

PROFIT CENTRES

AT A GLANCE

GERMANY

Television and radio

2008 2007

Revenue	€2,046m	€1,983m
EBITA	€422m	€336m
Advertising market share	46.4%	43.3%
Audience share*	32.9%	33.6%

*Target: 14-49

FRANCE

Television

2008 2007

Revenue	€1,354m	€1,357m
EBITA	€196m	€237m
Advertising market share	21.3%	20.4%
Audience share*	17.5%	18.0%

*Target: housewives <50

FREMANTLEMEDIA

Content

2008 2007

Revenue	€1,203m	€1,132m
EBITA	€155m	€131m

NETHERLANDS

Television and radio

2008 2007

Revenue	€436m	€408m
EBITA	€70m	€85m
Advertising market share	39.1%	40.4%
Audience share*	30.5%	29.7%

*Target: shoppers 20-49 (18-24h)

UNITED KINGDOM

Television

2008 2007

Revenue	€432m	€499m
EBITA	€(2)m	€10m
Advertising market share	9.6%	9.3%
Audience share*	6.2%	6.2%

*Target: 16+ (including Five USA and Fiver)

BELGIUM

Television and radio

2008 2007

Revenue	€216m	€210m
EBITA	€39m	€49m
Advertising market share	70.4%	71.1%
Audience share*	36.0%	35.3%

*Target shoppers: 18-54 (17-23h)

FRANCE

Radio

2008 2007

Revenue	€ 189m	€ 190m
EBITA	€ 32m	€ 33m
Advertising market share	28.4%	27.8%
Audience share*	19.8%	19.6%

* Target: 13+

LUXEMBOURG

Television, radio and technical services

2008 2007

Revenue	€ 93m	€ 86m
EBITA	€ 1m	€ 1m

CROATIA

Television

2008 2007

Revenue	€ 50m	€ 48m
EBITA	€ 2m	€ 2m
Advertising market share	42.9%	42.3%
Audience share*	26.4%	28.3%

* Target: 18-49

SPAIN

Television and radio

2008 2007

EBITA (Group contribution)	€ 19m	€ 40m
Advertising market share	22.9%	24.9%
Audience share*	17.4%	18.3%

* Target: 13-55

HUNGARY

Television

2008 2007

EBITA (Group contribution)	€ 10m	€ 7m
Advertising market share	46.6%	47.6%
Audience share*	32.6%	34.8%

* Target: 18-49 (prime time)

RUSSIA

Television

2008 2007

EBITA (Group contribution)	€ 4m	€ 2m
Advertising market share	5.3%	5.3%
Audience share*	5.4%	5.2%

* Target: 18-54