

# DIGITAL & ADJACENT

This segment is ProSiebenSat.1's strongest **GROWTH DRIVER**. We take advantage of the strength of our TV stations and also develop large brands in adjacent business areas. We are thus becoming a digital entertainment & e-commerce powerhouse.

## SELECTION

>50,000

... **film and TV titles** are offered by maxdome, Germany's largest portal for video-on-demand – which also can be accessed directly on one's television set.

## USE

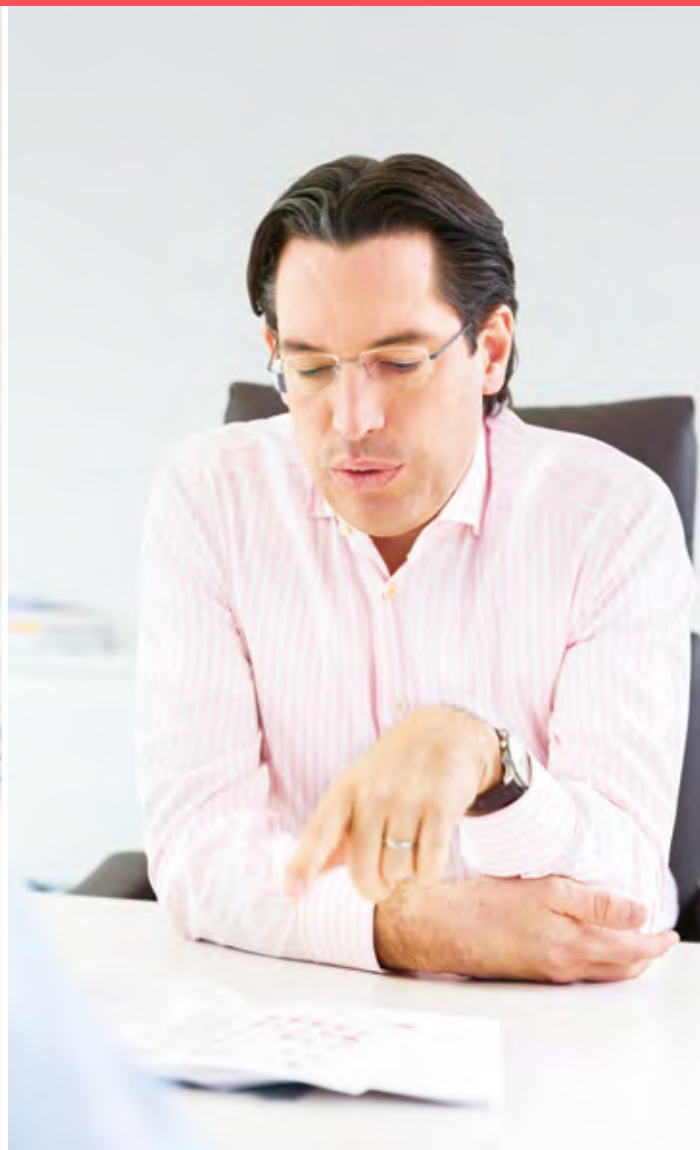
25<sub>m</sub>

... **unique users** use our advertising-financed online network every month. Among marketers of video content, ProSiebenSat.1 is the clear No. 1!

## SUCCESS

38.1%

... **revenue growth** was achieved by our Digital & Adjacent segment in 2012. Each of the four areas – Online Video, Online Games, Ventures & Commerce and Music – contributed to this with double-digit growth rates.



**DR. CHRISTIAN WEGNER** (38) HAS BEEN THE EXECUTIVE BOARD MEMBER RESPONSIBLE FOR DIGITAL & ADJACENT AT PROSIEBENSAT.1 SINCE OCTOBER 2011. IN THIS ROLE, HE IS RESPONSIBLE FOR THE TV GROUP'S EXPANSION TO BECOMING A DIGITAL ENTERTAINMENT AND E-COMMERCE POWERHOUSE. HE AND HIS TEAM THUS ARE PREPARING THE WAY FOR THE FUTURE. THE BUSINESS ADMINISTRATION GRADUATE AND FAMILY MAN IS FASCINATED BY THE NEW POSSIBILITIES: "I CAN HARDLY WATCH TV WITHOUT MY IPAD ANYMORE!"

**The core business of ProSiebenSat.1 is still television. You concentrate on the digital business. A contradiction?**

**DR. CHRISTIAN WEGNER:** No, not at all. Television is the beating heart of our Company. That is where our strength lies. We utilize the reach – which goes into the millions – and advertising power of our TV stations in order to develop successful brands in adjacent business areas as well. Think of maxdome, the largest online video library in Germany with more than 50,000 titles. Or MyVideo, our first web TV station, which has long since offered everything that YouTube is arduously trying to develop. We thus make ourselves less dependent on the traditional TV advertising market, which is dependent on the general state of the economy. Always using television, mind you – and for its benefit.

**What is involved, then, in the Digital and Adjacent segment?**

**DR. CHRISTIAN WEGNER:** Here, we bring together all services that we can use to complement and expand our TV world in a sensible manner: Online Video, Online Games, Ventures & Commerce as well as Music. And we do our utmost to develop these areas on a continuous basis and forge new business areas.

**You are headed in the right direction there – your unit is growing particularly quickly ...**

**DR. CHRISTIAN WEGNER:** At an early stage, we began developing corporate units that have launched many innovative ideas and have thus created the basis for organic growth. Our early investments are now paying off. Even today, our digital business is highly profitable. In the last financial year, we raised the revenues of "Digital & Adjacent" by 38.1% to EUR 351.2 million. Thus, the segment is the ProSiebenSat.1 Group's strongest growth driver.

**The market for online games is particularly important. Why?**

**DR. CHRISTIAN WEGNER:** The games market is the fastest-growing segment in the entertainment industry. As a TV group, we know the blockbuster business and all finesses of the video business from the bottom up. Not making the most of this advantage would be almost criminal. With our Europe-wide exclusive rights to top hits such as "DC Universe Online" and "PlanetSide 2" and their marketing, we are becoming one of the leading publishers in Europe.