

# croatica

television



**A superb start for our new channel – already it is challenging for leadership of the Croatian TV market.**

€million	2004	2003
<b>Revenue</b>	<b>14</b>	–
<b>EBITA</b>	<b>(19)</b>	–
%	2004	2003
<b>Audience share*</b>	<b>29.5</b>	–

\*Target: 18-49

**RTL**  
TELEVIZIJA

Zagreb-based RTL Televizija operates under a government licence awarded to a consortium led by RTL Group. It launched at the end of April 2004, and immediately established itself as a powerful force in the Croatian TV market. By the fourth quarter it was challenging the public broadcaster HTV1 for market leadership of the target group.

The new channel targets young adults in the 18 to 49 age range with an exciting range of innovative and unconventional formats, of which 40% are locally sourced. In the period from launch to the end of 2004, it achieved a share of 29.5% of the target audience. This achievement was at the expense of RTL Televizija's competitors HTV1, which lost 20.4% of its previous audience, HTV2, which lost 28.6%, and Nova TV, which lost 33.2%.

RTL Group became the principal shareholder in June, when it acquired Pinta TV3's 25% holding. The acquisition of a further stake later in the year took RTL Group's stake to 65.5%.

#### **Highly rated programmes**

RTL Televizija leads the way in programme genres, from daily soaps and reality shows to sports events, TV movies and news and magazine shows.

*Big Brother* was the highlight of the year – the final scored a record audience share of 79.9% in the target group of 18 to 49 year olds. As the final reached its climax, almost all of the TV audience (97.7%) was tuned into the channel.

The FremantleMedia daily drama *Zabranjena Ljubav* (*Forbidden Love*) was the first ever local production of a soap in Croatia, and it too was successful with an average audience share of 28.9% of the target group.

Many other new shows were launched, including the talk show *Sanja*, the infotainment show *Explosiv*, and *Salto* which is based on the US show *Funniest Home Videos*. Films also play an important part in RTL Televizija's line-up, with 9 of the top 10 highest-rated films on Croatian TV – the most popular was the Serbian movie *Bure Baruta* (*Gunpowder barrel*). News and entertainment programmes such as *Exkluziv* also scored well.



*Zabranjena Ljubav* (*Forbidden Love*), a FremantleMedia production broadcast by RTL Televizija