

Corporate responsibility

HOW  
**RTL Group**  
PAYS BACK  
TO SOCIETY

RTL Group  
45, boulevard Pierre Frieden  
1543 Luxembourg  
Luxembourg

T: + 352 2486 5201  
F: + 352 2486 5139  
[www.RTLGroup.com](http://www.RTLGroup.com)



**Television is the  
lead medium  
and will be for a  
long time to come.  
This popularity  
comes with a great  
responsibility.**

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**Sustainability:**  
Three years after  
her first visit, former  
tennis champion  
Steffi Graf again visits  
Eritrea to find out how  
donations from  
*RTL Spendenmarathon*  
have been used

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How RTL Group pays back to society

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## Chief Executive's statement

**Year on year, RTL Group companies make significant efforts to fight against poverty, diseases, discrimination and pollution. This brochure explains how and why.**

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Television entertains and informs. It demands attention, depicts history and focuses our emotions. Television is the lead medium and will be for a long time to come.

This popularity of television comes with a great responsibility. With its strong international presence, RTL Group is committed to making the most of its platform. We believe it is vital to ensure that our output carries positive and supportive messages.

Our broadcasters and programme managers take this responsibility very seriously.

Television can help. It can be a force for good. Even a brief look at a few television campaigns clearly shows the positive impact broadcasting can have.

In this brochure, we have compiled several examples of the actions taken by our channels and programmes in 2008.

In the television realm, we turn social workers into protagonists under the motto 'helping people to help themselves'. A wide variety of 'help-TV' formats provide life coaching to those who urgently need it: debt consultants advise the financially desperate, street outreach workers take care of runaways, educators provide parenting guidance as TV nannies, and therapists engage with out-of-control teenagers.

By airing such programmes, we build awareness, clarify contexts and address issues that are otherwise swept under the rug. As a mass medium, television is ideally positioned to champion



**Gerhard Zeiler**  
Chief Executive Officer

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charitable causes. Television can create attention, and it can also collect donations directly – as we do.

Our charity stars participate in game shows. They pick up the phone to answer donor calls. And they travel to the most destitute corners of the Third World to draw attention to those who need help.

Our correspondents report from crisis-torn regions, alerting the world to urgent issues such as poverty, environmental destruction, and lack of food, water, and medical care.

Some of our initiatives, such as the telethons *RTL Spendenmarathon* in Germany and *Télévie* in Belgium and Luxembourg have been involving audiences for decades

and have become an institution in their respective countries.

Over the years, our spectacular campaigns alone have raised €273 million in donations which go directly to help those in need. Every now and then, it's important to remember the contribution that television has made to our society.

This brochure takes a look at these contributions, and the social value of television. I would be delighted if the facts presented herein help readers – and viewers – not to underestimate the importance of television as a force for good.

Here is your chance to make up your own mind... happy reading!

**Gerhard Zeiler**

Commitment

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# THE GOOD LIST



At  
RTL Group,  
we  
care

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**As a mass medium, television can be a great way to help others. Here are a few examples that show the positive impact TV can have.**

**Involvement:**

RTL Television star  
Birgit Schrowange visits the  
children's care centre  
RTL Kinderhaus in Cologne



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## RAISING AWARENESS

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**In 2008, RTL Group companies again made significant efforts to fight against poverty, cancer, Aids, discrimination and pollution – whether by organising major fundraising events for good causes, broadcasting helpful and thought-provoking programmes, or offering free advertising space. Here are some current examples, how our profit centres act.**



### Care:

Debt adviser Peter Zwegat (above) and social worker Thomas Sonnenburg (below, right) reach millions of viewers



The key to raising awareness is to make the message indistinguishable from the entertainment,

and RTL Television's popular 'coaching' formats such as *Die Ausreißer* (The Runaways) and *Die Super Nanny* are a great example of this. In 2008, the prestigious German news magazine *Der Spiegel* ran an article on these programmes, revealing that their presenters can act as very positive role models. Peter Zwegat, the debt adviser in *Raus aus den Schulden*, is a case in point – he offers solid, professional advice, and demonstrates great empathy for people and their individual problems.

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Awareness of obesity has grown in recent years, as the World Health Organisation has officially categorised it as an epidemic. But informing people of the problem is part of the solution – in France, M6's celebrity chef Cyril Lignac believes that the next step should be teaching people how to cook for themselves. In *Le chef contre-attaque*, Lignac visits people from all walks of life, to teach them how to cook great food while also keeping an eye on their health.



**Health:**  
Celebrity cook  
Cyril Lignac champions  
for healthy eating

Another important aspect in promoting good health is the education of young people, and the second series of *Vinz et Lou mettent les pieds dans le plat* was a light-hearted approach to doing just that. A joint project of M6 with the French Ministry of Agriculture and Fisheries, the animated series also marked the 19th year of *Semaine du Goût* (national tasting week), where schools and restaurants all over France set out to promote the importance and pleasures of taste. The whole project was a good example of how to communicate the message of health awareness to young people in an entertaining way.



**Animation:**  
*Vinz et Lou* promote  
the pleasures  
of good food

**Reality:**

In *Banged Up*, David Blunkett gives young offenders the chance to discover what life in prison is really like

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Some issues, such as obesity, are problems shared by countries throughout the world, but others are particular to certain countries. In the past few years, juvenile behaviour and rehabilitation has been a contentious issue in the UK, and in 2008, Five responded by commissioning the ground-breaking series *Banged Up*. In it, former Home Secretary David Blunkett heads

the 'parole board' in a simulated prison that mixes reformed criminals with juveniles verging on a life of crime. Blunkett explains the concept behind the Five programme:

**“With ever-increasing numbers of prisoners, longer sentences and lingering disquiet about the ‘revolving door’ of re-offending, anything that can add to a range of measures for educating people and helping them to grasp reality is definitely worth investigating.”**

Of course, positive messages don't have to be at the forefront of a programme for them to have an impact. In Germany, the producers of RTL Television soap *Unter Uns* endeavoured to completely exclude cigarettes from the show, and so were awarded the 'Smoke-Free Seal' by the Non-Smokers' Action Alliance and the Federal Centre for Health Education. Because media role models have been so central to the glamorisation of smoking over the years, it makes perfect sense that popular television dramas can play an important part in the battle against smoking.

*Gute Zeiten, schlechte Zeiten* (GZSZ), Germany's most successful daily soap, broadcast on RTL Television for 16 years, also aimed to raise awareness, but this time in a much more direct way. The programme tackled the difficult subject of drug addiction with the support of both the German Federal Health Minister Ulla Schmidt, and the Federal Government's Drug Commissioner Sabine Bätzing.

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**Addiction:** German Chancellor Angela Merkel with actors from *Gute Zeiten, schlechte Zeiten*, and Ulla Schmidt and Sabine Bätzing

**“It’s good when TV series deal seriously with such matters,” explains Schmidt. “Let’s make no bones about it: drugs destroy people’s lives.”**

In fact, the story had such an impact that Ulla Schmidt invited the team behind *GZSZ* to Berlin, where Chancellor Angela Merkel took the opportunity to commend the programme and its commitment to the battle against drugs.

In Spain, the focus has been on road safety. The Federation of Associations for People with Physical Disabilities, and the City of Madrid, named Grupo Antena 3 ‘Communications Medium of the Year’ on the strength of its far-reaching road safety campaign, *Ponle Freno*. The campaign has attracted massive support from both organisations and popular celebrities, and was promoted across a range of Antena 3’s programmes, including *El internado*, *Los hombres de Paco*, *El síndrome de Ulises* and *La familia Mata*.



**Safety:**

*Ponle Freno* hits the brakes on Spanish roads to save lives

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The campaign went beyond raising awareness, conducting important research into various road-safety-related issues. One survey, on motorways and safety, canvassed more than 5,000 Spaniards, and found that more than half would support reducing the legal alcohol limit for drivers. *Ponle Freno* also looked into particular places which could prove dangerous for road users in the future, and in November submitted a report detailing over 1,000 potentially hazardous traffic sites. Antena 3 had initiated the *Ponle Freno* traffic safety campaign with the aim of significantly reducing the number of traffic accidents and related deaths in Spain. The channel also joined Onda Cero in presenting the first Premios Ponle Freno Awards honouring outstanding services to road-traffic safety.

These are just some of many examples of how television can be a force for good. From Fan 3 (the Spanish channel dedicated to hospitalised children) to 'Toggolino – Lies mir vor!' (Super RTL's campaign to encourage reading out loud), 2008 was a great year for RTL Group's unwavering dedication to good causes of all shapes and sizes.

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**Promotion:**

Outstanding services rendered to road-traffic safety in Spain





**Encouraging:**  
Super RTL  
convinces young  
viewers that  
reading is fun

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In 2008  
RTL Group  
companies  
raised almost  
€65 million

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## RAISING FUNDS

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**Raising awareness is vitally important, and something RTL Group will continue to embrace. The bottom line is that good causes need financial support. In 2008, RTL Group continued its tradition of leading a variety of fundraising ventures – focusing in particular on our belief that children have a right to look forward to life – and in 2008 we raised almost €65 million.**



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**Royal:**

Princess Astrid and Prince Lorenz of Belgium (right), together with Deputy Prime Minister Didier Reynders, visiting a *Télévie* event for people who suffer from leukaemia

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One of the highlights was also an old favourite – *Télévie*. Since its inception in 1989, *Télévie* has raised over €92.5 million for the fight against cancer, and 2008 saw a bigger campaign than ever before, based around the slogan ‘Together we’ll save lives!’. With no fewer than 300 volunteer-organised events in Luxembourg alone, and even a dedicated TV channel in Belgium, it was a huge success, raising the amazing sum of €8.1 million for scientific research.

The channel *Télévie* 20 ans was on air for the crucial two weeks in April, and celebrated the campaign’s proud history of fundraising over the last two decades. *Télévie* was initially established by RTL-TV in Belgium, before RTL Lëtzebuerg joined in 2001, and has managed to support a great deal of valuable work and medical research. This year’s funds are currently supporting 86 new research projects – to add to the 1,200 established since *Télévie*’s start 20 years ago.



**Big Money:**  
Since 1989, *Télévie* has raised more than €90 million

## 273 MILLION AND COUNTING

### DONATIONS

In €

Charity initiative	Company	Launch	2008	Since its launch
<b>TÉLÉVIE</b>	RTL Belgium and RTL Lëtzebuerg	1989	<b>8,100,000</b>	92,500,000
<b>RTL SPENDENMARATHON</b>	RTL Television, Germany	1996	<b>7,100,000</b>	70,000,000
<b>IDOL GIVES BACK</b>	FremantleMedia North America	2007	<b>49,400,000</b>	108,200,000
<b>MACHEN SIE SCHULE</b>	Vox, Germany	2004	<b>260,000</b>	2,100,000
<b>TOTAL</b>			<b>64,860,000</b>	272,800,000



**Pop star:**

Shakira inaugurates a school in Columbia

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In Luxembourg, the *Télévie* appeal has doubled funding for cancer research since 2002.

RTL Television in Germany again aired *RTL Spendenmarathon*, the annual 24-hour fundraiser which each year focuses on a different cause. This year, for the 13th

telethon, the €7.1 million raised went towards children's relief projects in Africa and the struggle against child poverty in Germany.

For viewers, one of the highlights of the event was the special celebrity edition of *Wer wird Millionär?*. As well as the fun of seeing celebrities sweat it out under pressure, there was the added drama of someone cracking the million-Euro question.

Thomas Gottschalk initially seemed stumped by a question about Franz Kafka's companion, before turning to the book-loving TV star Marcel Reich-Ranicki on the end of the phone, and winning €1 million for the cause.



**TV star:**

Thomas Gottschalk won the €1 million question at the charity special of *Wer wird Millionär?* with Günther Jauch

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But it wasn't all fun and games for the celebrities. A number of high-profile patrons, including Annie Lennox and Princess Madeleine of Sweden, poured their efforts into particular relief projects. Annie Lennox, for example, committed herself to the founding of an Aids-prevention centre in the suburbs of

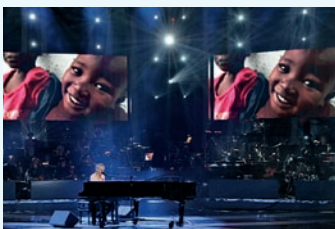


**Rap star:**  
Snoop Dogg participates  
in *Idol Gives Back*



**Idols:**

Actress Teri Hatcher sings with all her heart, Brad Pitt brings his full support, and Annie Lennox plays the piano. For once, *American Idol* judges Randy Jackson, Paula Abdul and Simon Cowell are not in the mood to criticise



Cape Town, and spoke about her experiences on the evening itself. Over the past 12 years, the foundation 'Stiftung RTL – Wir helfen Kindern' has raised more than €70 million, and helped thousands of children.

RTL Group's fundraising projects take all shapes and sizes. Some, such as *RTL Spendenmarathon*, offer an exciting mix of activities, personalities, entertainment and good causes. In the USA, *Idol Gives Back* is more a case of one incredibly successful programme using its popularity to raise money. The combined takings from 2007 and 2008 exceed \$140 million, all of which will go to help disadvantaged children in both the US and Africa.

In 2007, the man behind *American Idol* – Simon Fuller – decided that the programme's immense popularity should somehow be directed towards good causes, although even he couldn't have predicted quite how successful the fundraising would be over the next two years. With appearances and performances by a long list of national and international musicians, actors, politicians and other celebrities, *Idol Gives Back* really displays the energising and emotional power of popular television at its best.

Continuing RTL Group's dedication to improving the lives of struggling young people, Vox's *Machen Sie Schule* fundraising drive raised €260,000 in 2008. It was the third such event organised by the German channel, and following on from successful school-building projects in Swaziland and Mali, the initiative will now turn its focus to Ethiopia, one of the world's poorest countries.

Vox presenter Judith Adlhoch visited Ethiopia, and managed to get first-hand experience of the difficulties facing young people there. But she also got the chance to appreciate the good work *Machen Sie Schule* made possible:

**“On my trip through Ethiopia, I saw the children's amazing will to learn. Thanks to Vox's viewers, many children are now being given the chance to do so – and it will open up a whole new world for them. Going to school is the first step into a better future, as education means a chance for change and development.”**

RTL Radio, France's number one radio station has, for the best part of 20 years, been lending its support, in the shape of dedicated programming and free advertising space, to the *Pièces Jaunes* campaign. By challenging children throughout the country to collect as many coins as possible, the initiative manages to generate huge amounts of money (€4 million in 2008) and get plenty of young



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**Education:**

Money raised by the German channel Vox directly goes to support the building of schools in Ethiopia

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people directly involved. The funds raised are currently supporting more than 400 projects for sick children and adolescents up and down the country.

Another vital campaign that RTL Radio France gets involved in is *Restos du Cœur*, which provides meals to people who can no longer manage to eat every day. As with *Pièces Jaunes*, the main support comes in the shape of coverage. One broadcast focused on the involvement of the volunteers, and the stories behind those remarkable individuals who dedicate themselves to the cause. Overall, the campaign managed to provide an astonishing 91 million meals in 2008.



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## BEING GREEN

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**For RTL Group, 2008 was an important year in establishing environmental concern as a major aspect of the business. In November, CEO Gerhard Zeiler welcomed employees in Luxembourg to the first ‘envIRONMINDday’ with the message ‘Be part of the solution’ – a rallying call for everyone involved in RTL Group to realise the power they have to make a difference.**

The event focused on the importance of small-scale improvements while emphasising the massive scale of the environmental challenges ahead. Activities on the day included film screenings, quizzes and workshops on topics such as ‘Buying Green’, an eco-driving competition, and eco-friendly choices in the company restaurant. Employees attended in large numbers, and most are eagerly awaiting a second such event.

However, despite the urgency of the issues, Gerhard Zeiler has been keen to emphasise that it won’t be a case of everybody working towards exactly the same solution. “We make no claim to perfection,” he explains. “As is the case in other fields, there is no one-and-only answer to environmental protection. Especially with topics such as energy, food

or motor traffic there are often diverging opinions. Besides, the facts are changing continually.” It’s this spirit of flexibility that underpins a new website, dubbed ‘environMIND’, dedicated to sharing information, useful suggestions and ongoing discussion, rather than a list of rules and regulations (<http://environMIND.rtlgroup.com>).

Talkback Thames also organised its own Environmental Awareness Day. Similarly, it was an event which combined big ambitions with day-to-day actions, including the thoroughly enjoyable sampling of organic beer and wine. Although it’s important for people to understand their own impact on the environment, respecting the planet isn’t only about changing individual routines – it’s also about helping other people do their bit, too. In November, RTL 4 in the Netherlands devoted a week to Unicef’s new campaign



**Commitment:**  
RTL Group CEO  
Gerhard Zeiler  
tests an electric  
car during the  
'environMINDday'  
in Luxembourg

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**Sharing knowledge:**

On a dedicated website, RTL Group employees tell each other and the management what can be done to protect the environment – TV programmes included

‘Clear Water for Every Child’, with both educational programmes on the subject and direct fundraising. Erland Galjaard, Programme Director of RTL 4, explains the project: “We’re not just supporting Unicef with a single programme – instead we’re generating attention for the organisation through several well-established programmes. We think a big TV station has a responsibility to society, to bring relevant problems to the audience’s attention – and help with the solutions.”

In France, the RTL Radio programme *L’Expédition RTL* cast its net as wide as possible, organising 15 in-depth week-long surveys in various locations throughout the globe, including Mali and India. The first investigation focused on the Arctic, where rising temperatures are having a catastrophic effect on the whole ecological make-up of the region. In Mali, reporter Chloé Triomphe investigated the effects of deforestation and desertification, and visited villages whose very existence is threatened by over-consumption of wood. Anne-Claire Danel reported on the challenges of waste management in India, a country which produces 200 million tonnes of waste each year, and also deals with shipments from Western Europe. Throughout November, *RTL II News* in Germany

ran a daily report on particular aspects of climate change, from rising sea levels to the dangers of plastic to excessive water consumption. Working in conjunction with this broad survey, the website *RTL2.de* listed tips on how people can reduce their energy consumption, calculate their carbon footprint and find out more about the issues from various environmental groups.

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**Research:** RTL Radio reporter Anne-Claire Danel interviews a worker who sorts the copper wire in scrap motors in India

In the effort to raise awareness about environmental problems, there's always a balance to be found between promoting those everyday measures we can all take and drawing attention to the large-scale devastation wrought by irresponsible industry. In October, shooting began on *Geheimnis der Wale*, a Teamworx movie shedding light on the largely overlooked issue of noise pollution in the oceans. Companies scouting for oil and natural gas often do so using sound waves, which can have a catastrophic effect on dolphins and whales.



**Campaign:**  
*Rupert Bear loves nature*

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Finally, it's important to remember that environmental challenges are here to stay, which makes it doubly important to communicate the issues to younger viewers. In Germany, Super RTL's Rupert Bear has been the face of a campaign encouraging children and parents to spend time together counting birds in a local habitat. It's a fun idea, but one that also gets children paying attention to the wonder of their natural surroundings.

**RTL Group**  
**– the leading**  
**European**  
**entertainment**  
**network**



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# About RTL Group

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**RTL Group is the leading European entertainment network, with interests in 45 television channels and 32 radio stations in 11 countries, and content production throughout the world.**



## FTSE4Good Index Series

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Since 2005, RTL Group has been a member of the FTSE4Good index, evidence of its consistent commitment to sustainability  
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The television portfolio of Europe's largest broadcaster includes RTL Television in Germany, M6 in France, Five in the UK, the RTL channels in the Netherlands, Belgium, Luxembourg, Croatia and Hungary, Alpha TV in Greece, Ren TV in Russia and Antena 3 in Spain.

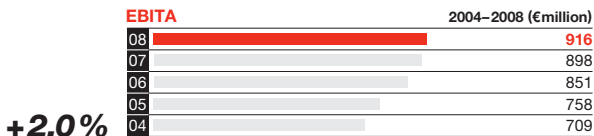
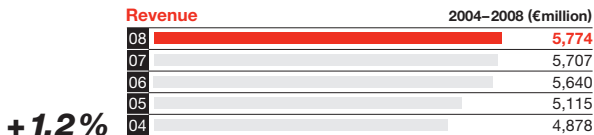
RTL Group's flagship radio station is RTL in France. It also owns, or has interests in, other stations in France, Germany, Belgium, the Netherlands, Greece and Spain.

RTL Group's content production arm, FremantleMedia, is one of the largest international producers outside the US. Each year, it produces 10,000 hours of programming across 57 countries.

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## Long-term development of key financial figures



## RTL Group revenue split 2008

