

## **RTL Group sets strategic priorities for stronger organic growth**

- **Additional investments in video-on-demand (VOD)**
- **Fremantle and RTL Group broadcasters to explore closer collaboration**
- **Management Summit with more than 90 top executives in Luxembourg**

Luxembourg, 5 December 2018 – RTL Group will focus on stronger organic growth by expanding its video-on-demand services through significant investments into more local, exclusive content and into a joint VOD tech platform. This is one of the key outcomes of RTL Group’s Management Summit 2018, which brought together over 90 executives across the Group in Luxembourg.

In 2019, RTL Group will start developing and implementing the roadmap to a joint tech platform for the VOD services of its broadcasters with the intention that all streaming platforms will ultimately migrate to it. As this tech platform will be a joint approach of RTL Group’s units in Germany, France and the Netherlands, it will encompass a high level of flexibility for the local operations. RTL Group will present more details of its growth plans in VOD with the announcement of the Group’s full-year results 2018 on 14 March 2019.

To support this expansion in the countries in which RTL Group has strong families of TV channels, the Group will systematically strengthen the collaboration between Fremantle and RTL Group broadcasters. At the same time, Fremantle will continue its successful push into high-end drama series in all key countries, such as the United States, Germany, UK, Australia, Italy, France and the Nordics.

Bert Habets, CEO of RTL Group, says: “With rapidly changing consumer behaviour and the emergence of global tech giants our Total Video industry has moved from a local to a global competitive landscape. This is why we have started a comprehensive Group-wide transformation journey. More than ever before, we will focus on fostering creativity, being close to our audiences, taking more risks and forging more cooperation within RTL Group.”

Bert Habets continues: “Above all, we have the strategic goal to build local streaming champions in the markets where we have strong families of channels. Given the high growth rates of paid subscribers of our German and Dutch VOD services – TV Now Plus and Videoland – we are getting more confident day by day that we will reach our ambitious plans. The upcoming major relaunch of TV Now shows that we are on the right track. Higher investments into content production, creative storytelling and closer collaboration between all assets across our Group will also support our strategy to keep more intellectual property within our ‘RTL universe’.”

Next to internal speakers, who focused on the three strategic areas – creativity, VOD and talent – from their local businesses point of view, the RTL Group Management Summit 2018 also featured guests, such as Thomas Rabe, CEO of Bertelsmann and Chairman of RTL Group’s Board of Directors, outlining the role of RTL in Bertelsmann’s overall strategy. Linda Yaccarino, Chairwoman of Advertising Sales & Client Partnerships at NBC Universal, and Mike Hopkins, Chairman Sony Pictures Television and former CEO of Hulu, were invited to share their experiences with transformation processes in the Total Video industry. Zeynep Tufekci, Assistant Professor in the School of Information and Library Science at the University of North Carolina and contributing opinion writer for *The New York Times*, gave insights into data protection and privacy as success factors for responsible media companies.

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**About RTL Group**

RTL Group is a leader across broadcast, content and digital, with interests in 60 television channels and 30 radio stations, content production throughout the world and rapidly growing digital video businesses. The television portfolio of Europe's largest broadcaster includes RTL Television in Germany, M6 in France, the RTL channels in the Netherlands, Belgium, Luxembourg, Croatia, Hungary and Antena 3 in Spain. RTL Group's families of TV channels are either the number one or number two in eight European countries. The Group's flagship radio station is RTL in France, and it also owns or has interests in other stations in France, Germany, Belgium, Spain and Luxembourg. RTL Group's content production arm, Fremantle, is one of the largest international creators, producers and distributors of scripted and unscripted content in the world. Fremantle has an international network of production teams, companies and labels in over 30 countries, producing over 12,500 hours of original programming and distributing over 20,000 hours of content worldwide. Combining the on-demand services of its broadcasters, the multi-platform networks BroadbandTV, StyleHaul, Divimove, United Screens and Fremantle's more than 300 YouTube channels, RTL Group has become the leading European media company in online video. RTL Group also owns the advanced video ad serving platform SpotX. For more information, please visit [RTLGroup.com](http://RTLGroup.com) and follow RTL Group on Twitter @rtlgroup.

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