



This is us.

RTL Deutschland

CHANNEL PRESENTATION

2024



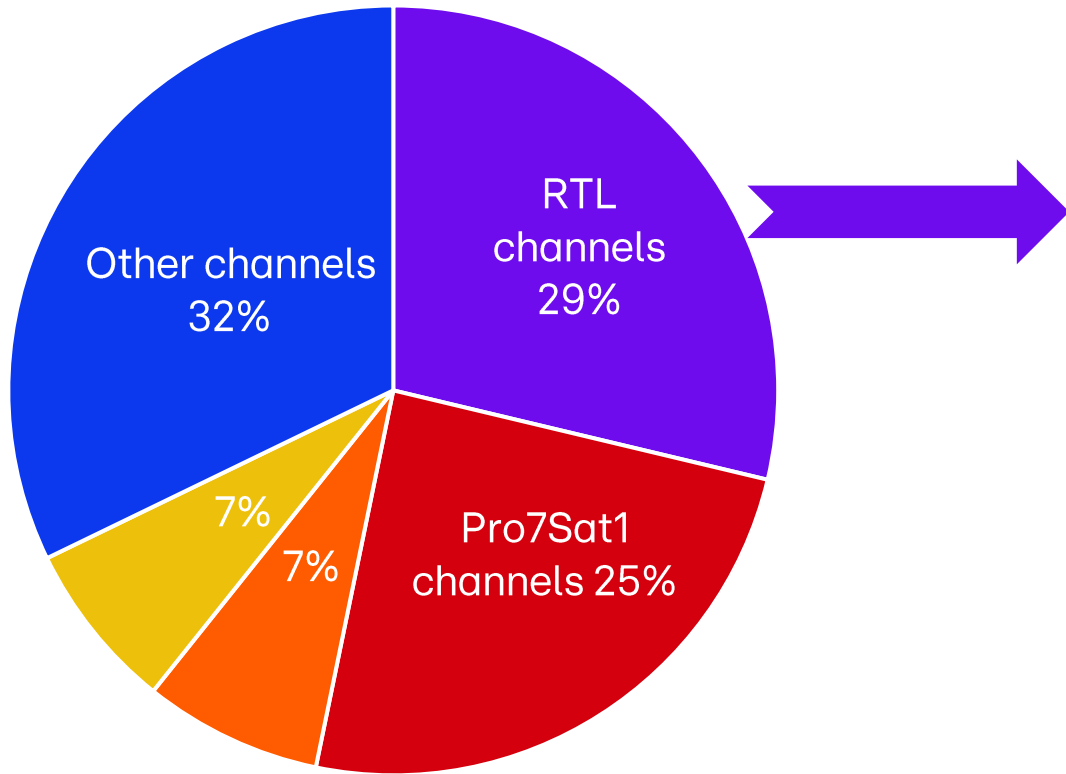
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RTL Deutschland

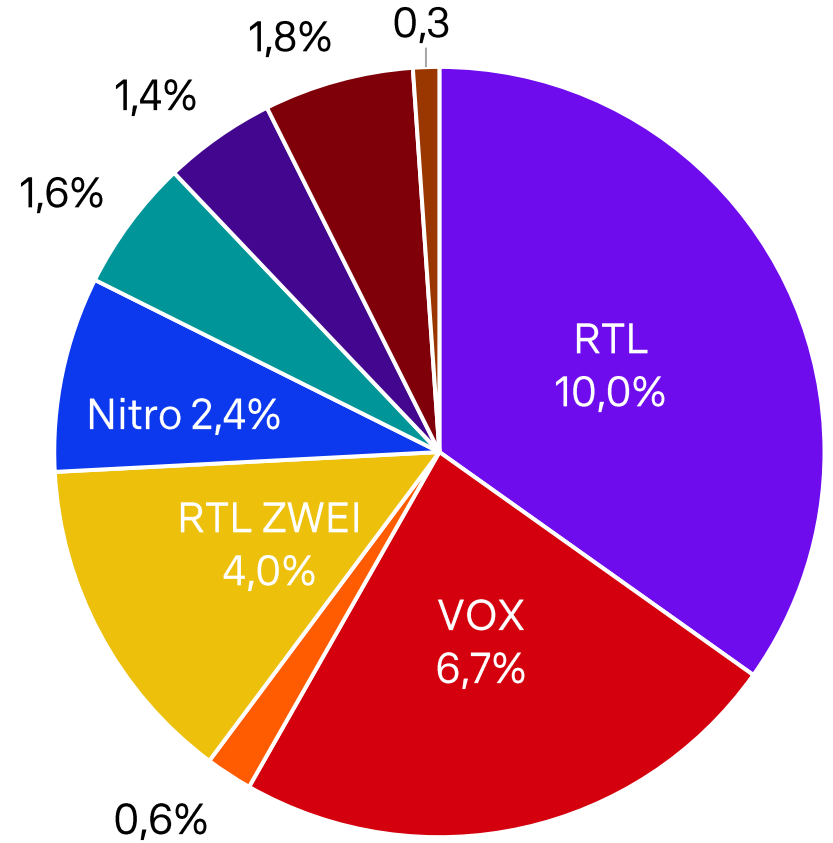
Share in the German television market (14-49 Y)

Total German TV Market



■ RTL ch. ■ Pro 7 Sat1 ch. ■ Das Erste (ARD) ■ ZDF ■ Other ch.

RTL Channels



■ RTL ■ VOX ■ VOXup ■ RTL ZWEI ■ NITRO ■ RTLup ■ NTV ■ SUPER RTL ■ TOGGO plus

RTL Deutschland

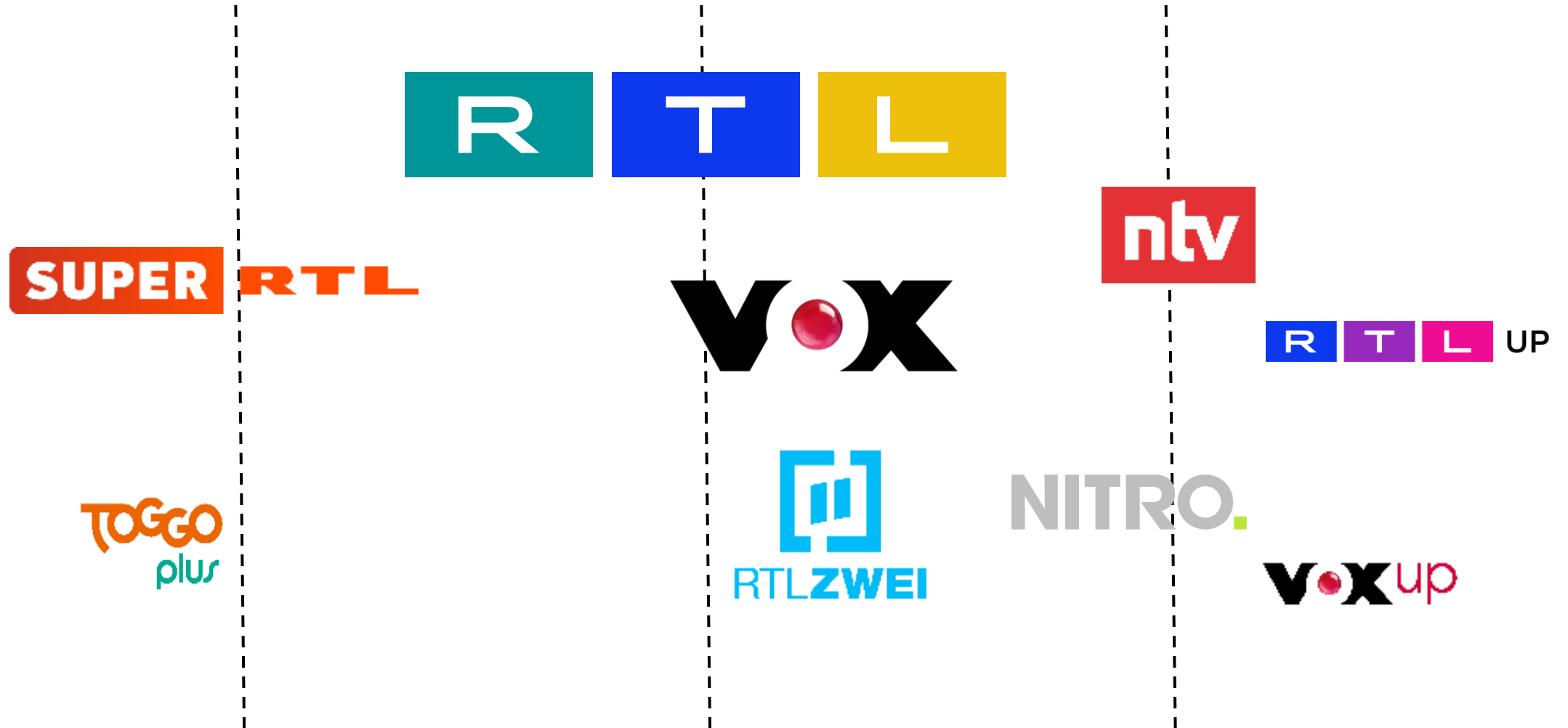
Channel portfolio & Target groups

Children

Families

Adults

Best Agers





WE ARE CELEBRATING OUR 40th ANNIVERSARY

R T L



TARGET GROUP

 14-49 years old

MARKET SHARE (14-49y)

10,0%*

MARKET POSITION

Strongest private
broadcaster in Germany!

GENRES

- Live shows
- Sports
- Reality shows
- Movies
- News
- Daily soaps
- Documentaries
- ...and much more!

**Broadest general
interest channel**



Welcome Home!

2024 – Our 40th anniversary

RTL entertains, informs, surprises, polarizes and is reliable.

RTL convinces with positive entertainment, independent journalism, and a sense for relevant topics. Many of the successful formats are therefore almost as well-known in Germany as the brand "RTL" itself. These include shows such as "Let's Dance," or "Wer wird Millionär". RTL also stands for top-class journalism and societal relevance. With its informational offerings, the channel addresses topics that move people.



Channel portfolio

Live



Sport



Reality



News



Daily Soaps



Highlights



I'm a Celebrity...Get Me Out of Here!

- Average of 4.14 million viewers aged 3 and above.
- Market share: 29.1% (14-59 years) and 33.7% (14-49 years).
- More successful than the previous year.



Let's Dance (16th season)

- Average of 4.17 million viewers aged 3 and above.
- Market share: 17.5% (14-59 years).
- Best ratings since 2014.
- 18.1% (14-59 years) and 20.3% (14-49 years).



Who Wants to Be a Millionaire?

- January 6th: 4.99 million viewers aged 3 and above.
- Market share: 20%.
- 3-million-week: highest reach after football and Jungle Camp.
- Celebrity special in the charity marathon: 3.67 million viewers aged 3 and above, market share 17.6% (14-59 years).



Ninja Warrior Germany

- Average market share: 12.3% (14-59 years) and 15.3% (14-49 years).
- Stronger than two years ago.



The Traitors

- Average market share: 9.0% (14-59 years).
- Very good viewing figures on RTL+.

VOX

Simply different!


KITCHEN



TARGET GROUP

 30-59 years old

MARKET SHARE (14-49y)

6,7%*

MARKET POSITION

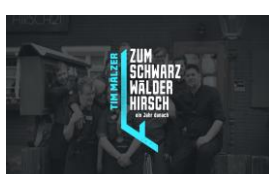
- Second strongest private broadcaster in Germany (14-49y)
- Complementary to RTL
- Program-variety
- Successful in-house productions

GENRES

- Cooking shows
- Reality shows
- US-Series & -
Movies
- Dating shows
- Founder-show
- Documentaries
- Fashion Formats
- News



Simply different!



2024

VOX continues on its path of success. A solid component of this success are the popular flagship brands such as "Die Höhle der Löwen", "First Dates Hotel," "Kitchen Impossible," "Sing meinen Song – Das Tauschkonzert!," "Grill den Henssler" and "Mälzer & Henssler liefern ab" which continue to be among the program highlights in the new season with new episodes.

Additionally, the award-winning (Grimme Award) programming success "Zum Schwarzwälder Hirsch," where VOX has focused on entertainment with substance, will return to the program with a new episode on June 27th, titled "Zum Schwarzwälder Hirsch – Ein Jahr danach". Another heartfelt project in the upcoming season will be the new show "Wir sind Teens und ihr seid alt". In the continuation of the award-winning generational experiment "Wir sind klein und ihr seid alt", both sides are meant to learn to see each other from different perspectives and develop understanding for the other generation. They will be accompanied by qualified experts throughout this journey.

Anniversaries of popular VOX Formats in 2024

March 2024

"Einmal Camping, immer Camping" – 10 Jahre" – 10 Years: Congratulations on the 10th anniversary! The 11th season kicks off on February 25, marking a decade of this beloved show. Since March 2, 2014, with a total of 66 episodes, the series has captured the hearts of viewers.

"Das perfekte Dinner" – 18 Years: From March 4th to 8th at 7 p.m.: Anniversary episodes. VOX aired the first episode on March 6, 2006, and since then, this format has perfected the art of culinary competition.

"Shopping Queen" – 2500 Episodes: New episodes from Monday, March 18th, to Friday, March 22nd, at 3 p.m. Another milestone for this popular format, which has celebrated people's shopping passion worldwide since its inception.

September 2024

"prominent!" – 18 Years: Since September 2006, "prominent!" has been offering an entertaining glimpse into the lives of the stars and is celebrating its 18th anniversary.

August 2024

"Die Höhle der Löwen" – 10 Years: The premiere of this innovative format took place on August 19, 2014. Since then, the show has inspired numerous entrepreneurs and set new trends.

"Goodbye Germany" – 18 Years: Since 2006, "Goodbye Germany" has been accompanying emigrants and their adventures abroad, now celebrating its 18th anniversary.

December 2024

"Kitchen Impossible" – 10 Years: For a decade, "Kitchen Impossible" has been challenging top chefs and delighting audiences with culinary adventures.



Show me more!

TARGET GROUP

 14-29 years old

MARKET SHARE (14-49y)

4,0%*

MARKET POSITION

Most successful Reality-
Show-Channel in
Germany.

GENRES

- Reality shows
- Series
- Feature films
- Documentaries
- Reportages
- Docu-soaps



Show me more!

Creative, trendy, a little cheeky & always good for a surprise!

Surprising, unconventional, optimistic, and right up close: That's RTLZWEI. Here, viewers experience life in all its facets. As the Home of Reality, RTLZWEI showcases documentaries, reports, and docu-soaps featuring fascinating people and moving destinies. The "RTLZWEI News" provide fresh news for a younger audience.



SUPER RTL



A place
for children and families

SUPER **RTL**

TOGGO

TOGGO is the on-air brand for daytime programming (6:00 AM to 8:15 PM).

R **T** **L**
SUPER

After 8:15 PM, SUPER RTL airs original programming for grown-ups under the on-air label RTL Super.

TARGET GROUP



MARKET SHARE (3-13y)

19,7%*

MARKET POSITION

The No. 1 in the children's TV market during the day.

GENRES (6:00 AM to 8:15 PM)

- Animation
- Cartoons
- Program for preschoolers
- Series



TOGGO

Great content for kids!



*Source: media.rtl.com 07.02.2024

TARGET GROUP

 14-49 year olds

MARKET SHARE (14-49y)

2,2%^{*}

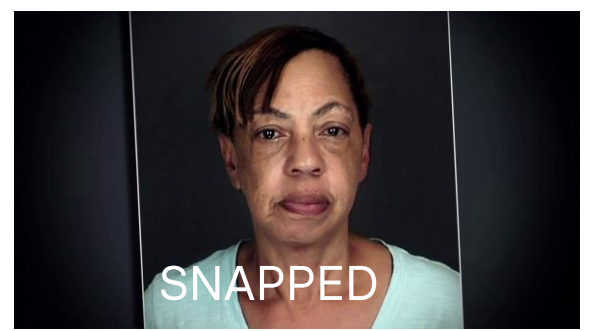
MARKET POSITION

SUPER RTL Primetime is called RTL Super!

From 8:15 PM until midnight, we continue to show feature films and favorite series for popcorn rustling or when tissues may be needed.

GENRES (08:15PM-00:00AM)

- Movies
- Soaps
- Series



TOGGO plus



The kids' channel!

TARGET GROUP



3-13 year olds

MARKET SHARE (3-13y)^{*}

4,7%

MARKET POSITION

TOGGO plus airs the daytime program from TOGGO with a one-hour time-shift until 9:45 PM.

GENRES

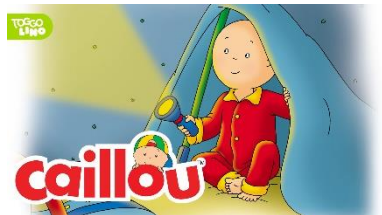
- Animation
- Cartoons
- Program for preschoolers
- Series

The kids' channel



MORE TOGGO - MORE TOGGOLINO

With TOGGO plus, SUPER RTL's entire daily program is rebroadcast. Children thus have more program choice and can be more flexible in terms of time.



Television for heroes.

NITRO.



NITRO.

TARGET GROUP

 14-59 year olds

MARKET SHARE (14-49y)

2,4%^{*}

MARKET POSITION

No. 1 of the male oriented niche channels.

GENRES

- Sport events
- Sports magazines
- American feature films
- Factual entertainment

Free-to-air program for men and sports enthusiasts

Television for heroes.

NITRO.

NITRO offers viewers a high-quality program mix of sport events and shows such as the 24-hour race at the Nürburgring, high-quality feature films, and factual entertainment. Under the label NITRO.ECHT, NITRO demonstrates through strong original productions that real life can be truly exciting. NITRO takes viewers on great adventures into the depths of the sea with "Baltic Sea Diver - Mission Underwater" and to fascinating everyday worlds with "Miniatur Wunderland XXL".






WIR BLEIBEN DRAN.

'Never mind!' is no opinion.



TARGET GROUP

 14-59 year olds

MARKET SHARE (14-49y)

1,4%^{*}

MARKET POSITION

The news channel with the strongest brand in Germany, that focuses on delivering news around the clock.

GENRES

- News & breaking news
- Economy
- Political Talk Shows
- Documentary
- Knowledge and reportage magazines
- Sport news

'Never mind!' is no opinion.

With the largest business market share on TV, ntv is one of the most influential news and business brands in Germany. One of the hallmarks is its high proportion of live reporting and breaking news. Whenever something important happens in the world, ntv is there immediately, providing fast and reliable reporting.





Back to the classics



TARGET GROUP

 30-59 year olds

MARKET SHARE (14-49y)

1,6%*

MARKET POSITION

Big rising star among the small niche channels.

GENRES

Nostalgic RTL in-house classics

- Afternoon program: court shows
- Early evening program: game shows
- Evening program: series and docutainment shows



Back to the classics

RTLup offers an entertaining mix of popular classics and exclusive in-house productions. Its program portfolio consciously follows the lead of the successful TV channel RTL and its biggest hits. The evening prime time slot revisits a colorful mix of RTL classics, like "Die Nanny", "Das Familiengericht", "Hinter Gittern", "Nikola", "Die Trovatos" und "Die Camper".



VOXup

More is more





TARGET GROUP

 30-59 year olds

MARKET SHARE (14-49y)

0,6%*

MARKET POSITION

The 2019 launched niche channel started with great market shares.

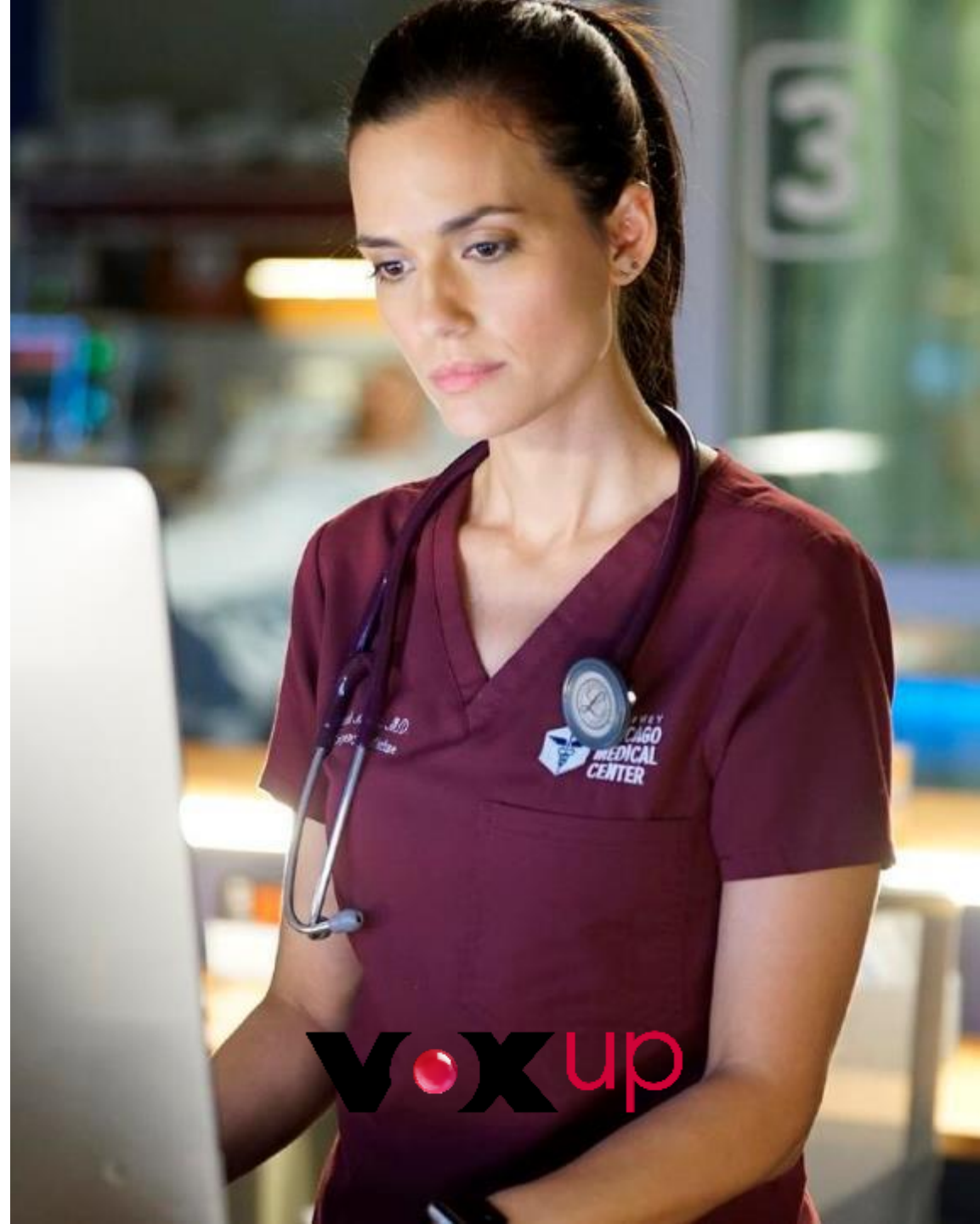
GENRES

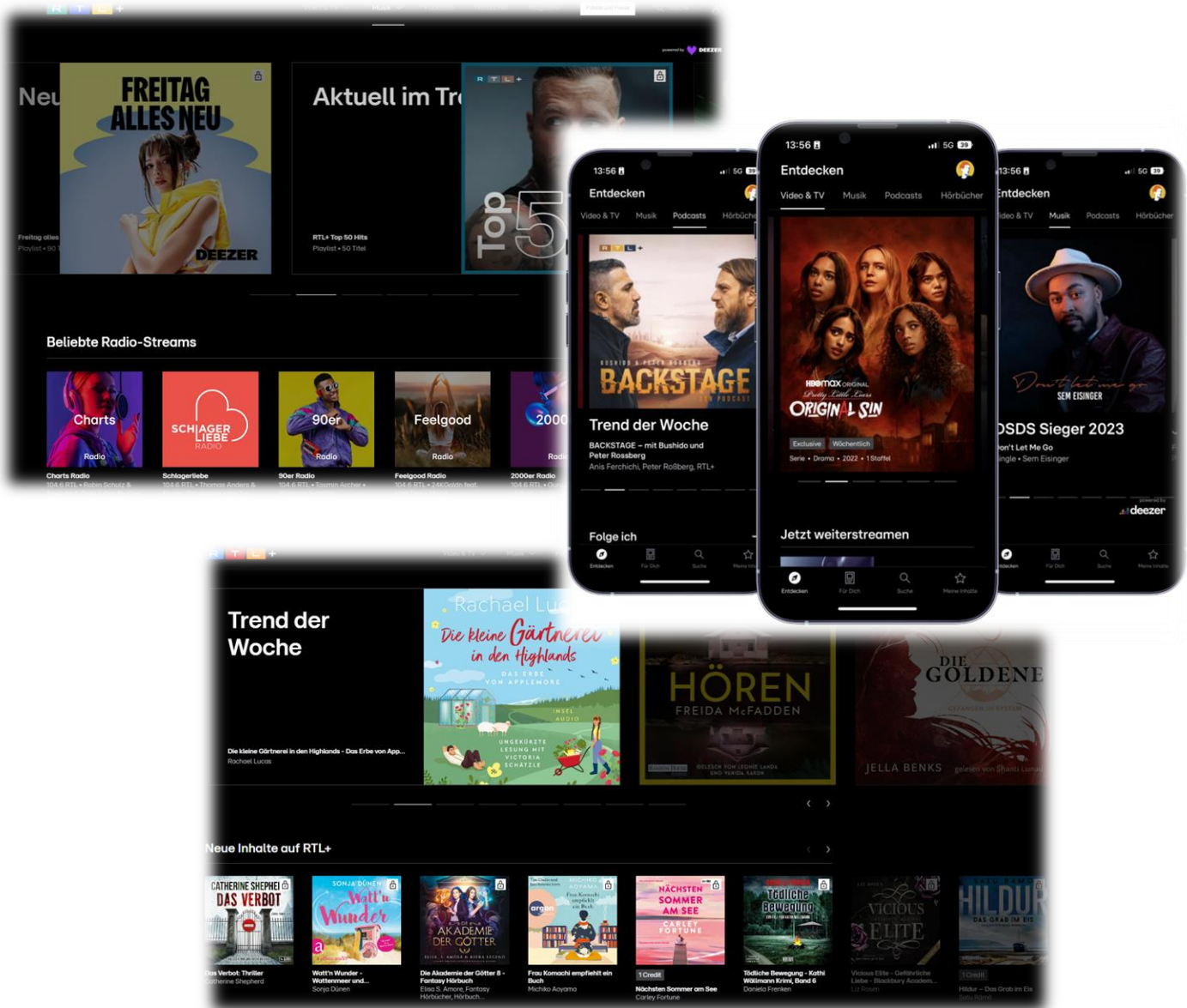
Re-runs of past and present VOX formats series and shows like Cooking Shows, Docu-Soaps, Animal Series, Crime Series and more.



More is more!

A great mix of famous VOX brands!
Quality time for everyone who just can't get enough of VOX. VOXup offers a colorful mix of well-known VOX brands, free TV premieres and new in-house productions.





Only available in the GAS Region, RTL+ is - with over 4,9 Mio. subscribers - the leading Streaming Platform in the German market. It bundles series, reality series, movies, live sport, music, audio books, podcasts and magazines in one app.

The All Inclusive Entertainment App

Your contact

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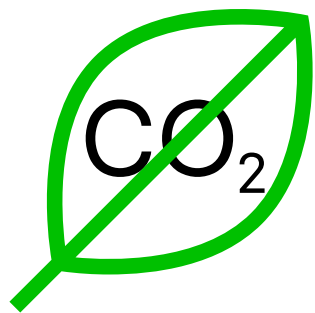
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General Contact

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We take responsibility.

Sustainability is close to our hearts ♡



Climate neutral by

2030

With our charitable associations, we collect up to **€41 million** annually for those in need.





R T L

Thank you!