

Hungary

Television

EBITA 2005

€9m

2004 €7m

Advertising market share 2005

49.2%

2004 50.0%

Audience share 2005*

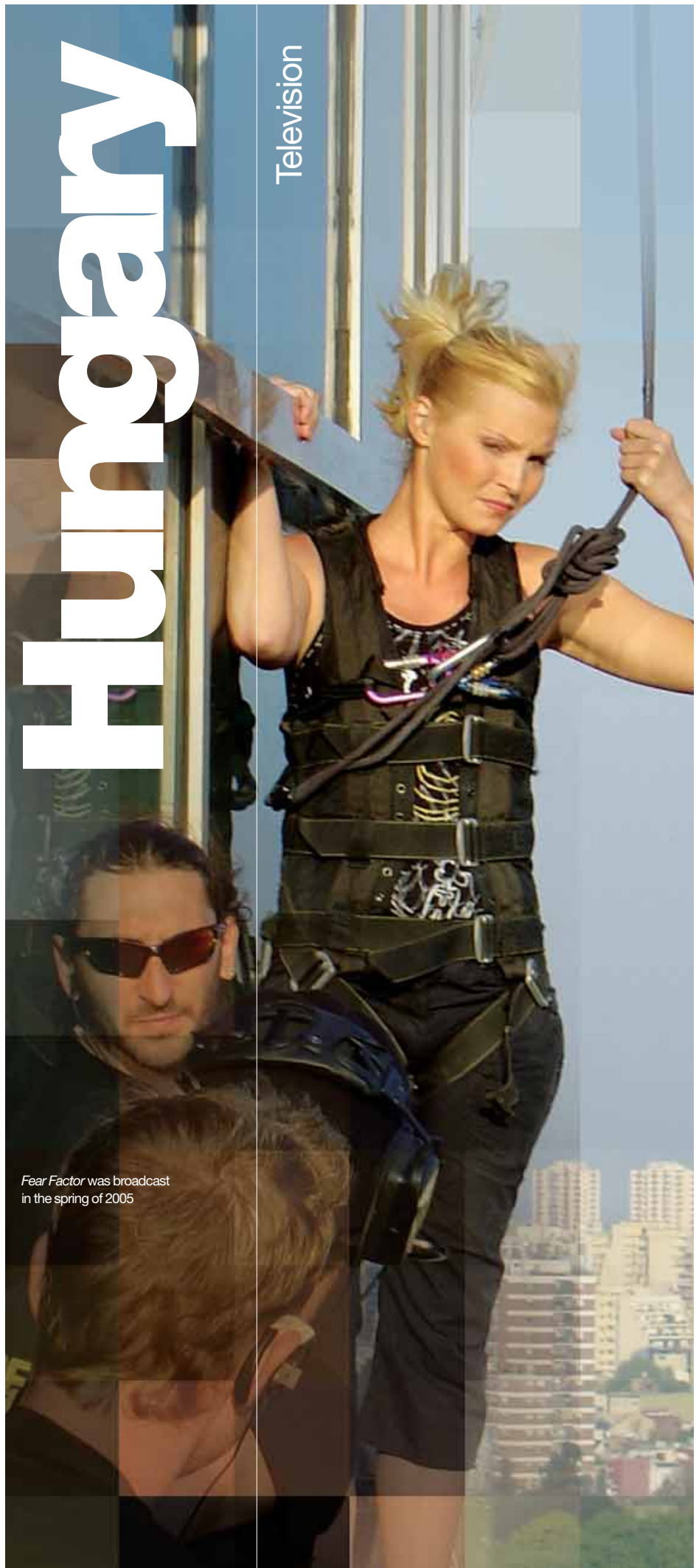
36.5%

2004 36.5%

*Target: 18-49, 19.00-22.59

RTL
K L U B

Fear Factor was broadcast
in the spring of 2005

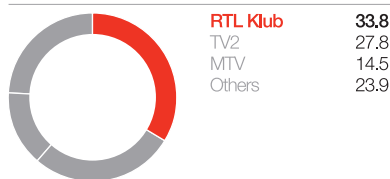


A solid performance from RTL Klub – the Hungarian market leader consolidated its audience share and delivered a strong financial result.

Holding
RTL Klub: 49%

National audience breakdown 2005 (%)

Source: AGB Hungary
4+

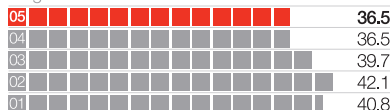


Audience share 2001/2005 (%)

Source: AGB Hungary

RTL Klub

Target: 18-49



National advertising breakdown 2005 (%)

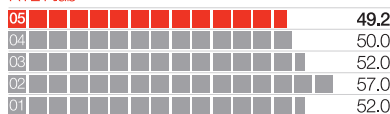
Source: RTL Klub Estimates



Advertising share 2001/2005 (%)

Source: RTL Klub Estimates

RTL Klub



01 Afternoon talk show *Balázs* maintained its leading 40% share

02 *World Village*, a new 12 part series, explores the cultural differences of ordinary people around the world

03 The reality docu show *Győzike* featured nine times in the top 20 most popular programmes in Hungary in 2005

RTL Klub was once again the clear market leader in 2005 and increased its share of the 4+ audience from 33.6% to 33.8%. Its share of the prime-time target audience of 18 to 49 year-olds held steady at 36.5% and the channel extended its lead over its nearest rival, TV2 – an impressive performance in a highly competitive environment.

Hungary's TV advertising market has expanded rapidly in recent years. Although this growth started to slow in 2005, RTL Klub nonetheless achieved another year of improved financial performance.

There was good news in July 2005, when Hungary's media authority ORTT announced that RTL Klub's broadcasting licence, due to expire in 2007, would be extended for a further five years to 2012.

Programme successes

Several new programmes were launched, of which the most successful was *Győzike*, which followed the life of a Romany pop musician and his family. Another popular new format was *Benne Leszek A Tévében*, which gave "would-be TV stars" an opportunity to demonstrate their talents.

RTL Klub was also successful with its first-ever coverage of Oscar Night, which it supported by showing several Academy Award winning movies. The US series *Lost*

also attracted large audiences after RTL Klub mounted an extensive promotional campaign.

Two new reality formats were launched. In *A Rettetés Foka (Cape Fear)* celebrities were put through a series of challenges, while *Bajkeverők* is a new format featuring youngsters on holiday at Lake Balaton.

RTL Klub's afternoon talk shows *Balázs* and *Mónika* maintained their leading positions with shares of more than 40%. The prime-time programmes *News*, *Fókusz*, *Who Wants To Be A Millionaire?* and the Grundy-UFA soap *Barátok Közt* were all market leaders in their respective slots.

Sports coverage was as strong as ever with boxing and Formula One motor racing occupying key prime-time slots. RTL Klub's football coverage included league matches and the Hungarian national team's World Cup qualifiers.

01



02



03

