

### Live Boxing

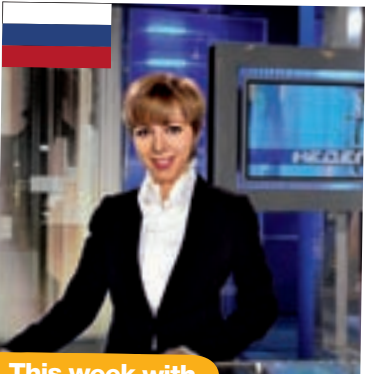
Ren TV secured the exclusive live broadcast rights for major boxing events featuring Russian champions such as the "Russian Giant" Nikolay Valuev. Apart from scoring high ratings, the fights also boosted Ren TV's brand considerably.

**New**



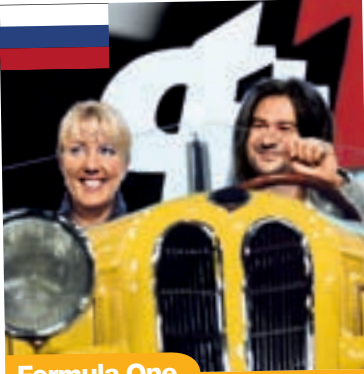
### Clever (Bolshie Mozgolomy)

Local adaptation of a world-famous format, this is the first 'scientainment' show in the Russian TV landscape. The show attracts young and socially active audiences.



### This week with Marianna Maximovskaya

One of the most respected news magazines in Russia. In Moscow the programme achieves double-digit audience shares.



### Formula One

Ren TV became the first channel in Russia to air live races in all time zones. During its first year of Formula One broadcasting on Ren TV audience figures increased by almost 40 per cent.

**New**



### Private Stories

*Private Stories* depicts the fabulous and dazzling lives of Russian celebrities. From the very first episodes the programme conquered hearts and minds of more than 18 millions women all over Russia.



### Supernanny

*Supernanny* is a local adaptation of the world famous parent-coaching format. Broadcast weekly on Thursdays, the programme attracted the family demographic and advertisers alike.



### Soldaty

Original Russian 'dramedy' series about army life. *Soldaty* has been and apparently will continue to be for the foreseeable future a veritable ratings engine for Ren TV.

Average audience share  
target group: Russia 6-54

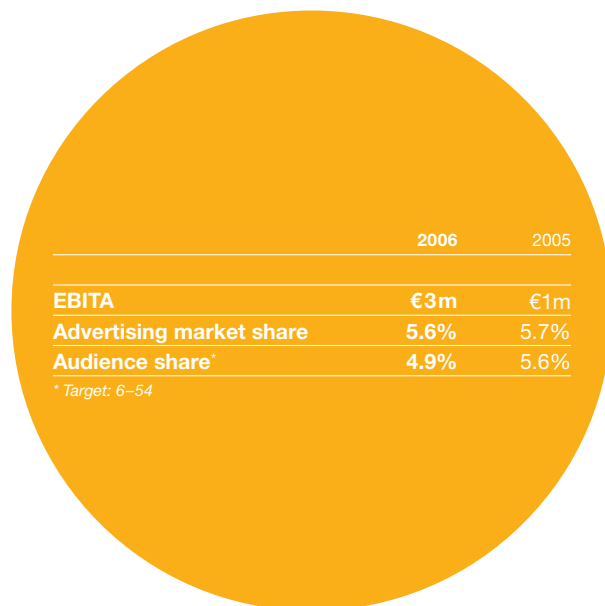
**10%**

## Highlights 2006

In Russia, RTL Group holds a 30 per cent stake in Ren TV, a generalist channel with a broad offering. This now includes Formula One motor racing, new sitcoms such as *Perfect Strangers* and *Three is company* and entertainment formats such as *Clever*.

The advertising market once again performed strongly, up an estimated 28 per cent on 2005, driven largely by pricing effects as the new advertising regulations came into effect on 1 July 2006.

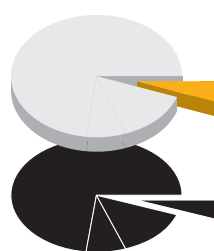
In summer 2006, Ren TV launched a large-scale national re-branding campaign, introducing a new look and logo. The goal of the campaign was to create a renovated, modern and recognizable image of Ren TV and to increase awareness of the channel.



### National advertising breakdown

Source: Video International

2006 (%)



<b>Ren TV</b>	<b>5.6</b>
CTC	14.0
TNT	7.5
Others	72.9

### National audience breakdown

Source: TNS Gallup Media, Target: 6-54

2006 (%)



<b>Ren TV</b>	<b>4.9</b>
Channel 1	19.2
Russia	15.9
STS	12.6
NTV	12.2
TNT	7.3
Others	28.0