



### Picco Bello

Luxembourg's most popular game show, on air since 1998.



### Rebound

The basketball show gives fans all the information on the field and behind the scenes of one of the country's most popular sports.



### Planet RTL

Young audiences' favourite programme for music, fashion and entertainment.



### De Journal

RTL Télé Lëtzebuerg launched the 2006 season with a brand new, state-of-the-art news studio.

Audience share 2006  
target group: 12+

59%



### BCE

The core mission of BCE is to provide broadcasting services for 15 TV channels and 8 radio stations from its 6 transmitter sites in the Grand-Duchy of Luxembourg.



### Kichen

This cooking show has welcomed all the best-known chefs since its launch over 10 years ago.



### RTL Radio

RTL Radio Lëtzebuerg remains the country's reference station for both news and entertainment.

Audience share  
target group: 12+

70%

# Luxembourg

Television, radio  
and technical services



## Highlights 2006

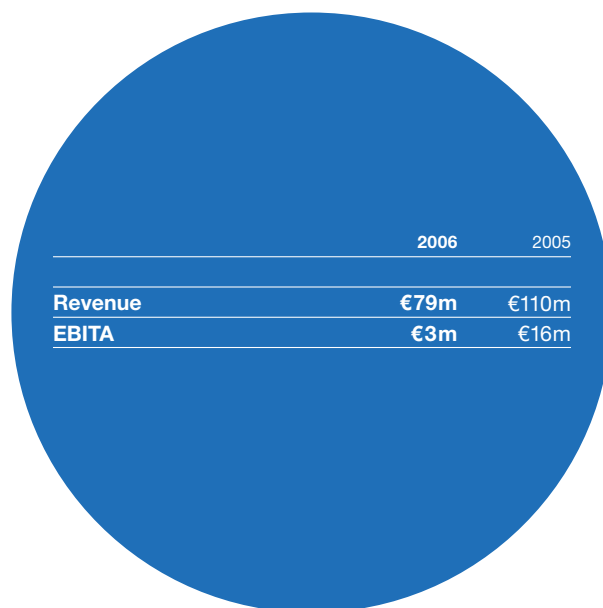
**RTL Télé Lëtzebuerg** has completely overhauled its news and magazine programmes – with a new look, a state-of-the-art studio, new graphics, and improved broadcasting technology. In September 2006, RTL launched a contemporary Sunday programme in which politicians answer journalists' questions on current affairs.

**RTL Sports** is live on site for the major local events. In 2006, RTL covered the country's first ever marathon, all of the excitement of local basketball, and on-the-spot coverage of the Tour de France in Esch. By popular demand, and a first for Luxembourg, RTL has begun broadcasting Champions League Football live.

**RTL Entertainment** keeps things fresh: top-notch entertainment programmes like *Boulevard*, *Planet RTL* and *Magazin* continued to draw large local audiences.

**RTL Newmedia** operates the leading internet portal in Luxembourg, RTL.lu. More than 58 per cent of all internet users in Luxembourg – over 150,000 unique visitors a month – visit for entertainment and news.

**BCE**, RTL Group's technical services provider, is based in Luxembourg. During the FIFA World Cup in Germany, the company's mobile equipment was used by several broadcasters, among them M6, for more than eight weeks.



# Digital switchover? It's yesterday's news in Luxembourg

Switching off the analogue signal and broadcasting digital programmes only is the future for most of us. But Luxembourg, which is something of a trail-blazer in adopting new technology, has already made the move. It is the first EU member state to do so.

On 1 June 2006, RTL in Luxembourg started broadcasting nine different digital channels for terrestrial reception and from 1 September 2006, the country's broadcasts became digital only. If there was any particular reason for the timing, it wasn't necessarily a desire or need to be the first. But it was important to get there early. Tun van Rijswijck, of RTL Group's technical services provider Broadcasting Center Europe (BCE) says: "We had to defend the digital coverage by securing the spectrum frequencies available, and the CCR06 international conference in Geneva in May 2006 was the place to do that – we wanted to go there and say 'we are digital'. In any case, we had to do it one day," Tun continues, "and as there was no advantage to waiting, why not go ahead and do it? In fact, we had planned to be ready by early 2005, but had to wait until the DVB-T 'set top box' receivers necessary for digital terrestrial reception were available on the supermarket shelves." BCE is transmitting the digital signal from RTL's facility in Düdlingen, with nine different channels – the two Luxembourgish (RTL Télé Lëtzebuerg, Den 2. RTL), plus the French (M6), the Belgian (RTL-TVI, Club RTL, Plug TV) and the Dutch channels (RTL 4, RTL 5, RTL 7).

The main importance of digital switchover is not the immediate effect, but the many potential avenues it opens up – the programming possibilities, the new and varied platforms, the



“We are already testing nomadic applications such as public transport.”

*Tun van Rijswijck,  
Chief Operations Officer of BCE*

**Digitalisation means people can watch TV on their computers with a USB stick.**

advances such as High Definition. Because, in actual fact, apart from a better quality of picture, not much has yet changed for most viewers. This is because around 95 per cent of viewers have cable and satellite and automatically receive the digital signal from their supplier. So only around 5 per cent of viewers needed to equip themselves with the DVB-T receiver.

“Yes, the many advantages of switchover are mostly opportunities for the future. Viewers can expect to start seeing the benefits of the flexibility we now have in programming,” says Lucien Linster, Director of Administration of RTL Télé Lëtzebuerg, “because the change gives RTL national coverage for its second channel, which up to September had been regional in cable. Both RTL channels are now broadcast 24 hours a day, an improvement on Astra satellite broadcasting where RTL Télé Lëtzebuerg is only included after 6pm. The channel used to show re-runs of news for people arriving home from work, and we can now show these on our second channel, Den 2. RTL. So we can show new content on RTL Télé Lëtzebuerg – for instance this year we are showing Champions League football for the first time. There is also a political angle to this – the platform is there to offer small channels nationwide coverage if they want it. In addition, if the surrounding countries wish to switch their transmission to digital, the market in Luxembourg is ready.”

Then there are the technical possibilities available with digitalisation. Tun van Rijswijck says they are looking at new opportunities to sell content: “on mobile phones for instance, or podcasts, and then there are nomadic applications such as on public transport. We are already testing ‘live’ updated RTL news on some buses in Luxembourg. And of course, digitalisation means you can watch TV on your computer with a USB stick, a possibility open to about two thirds of the country.” Lucien Linster picks up the thread: “When we show the next Tour de France people will be able to keep up with the action from their desks at work... or in the garden or the car. This is just a by-product but we gather a lot of people are interested in it.”

For the RTL Group and its established programme of creating cross-border synergies there is an opportunity to share useful information: “For example, for the TNT launch in France,” says Tun van Rijswijck, “we exchanged technical knowledge with M6, though with these things one always has to bear in mind different legal restrictions.”

So, in summary, Luxembourg is digital. It means better quality and better availability. What else? Watch this space. And get the podcast!