

# BROADCASTING GERMAN-SPEAKING

ProSiebenSat.1 is the **NUMBER 1** in the German advertising market. Also, in the future, attractive growth opportunities open up for our Group: We are establishing new TV stations, thus reaching new target groups in the audience and advertising market. Moreover, revenues from sales of our HD stations are becoming increasingly important.

## MARKET POSITION

# 27.8

 %

... **audience share** was achieved by SAT.1, ProSieben, kabel eins and sixx in the target group relevant for advertising of 14 to 49 year old viewers in 2012.

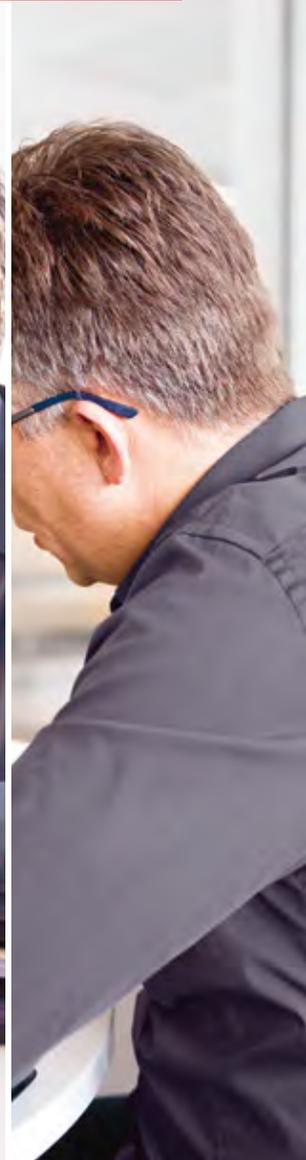
## HD SUCCESS

**TV is continually reinventing itself.** High-definition television (HD) makes series, films and shows a very special experience. All large cable, satellite and IPTV operators offer our stations in HD quality – and pass on a share of the sales revenues to ProSiebenSat.1. In the next few years, the number of HD households in Germany will rise significantly. This will allow us to expand our HD distribution revenues considerably. We thus open up new sources of revenues for ourselves, even within our core business.

## PORTFOLIO

# 5

... **new free TV stations** have been successfully launched by us in the last six years: sixx, sixx Austria, sixx Schweiz, PULS 4 and SAT.1 Gold.





**KATJA HOFEM** (42) SET UP NOT ONLY THE SUCCESSFUL WOMEN'S CHANNEL SIXX, BUT SHE AND HER TEAM HAVE ALSO NOW LAUNCHED THE NEW FREE TV STATION SAT.1 GOLD – FOR THE TARGET GROUP OF WOMEN FROM THE AGE OF 49. "WHAT A GREAT OPPORTUNITY," LAUGHS THE TV MANAGER. "I INVENTED MY FUTURE FAVORITE CHANNEL!" TODAY SHE IS THE BOSS OF KABEL EINS.

**What is the key to developing a new TV station?**

**KATJA HOFEM:** It begins with the concept – and a convincing business model. Once that has been approved, it all depends on finding a skilled and experienced project manager. Our best man is a woman. After the launch of sixx in 2010, she wrote us a "manual for launching a station" – that really was worth its weight in gold, including for SAT.1 Gold! (Laughs.) Then, once you have found a name and you see the new logo for the first time, awesome. Then the idea begins to live.

**How do you find the right target group?**

**KATJA HOFEM:** For SAT.1 Gold, that was not too difficult at all. It was clear to us that demographic reality could not be denied any longer in the TV business either – already 43% of people in Germany are over 50 years old. And women in particular see this stage of life positively. They want to enjoy it consciously. This was also confirmed in a large living world study that we commissioned. After that at the latest, we knew it was about time for a corresponding channel! With exciting, self-produced magazine formats, the nicest series, movie classics ... that's why our slogan is so appropriate: Uns geht's Gold (Go for Gold). We are like our viewers: Fun-loving, warm-hearted, easy-going – and young at heart. However, men are also allowed to feel attracted to this, of course. There is no watching ban for them!

**How can a new station establish itself in the German market – which, after all, is actually considered to be saturated?**

**KATJA HOFEM:** As I said before, you need a crystal-clear target group approach, you need to know exactly your target group's attitude towards life and cater to it precisely ... and from this develop a sexy brand. However, a new station cannot simply be established "in the middle of nowhere". You need a large and well positioned TV company with successful programs, backed by digital and content expertise.

**After sixx, that is already your second station launch at ProSiebenSat.1. Does it become addictive?**

**KATJA HOFEM:** Actually, we are currently working at full speed on the launch of the new men's channel ProSieben Maxx, which is planned for 2013. And I cannot imagine any nicer job. But don't worry, there's life without TV for me as well. Preferably in the mountains – with my husband and my dog.