7% of the prime time audience in the most coveted adults 18-49 target group, far ahead of its competitor SBS-owned TV2 and public broadcaster M1 .

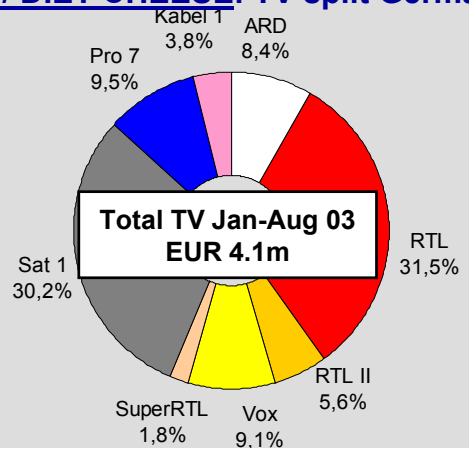
RTL KLUB 's regular line up of shows like daily drama Baratok Kotzt , US drama E.R., real TV "Valo Vilag" or game show "Who wants to be a millionaire" ensure the enduring success of the station. RTL Klub has also introduces successfully new Hungarian drama and entertainment and a local version of survivor. Sport (F1, boxing) programming also garnered success in 2003 with a total of 1.7 million watched Hungarian F1 Grand Prix on RTL Klub (54% share).

SECTORIAL SURVEY

LIGHT/ DIET CHEESE: Mediasplit 2002



LIGHT/ DIET CHEESE: TV split Germany



Source : Nielsen S+P / Spain : Infocdex / France : TNS media intelligence / The Netherlands : BBC / Belgium : MDB . elected brands only, please ask your agent for details.

Source: Nielsen Werbeforschung S+P – Germany