

# Croatia

Television

Hamdija Seferovic, part of the Romany minority in Croatia, leaves the house after winning the second season of *Big Brother*

## Revenue 2005

**€38m**

2004 €14m

## EBITA 2005

**€(8)m**

2004 €(19)m

## Advertising market share 2005

**38.4%**

2004 16.3%

## Audience share 2005\*

**28.6%**

2004 29.5%

\*Target: 18-49

01 The local version of *Wife Swap* achieved an average audience share of 36.8%

02 Home Improvement show *Prijatelj na Kvadrat*

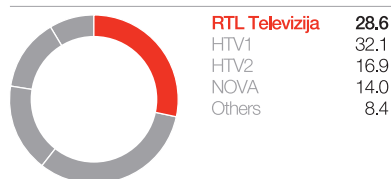
In its first full year of broadcasting, RTL Televizija confirmed its leading position in Croatia's TV market.

**Holding**

RTL Televizija: 65.5%

**National audience breakdown 2005 (%)**

Source: AGB Puls  
18-49



**Audience share 2004/2005 (%)**

Source: AGB Puls

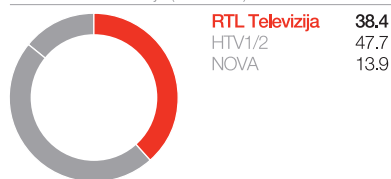
RTL Televizija  
Target: 18-49



\*launched in May 2004

**National advertising breakdown 2005 (%)**

Source: RTL Televizija (estimates)



**Advertising share 2004/2005 (%)**

Source: RTL Televizija (estimates)

RTL Televizija



Since launching in May 2004, RTL Televizija has made a powerful impact on Croatian TV with fresh and innovative shows, most of which are in-house productions targeting 18 to 49 year-olds. The channel has established itself in top position in many programme genres, from news and sports events to series, daily soaps and reality shows. In 2005 it achieved an average audience share of 28.6%, within reach of the market leader HTV1, which had 32.1%.

RTL Televizija accounts for a large and growing share of Croatia's fast-expanding TV advertising market. Its share for 2005 as a whole was 38.4%, rising as high as 47.0% in the final quarter. This helped to ensure a strong financial performance with significantly reduced start-up losses for the full year.

Revenue diversification gathered pace in 2005 with the release of the music compilation "Retromanija", which sold more than 180,000 copies. Telephony revenues also grew rapidly, peaking during the last week of *Big Brother* when more than 1.5 million people phoned in to elect the winner.

**Programme highlights**

After the enormous success of *Big Brother* in 2004, RTL Televizija launched the second series of the reality format in September 2005. Considered to be Croatia's biggest-ever TV production, the series ran for four months and lived up to its high expectations, achieving an average audience share of 43.3% for the period. The audience share reached 84.6% during the final show, when the young Romany entrepreneur Hamdija Seferovic emerged as the winner.

*Mijenjam Zenu (Wife Swap)* with an average audience of 36.8% and *Mjenjacnica (Celebrity Swap)* with 33.2% were highly successful. The home video show *Salto* and the Saturday movies also registered average audience shares of more than 30%. Other audience highlights were the 18.45 news slot and the channel's magazine shows such as *Exploziv*. The FremantleMedia daily soap *Zabranjena Ljubav (Forbidden Love)* has become a favourite with Croatian audiences.

01



02

