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### **TV IN EUROPE : Publication of the new Television 2006 book**

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- The new edition of IP's „Television - International Key Facts“ has just been published. This is the 13th edition of this annual reference book.

The study which includes data from almost 900 TV channels across Europe, Japan and the USA, reports on the developments and highlights of national markets.

It provides exclusive views into 38 TV and advertising markets worldwide. An analysis of programming trends in Europe and reports concerning digitalisation, TV viewing and TV research can also be found in the publication;

Europeans continue spending more and more time in front of their TV sets. Ten years ago, the average viewing time recorded in the surveyed countries (36 European countries plus Japan and USA,) was 196' a day. It increased by almost half an hour (+26 minutes) to reach 222' in 2005. And there is still potential for growth since the time spent watching TV in the US is 299' a day.

### **TV IN FRANCE**

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- **Audience review**

This summer, M6 has been the only French channel to gain audience against the total population (share Population 4 +: 11.9%. versus 11.7% during summer 2005) and against PRP 14-49 ( +0.8 versus summer 2005, reaching a 18.3% share).



From January to June 2006, the audience share for PRP 14-49 reaches a record share of 19.6%.

In September M6 was again the only French channel to increase its audience with a share of 12.6% on population 4+ (+0.3 point vs September 2005). M6 is a powerful channel and has increased its viewer ship by 400 000 viewers in 2006 in the Prime time first and reaching an average of 3.8 million viewers.

- **New magazines**

**"T'empêches tout le monde de dormir"** (You're keeping everybody awake): this news magazine is presented by Marc-Olivier Fogiel every Tuesday at 22:50. It reached 21.2% share against population 4+ for its third broadcast (+300 000 viewers vs the first broadcast).

- On Sundays at 17:45, the weekly news magazine **"66"** reached 1 700 000 viewers for the second broadcasting week, representing a 19.4% share against adults 15-49.

- **New docusoaps or life magazines**

**"Vive la cantine"** (three cheers for the dining hall) is a docusoap presented by a famous cook. Cyril Lignac tries to make children eat healthier, and attract teenagers who usually prefer fast foods. It is broadcast from Tuesday 19/09 at 20:50.

It reached 30.8% share against PRP 15-49 on 26/09.

After the success of the weekly decoration magazine, **D&CO**, a new docusoap on decoration: **"Une semaine pour tout changer"** (one week to change everything) is to come. A family has 3 hours to throw what they don't want anymore in their flat.

- **New entertaining programs**

- **"Incroyables talents"** (amazing talents), is a French adaptation of America's got talent. The aim is to find great talented people through a casting. It will begin Thursday 2nd of November at 20:50.

- **"L'inventeur de l'année"** (the inventor of the year). This show is a casting to find amazing ideas about a new product and **"Wizards: our secrets of magic"**.

- return of **"Idols"** for its 5th season and **"Peking Express"** for its 2nd season.

- **New French and international series**

- **"Prison Break"** has broken audience record since its launch on Thursday 07/09 at 20h50.

They reached 34.7% share against PRP 15-49 on the 5th of October.

- The 3rd season of **"NCIS"** is broadcast on Friday at 20:50;



This series reaches on average 6.2 million viewers 4+ (38.3% share against PRP 15-49).

- **More great series to come with :**

- **“Commander in chief”**, in which Geena Davis acts as President of the United States. Also **“Bones”**, a crime series in which an anthropologist tries to resolve crimes examining victims’ bones.

- **“South Beach”** will also be aired on M6. It tells the story of 2 friends who decide to begin their lives from scratch. Many more series and new seasons of already successful series like Nip/Tuck and 4400 will arrive for the pleasure of M6 viewers.

## TV IN GERMANY

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- **What's new on German RTL Group channels?**

Audience review of the first semester 2006 : **RTL** is still leader in Germany in the 1st semester , with 15.7% audience share in all day and 16.7% in Prime Time.

**VOX**, the challenger continues its growth with 6.7% audience share in all day and 7.1% in prime Time.

**RTLII** stays stable with 5.8% audience share in All day and 5.6% in Prime Time.

**Super RTL** is the unbeatable leader and children target group (Children 3-13), with 28% audience share on day time

- **Programm events**

- **“Let’s dance“** has been the success of 2006; **RTL** has been a trend setter for this programm format in the German TV landscape and has reached on average 7.09 mio viewers.

- **“Deutschland sucht den Superstar”**, the German Pop Idol on **RTL** has again reached record audiences with 53.6% audience share for the final and 300 000 singles sold by the winner.

- **“Dancing on Ice”** is the big **RTL** event of Fall and started the 9th of October. It’ll be broadcast every Saturday at 21.15. during 12 weeks.

- **“Alles was zählt”** s the access prime time event of **RTL**. This new soap promises to be as successful as the now mythic “Gute Zeiten Schlechte Zeiten”. Alles was zählt is broadcast every week day at 19.05.

- The 6th season of **“CSI : Las Vegas”** will from now on be broadcast on **RTL** instead of **VOX**; Broadcasting time is Thursday at 21.15.

- Biggest success of **VOX** in the 2006 season have been the American series like **CSI : Miami** (15.1% audience share on average on Adults 14-49), **CSI : Las Vegas** (17.9% audience share on average on Adults 14-49), **Criminal Intent** (14.5 audience share on Adults 14-49) and **Crossing Jordan** (14.5% audience share on Adults 14-49).



- **“The Closer”** and **“Boston Legal”** are the new crime series broadcast on **VOX**; They will both be broadcast on Prime Time on Wednesdays, reinforcing the crime evening. The Closer will be broadcast at 21.15 and Boston Legal at 22.15.
- **“Prominent”** is the new weekly celebrities magazine on **VOX**; It will be broadcast very Thursday at 22.15.
- **“Der Perfekte Urlaub”** : From Monday the 13th of November, **VOX** will broadcast a new docusoap on holidays; 5 people unknown for each other will spend 5 days together and each of them will have to organise one day. The favourite candidate will win 1500 Euro. Broadcast Mondays to Fridays at 19.45 between the 13th and 24th of November
- **RTLII** celebrates the 10th anniversary of the music show **“The Dome”**. On Saturday, the 2nd of December, RTLII celebrates the 10th anniversary of its show with 9000 fans and 20 international and national stars. **“The Dome”** s more than an TV music show, it’s also a big music event in the German music sector.
- **RTLII** : Broadcasting of the French successful series **“Dolmen”** :From the 10. to the 12. of November, RTLII will broadcast the series that reached on average over 50% audience share on the French channel TF1; This is a free TV premiere on German TV.

## TV IN SPAIN

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- **New programming season on Antena 3**

**New telenovela: “Tierra de pasiones”** (Land of Passions), from Monday to Friday at 10:30 am. It relates the stormy romance between Valeria San Román and Francisco Contreras, two winegrowers businessmen that have to face all kinds of difficulties to consolidate their love.

**New series : “Women and the weak sex”** will be broadcast on Wednesday at 22:00. It tells the story of the linked destiny of five women of different ages, social classes and professions that will try to surpass the treason of the men they loved.  
In October 2006, **“M. & B. / Corporation”** will be aired on Thursday at 22:00. It is a comedy series in which the 2 main characters live many funny situations.

**New game: “El precio justo”** (the price is right), from Monday to Friday at 16:00. It is a success story game. It has been broadcast in 29 countries since its launch in the USA in 1956.

The rule to comply for every participant is to succeed or approach the most to the right price of a product.

**New afternoon magazine “En Antena”** from Monday to Friday from 17:00 to 19:15. Its main axe is today’s hot news and social chronicle.

New humoristic news during peak audience from 9:50 to 10pm. **“Homo Zapping News”** will be back Monday to Thursday. It talks about current news



with humour and caricatures the world of TV. Antena 3 continues to broadcast a great variety of strong programs like 24, without a trace, the Simpsons, great movies, the talk show Buenafuente, The wheel of fortune and news editions and magazines.

## TV IN BELGIUM

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- **RTL-TVI Presents New Season Programme**

On Entertainment, the big event will be the Belgian version of **"Fort Boyard"**. Besides there will also be many other programme events such as **"The big competition of the children"**, **"Viva Italia"**, **"Miss Belgium"**, **"Télévie"**, **"Pekin express"**, **"Super Nanny"**, **"How clean is your house?"** and **"Wife swap"**.

For the first broadcast, Fort Boyard gathered 505.800 viewers and 29.8% of audience share against PRP 18-54. The adventure will continue on RTL-TVI as the show will be aired each Tuesday evening. Concerning Films, RTL TVI offers a strong line up with some major films: **"Pirates of the Caribbean"**, **"Harry Potter"** and **"the Prisoner of Azkaban"**, **"Troy"**, **"The Day after Tomorrow"**, **"Terminator 3"**, **"Lara Croft"**, **"Cold Mountain"** and more.

RTL TVI will present many American popular series: **"Dr House"**, **"Grey's Anatomy"**, **"Desperate Housewives"** (season 2), **"Lost"** (season 3), **"Rescue me"**, **"Prison Break"**, **"Surface"**, **"24 hours"** (season 5) and **"The 4,400"** (season 2)

- **Club RTL puts its focus sport and youth**

Kids Club, will remain in the channel's schedule and there will also be plenty of cartoons, like Kim possible, Mickey Mania, Fillmore, and Scott. Sports fans will find 38 live soccer games including Belgian cup games, Champions League matches and matches featuring the national squad, plus Australian Open tennis and Moto Grand Prix.

## RADIO CORNER

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- **France : More Information and Interactivity on RTL**

RTL Radio presented its programmes for the 2006/2007 season in Paris. RTL focuses now more on news and interactivity. In April 2007, RTL will even more strengthen the news (5 hours each morning) because of the presidency Election . A new interactive website dedicated to the election has been created ([www.RTL2007.fr](http://www.RTL2007.fr)). RTL is the Radio-station leader for 25 years, the most powerful radio with 11,6% of audience share. RTL has also the longest daily listening time with 2.5 hours. (Source: Mediamétrie April-June 2006)

## THE SALES CORNER

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- **Sponsorship opportunities around "You Are What You Eat" on M6**



Though many of the volunteers find M6's coaches tough and the diet advice hard to follow each one of them emerges from the 7 week regime slimmer and far healthier. M6's You Are What You Eat is changing the lives, not only of our volunteers, but also of our viewers who are becoming more aware of what they are eating and the damage they're doing to their bodies.

Broadcast on Tuesday Prime-Time, the sponsorship offer costs 120 000 Euros and consist in:

6" billboards before the programme

6" billboards after the programme

6" billboards around the programme's trailers the week before (X32)

- **Sponsorship opportunities around "Fort Boyard" on RTL TVI**

Fort Boyard is an adventure game show where a team of contestants for 40 minutes must complete the challenges and earn 5 keys. Then they must go through the ordeals to get the clue word which must be spelt out on the treasure room floor. If they are right the gold will empty out into a big cage and they must grab it before the treasure door closes and the tigers are released.

Broadcast on Tuesday at 20:15, the sponsorship offer costs 77 910 Euros and consist in:

7" billboards before the programme

7" billboards after the programme

7" billboards around the programme's trailers the week before (X10)

Banner on RTL TVI website (500 000 print pages)  
Banner on a dedicated Fort Boyard website (100 000 print pages)

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