

RTL Nederland made excellent progress in 2005, successfully completing a major repositioning of its TV channels and delivering a record EBITA result.

Revenue 2005

€358m

2004 €338m

EBITA 2005

€46m

2004 €39m

Advertising market share 2005

39.9%

2004 39.7%

Audience share 2005*

30.1%

2004 30.2%

*Target: Shoppers 20-49



Netherlands

Television and radio

Dancing with stars proved to be a ratings hit for RTL 4 on Saturday evenings

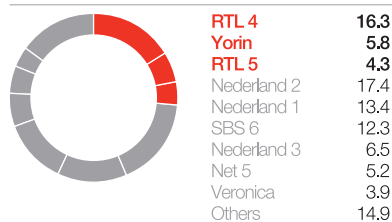


Netherlands

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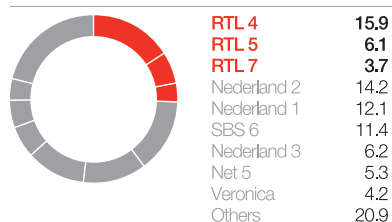
TV National audience breakdown 2005 (%)

Source: Intomart (till 11 August)
13+



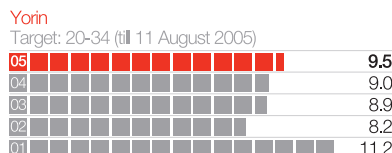
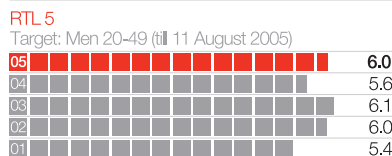
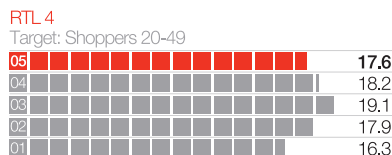
TV National audience breakdown 2005 (%)

Source: Intomart (from 12 August)
13+



TV audience share 2001/2005 (%)

Source: Intomart



Over the past three years, CEO Fons Van Westerloo and his management team have implemented a successful restructuring of our media businesses in the Netherlands, bringing them together under one roof at Hilversum and greatly improving their profitability.

This turnaround passed a highly significant milestone in August 2005, when the three RTL Nederland TV channels were regrouped and relaunched as an integrated TV family. RTL 4, the market leader, is supported by a refreshed RTL 5 which is now RTL Nederland's second general channel. RTL 5 is the only free channel in the Netherlands showing live first division soccer. A completely new channel, RTL 7, was launched to fill the gap left by the Yorin TV channel, which ceased broadcasting. RTL 7 offers daytime news and business coverage together with a range of evening programmes including "second chance" re-broadcasts of popular programmes shown on other RTL channels the previous evening.

Holdings

RTL 4: 100%
RTL 5: 100%
RTL 7: 100%
RTL FM: 100%
Yorin FM: 100%

- 01 The late night daily talkshow *Jensen* on RTL 5
- 02 New presenter Daphne Bunskoek on *RTL Boulevard*
- 03 A new show on RTL 4, *Help mijn Man is een Klusser* complemented the Tuesday "living night" offer

RTL Nederland also made headway with the development of its diversified businesses. RTL Licensing was successful with the RTL 4 show *Rozengeur & Wodka Lime*, issuing DVDs for all the shows plus a book and telephone package. Another off-screen success was *CSI*, which generated excellent DVD sales. RTL Entertainment invested in new Dutch films, acquired movie catalogues and marketed a wide range of rights. RTL Nederland Interactief continued to build strong internet, text and telephony businesses – text achieved its best results ever.

Television

The relaunch of the TV channels helped to ensure that the RTL Nederland family maintained its leadership position. In spite of a new market entrant, the Talpa channel, the combined audience share of the three RTL channels was steady at 30.1% of the shoppers 20 to 49 year-old target group. This was well ahead of the public service broadcasters (26.9%) and the SBS group (25.1%).

RTL 4 remained the number one channel in the shoppers 20 to 49 year-old target group with an audience share of 17.6%. Established successes, such as the early evening line-up of *RTL News*, *Editie NL*, *RTL Boulevard* and *Goede Tijden, Slechte Tijden* (*Good Times, Bad Times*), continued to deliver high ratings. A double-length show to mark the 3,000th edition of *Goede Tijden, Slechte Tijden* attracted around 1.5 million viewers. RTL 4's hugely popular "living night" on Tuesdays was strengthened with a new show, *Help, Mijn Man Is een Klusser* (*Help, My Husband*



rt(4) rt(7) rt(5)



Is Into DIY). *Dancing With The Stars* and *Idols* were a winning combination on Saturday evenings.

RTL 5's market share rose steadily following its relaunch, culminating with an audience share of 9% of the 20 to 34 year-old target group. Football has a key position in the channel's new schedule on Friday evenings, while top movies support the weekend line-up. Following a deal with Universal, RTL 5 was able to broadcast high rating TV premieres of *Ali G Indahouse* and *2 Fast, 2 Furious*. The late-night talkshow *Jensen!* was shown for the first time every weekday in an evening slot, where it performed excellently.

The new channel **RTL 7** quickly established itself as the leading news channel in the Netherlands. Viewers can tune into RTL 7 for breaking news as well as regular bulletins, while coverage of business news is provided by such shows as *Nederland In Bedrijf* and *Business Class*. Business news is also provided by the RTL Z channel which shares RTL 7's frequency on weekdays. Movies and a new motor racing show, *A1 Grand Prix*, helped RTL 7 establish stable figures in the target group of 20 to 49 year-old men.

Radio

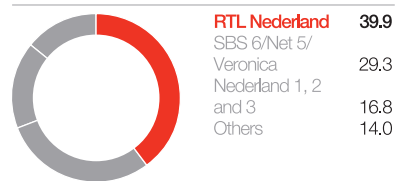
Following the frequency auction in 2003, RTL FM was launched offering non-stop music targeted at female listeners. It has steadily improved its audience share since launch. In January 2006 RTL Nederland agreed to sell its second station, Yorin FM, to SBS Broadcasting in order to focus on developing the RTL-branded station.

RTL FM ended 2005 with a share of 3.5% of the 20 to 49 year-old target group, a substantial increase on the previous year when its share was 2.9%. The station's large-scale summer campaigns helped to boost audiences. These included weekly giveaways of tickets to concerts featuring some of the big names of Dutch music. The late evening programme *Love Songs* steadily increased its audience share during the year, from 3.3% to 4.8%.

The rock and pop station **Yorin FM** had an eventful year during which it changed its music policy and fine-tuned its programming. It ran some highly successful campaigns featuring top performers such as U2 and Robbie Williams. Yorin FM's share of the core 20 to 34 year-old audience improved to 6.4%.

TV National advertising breakdown 2005 (%)

Source: BBC

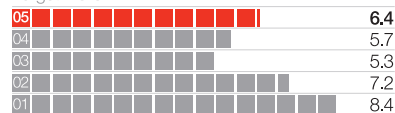


Radio audience share 2001/2005 (%)

Source: Intomart

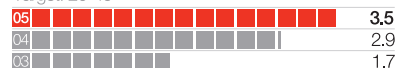
Yorin FM

Target: 20-34



RTL FM

Target: 20-49



*July-December

02



03

