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# TV Germany

## 3.1. General indicators

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# Germany - TV

Number of subscriptions or connections based on total population

	1996	1997	1998	1999	2000	2001*
<b>Tot. Inhabit. (000)</b>	71.030	71.367	71.367	71.440	71.666	71.667
<b>Universe 6+ (000)</b>	68.753	68.919	69.106	69.247	69.475	69.610
<b>TV Household (000)**</b>	32.740	33.120	36.300	33.560	33.560	n.a.
<b>Cab. Sub. (000)**</b>	17.700	18.800	20.600	18.122	17.887	n.a.
<b>Satellite (000)**</b>	n.a.	n.a.	11.100	12.753	12.820	n.a.

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## 3.2. Advertising categories

# Advertising Category :

## German Definitions - TV (1)

	Define every advertising mode listed	Wich specific characteristics define this kind of ad ? (Length, visuel/sonore,...)	Sources :
Commercial Spots :	classic adbreak on tv;	different lenght of spots possible/more than one spot in break	Mediagruppe München, Media ABC
Billboard Spots :	not applied		
Sponsoring Spots :	a short promotional Tip at the beginning or the end of a broadcastor between two or more parts	normally about 7 Sec.	Mediagruppe München, Media ABC
Commercial Self Promotion Spots (trailers) :	Programm-Announce	n.a	Mediagruppe München, Media ABC
TV Shopping Programs :	TV Shopping Programs	a telephonenumber, E-Mail-adress to order	Mediagruppe München, Media ABC
TV Shopping Spots :	TV Shopping Spots	a telephonenumber, E-Mail-adress to order	Mediagruppe München, Media ABC
Direct Response TV Spots :	Direct Response TV Spots	a telephonenumber, E-Mail-adress to answer	Mediagruppe München, Media ABC

# Advertising Category :

## German Definitions - TV (2)

Yes	Define every advertising mode listed	Wich specific characteristics define this kind of ad ? (Length, visuel/sonore,...)	Sources :
Split Screens	Simultaneous transmission of programm and advertising	Splt Screen	Seven One Media GmbH
Short communication "Diary" , "Seven X Seven"*	Short, standing alone, befor or after the programm	Lengh: 5 sec.	Seven One Media GmbH

# Advertising Category : TV Measurement

	Are they measured...		Value definition mode ?	Could you give an estimation of the % of the total TV	Comments
	... for audience ?	... for investment ?			
Commercial Spots :	Yes	Yes	n.a	n.a	Investments is incomplete; Audience just available for broadcast stations
Billboards:	No	No	n.a	n.a	
Sponsoring Spots :	No	No	n.a	n.a	
Commercial Self Promotion Spots (trailers) :	No	No	n.a	n.a	
TV Shopping Spots :	No	No	n.a	n.a	
Split Screens	No	No	n.a	n.a	
Diary	No	No	n.a	n.a	
Direct Response TV Spots :	No	No	n.a	n.a	

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# TV Germany

## 3.3. General information per channel

# Types of broadcast - 1996-2001 (1)

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Domestic Channels (national)	Public - general interest channel	ARD	1954		General Interest
	Public - general interest channel	ZDF	1963		General Interest
	Public - general interest channel	3 SAT	1984		General Interest
	Private - thematic channel	KINDERKANAL	1997		Children
	Public - thematic channel	PHOENIX	1997		Information
	Private - general interest channel	RTL	1984		General Interest
	Private - general interest channel	SAT. 1	1985		General Interest
	Private - general interest channel	PRO 7	1989		General Interest
	Private - general interest channel	RTL 2	1993		General Interest
	Private - general interest channel	SUPER RTL	1995		General Interest
	Private - general interest channel	VOX	1993		General Interest
	Private - general interest channel	KABEL 1	1992		General Interest



# Types of broadcast - 1996-2001\* (2)

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Domestic Channels (national)	Private - thematic channel	DSF	1993		Sports
	Private - thematic channel	N-TV	1992		Information
	Private - thematic channel	VIVA	1993		Entertainment (incl. Modern Music)
	Private - thematic channel	VIVA 2	1995	2001	Entertainment (incl. Modern Music)
	Private - thematic channel	VH 1	1995	2001	Entertainment (incl. Modern Music)
	Private - general interest channel	(TM 3) 9 LIVE	1995		General Interest
	Private - thematic channel	N24	1999		Information
	Private - thematic channel	ONYX	1996		Entertainment (incl. Modern Music)
	Private - thematic channel	BLOOMBERG TV	1998		Information
	Private - thematic channel	HOT	1995		TV shopping
	Private - thematic channel	QVC GERMAN	1996		TV shopping
	Private - thematic channel	NICKELODEON Dt.	1995	1998	Children
	Private - thematic channel	QANTUM TV	1993		TV shopping

# Types of broadcast - 1996-2001\* (1)

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Regional Channels	Public - thematic channel	BR ALPHA	1998		Other to precise
	Public - general interest channel	BAYERN 3	1954		General Interest
	Public - general interest channel	HESSEN 3	1954		General Interest
	Public - general interest channel	NORD 3	1959		General Interest
	Public - general interest channel	B 1	n.a.		General Interest
	Public - general interest channel	WEST 3	1952		General Interest
	Public - general interest channel	SWR TV	1969		General Interest
	Public - general interest channel	MDR	1992		General Interest
	Public - general interest channel	ORB	1992		General Interest

# Types of broadcast - 1996-2001\* (2)

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Regional Channels	Private - general interest channel	FAB	1991		General Interest
	Private - general interest channel	TD 1	1985		General Interest
	Private - general interest channel	HAMBURG 1	1995		General Interest
	Private - general interest channel	FRANKEN FERNSEHEN	1994		General Interest
	Private - general interest channel	TV BERLIN	1993		General Interest
	Private - general interest channel	TV MÜNCHEN	1985		General Interest
	Private - general interest channel	SAAR TV	1996		General Interest
	Private - general interest channel	B. TV BADEN-WÜRTTEMBERG	1998		General Interest
	Private - general interest channel	TV BAYERN (regional network)	1985		General Interest

# Types of broadcast - 1996-2001\*

	Status	Names	Channel Type
Pan-European / International Channels	Private - thematic channel	MTV Europe	Entertainment (incl. Modern Music)
	Private - thematic channel	Eurosport	Sports
	Private - general interest channel	ARTE	General Interest
	Private - general interest channel	NBC Europe	General Interest
	Public - general interest channel	TV 5 Europe	General Interest
	Private - thematic channel	CNN INT.	Information
	Private - general interest channel	TRT INT.	Other to precise
	Private - general interest channel	EURO D	Other to precise
	Private - thematic channel	BBC World	Information
	Private - thematic channel	CNBC Europe	Information
	Private - thematic channel	Euronews	Information
	Private - thematic channel	TRAVEL TV	Other to precise
	Public - general interest channel	Deutsche Welle	General Interest
	Private - thematic channel	Sky News	Information
	Private - general interest channel	ATV	Other to precise
	Private - general interest channel	Kanal D	Other to precise

# Types of broadcast - 1996-2001\*

	Status	Names	Channel Type
Pay TV and Digital Packages	Private - thematic channel	Discovery Channel (by Premiere Word)	Other to precise
	Private - thematic channel	Planet (by Premiere Word)	Other to precise
	Private - thematic channel	Seasons (by Premiere Word)	Other to precise
	Private - thematic channel	Fox Kids (by Premiere Word)	Children
	Private - thematic channel	K-Toon (by Premiere Word)	Children
	Private - thematic channel	Classica (by Premiere Word)	Classical Music
	Private - thematic channel	GoldStar TV (by Premiere Word)	Entertainment (incl. Modern Music)
	Private - thematic channel	Filmpalast (by Premiere Word)	Fiction
	Private - thematic channel	Heimatkanal (by Premiere Word)	Fiction
	Private - thematic channel	Krimi & Co (by Premiere Word)	Fiction

# Types of broadcast - 1996-2001\*

## Domestic Channels (1)

	Transmission Mode		reception mode and/or program type
	Transmission	Main Reception Mode	
ARD	analogical/hertzian	Hertzian	50%TV Cable/50%Satellite
ZDF	analogical/hertzian	Hertzian	50%TV Cable/50%Satellite
3 SAT	analogical/hertzian	Hertzian	50%TV Cable/50%Satellite
KINDERKANAL	analogical/hertzian	Hertzian	50%TV Cable/50%Satellite
PHOENIX	analogical/hertzian	Hertzian	50%TV Cable/50%Satellite
RTL	analogical/hertzian	Hertzian	Hertzian, TV Cable, Satellite, internet live stream teste phase
SAT. 1	analogical/hertzian	Hertzian	Hertzian, TV Cable, Satellite, internet live stream teste phase
PRO 7	analogical/hertzian	Hertzian	50%TV Cable/50%Satellite
RTL 2	analogical/hertzian	Hertzian	50%TV Cable/50%Satellite
SUPER RTL	analogical/hertzian	Hertzian	50%TV Cable/50%Satellite
VOX	analogical/hertzian	Hertzian	50%TV Cable/50%Satellite
KABEL 1	analogical/hertzian	Hertzian	50%TV Cable/50%Satellite

# Types of broadcast - 1996-2001\*

## Domestic Channels (2)

	Transmission Mode		reception mode and/or program type
	Transmission	Main Reception Mode	
DSF	analogical/hertzian	Hertzian	50%TV Cable/50%Satellite
N-TV	analogical/hertzian	Hertzian	Hertzian, TV Cable, Satellite, internet live stream from 10h15 - 18h00
VIVA	analogical/hertzian	Hertzian	Hertzian, TV Cable, Satellite, Internet live streams
VIVA 2	analogical/hertzian	Hertzian	50%TV Cable/50%Satellite
VH 1	analogical/hertzian	Hertzian	50%TV Cable/50%Satellite
(TM 3) 9 LIVE	analogical/hertzian	Hertzian	50%TV Cable/50%Satellite
N24	analogical/hertzian	Hertzian	TV Cable, Satellite, internet live streams
ONYX	analogical/hertzian /TV cable	Cable	50%TV Cable/50%Satellite
BLOOMBERG TV	analogical/hertzian	Hertzian	50%TV Cable/50%Satellite
HOT	analogical/hertzian	Hertzian	50%TV Cable/50%Satellite, TV Shopping program
QVC GERMAN	analogical/hertzian	Hertzian	50%TV Cable/50%Satellite, TV Shopping program
NICKELODEON Dt.	analogical/hertzian	Satellite dishes	50%TV Cable/50%Satellite
QANTUM TV	analogical/hertzian	Satellite dishes	50%TV Cable/50%Satellite, TV Shopping program

# Types of broadcast - 1996-2001\*

## Regional Channels

	Transmission Mode		Main Reception Mode	reception mode and/or program type
	Connection	Transmission		
BR ALPHA	analogical/hertzian		Hertzian	education; TV Cable, Satellite
BAYERN 3	analogical/hertzian		Hertzian	50%TV Cable/50%Satellite
HESSEN 3	analogical/hertzian		Hertzian	50%TV Cable/50%Satellite
NORD 3	analogical/hertzian		Hertzian	50%TV Cable/50%Satellite
B 1	analogical/hertzian		Hertzian	50%TV Cable/50%Satellite
WEST 3	analogical/hertzian		Hertzian	50%TV Cable/50%Satellite
SWR TV	analogical/hertzian		Hertzian	50%TV Cable/50%Satellite
MDR	analogical/hertzian		Hertzian	50%TV Cable/50%Satellite
ORB	analogical/hertzian		Hertzian	50%TV Cable/50%Satellite
FAB	analogical/hertzian		Hertzian	50%TV Cable/50%Satellite
TD 1	analogical/hertzian/TV cable		Cable	
HAMBURG 1	analogical/hertzian		Hertzian	50%TV Cable/50%Satellite
FRANKEN FERNSEHEN	analogical/hertzian		Hertzian	50%TV Cable/50%Satellite
TV BERLIN	analogical/hertzian		Hertzian	50%TV Cable/50%Satellite
TV MÜNCHEN	analogical/hertzian		Hertzian	50%TV Cable/50%Satellite
SAAR TV	analogical/hertzian/TV cable		Cable	
B. TV BADEN-WÜRTTEMBERG	analogical/hertzian		Hertzian	50%TV Cable/50%Satellite
TV BAYERN (regional network)	analogical/hertzian		Hertzian	n.a



# Types of broadcast - 1996-2001\*

## Pan-European channels

	Transmission Mode	Main Reception Mode	reception mode and/or program type
	Transmission		
MTV Europe	analogical/hertzian		50%TV Cable/50%Satellite
Eurosport	analogical/hertzian		50%TV Cable/50%Satellite
ARTE	analogical/hertzian		50%TV Cable/50%Satellite
NBC Europe	analogical/hertzian		50%TV Cable/50%Satellite
TV 5 Europe	analogical/hertzian		50%TV Cable/50%Satellite
CNN INT.	analogical/hertzian		TV Cable, Satellite, Internet live stream
TRT INT.	analogical/hertzian		turkish general interest, TV Cabel, Satellite
EURO D	analogical/hertzian		turkish general interest, Satellite
BBC World	analogical/hertzian		Hertzian, TV Cable, Satellite
CNBC Europe	analogical/hertzian/Satellite	Satellite dishes	
Euronews	analogical/hertzian/Satellite		TV Cable, Satellite
TRAVEL TV	analogical/hertzian/Satellite		Travel, Satelllite
Deutsche Welle	analogical/hertzian/Stellite	Satellite dishes	
Sky News	analogical/hertzian		TV Cable, Satellite
ATV	analogical/hertzian/Satellite	Satellite dishes	turkish general interest
Kanal D	analogical/hertzian/Stellite	Satellite dishes	turkish general interest

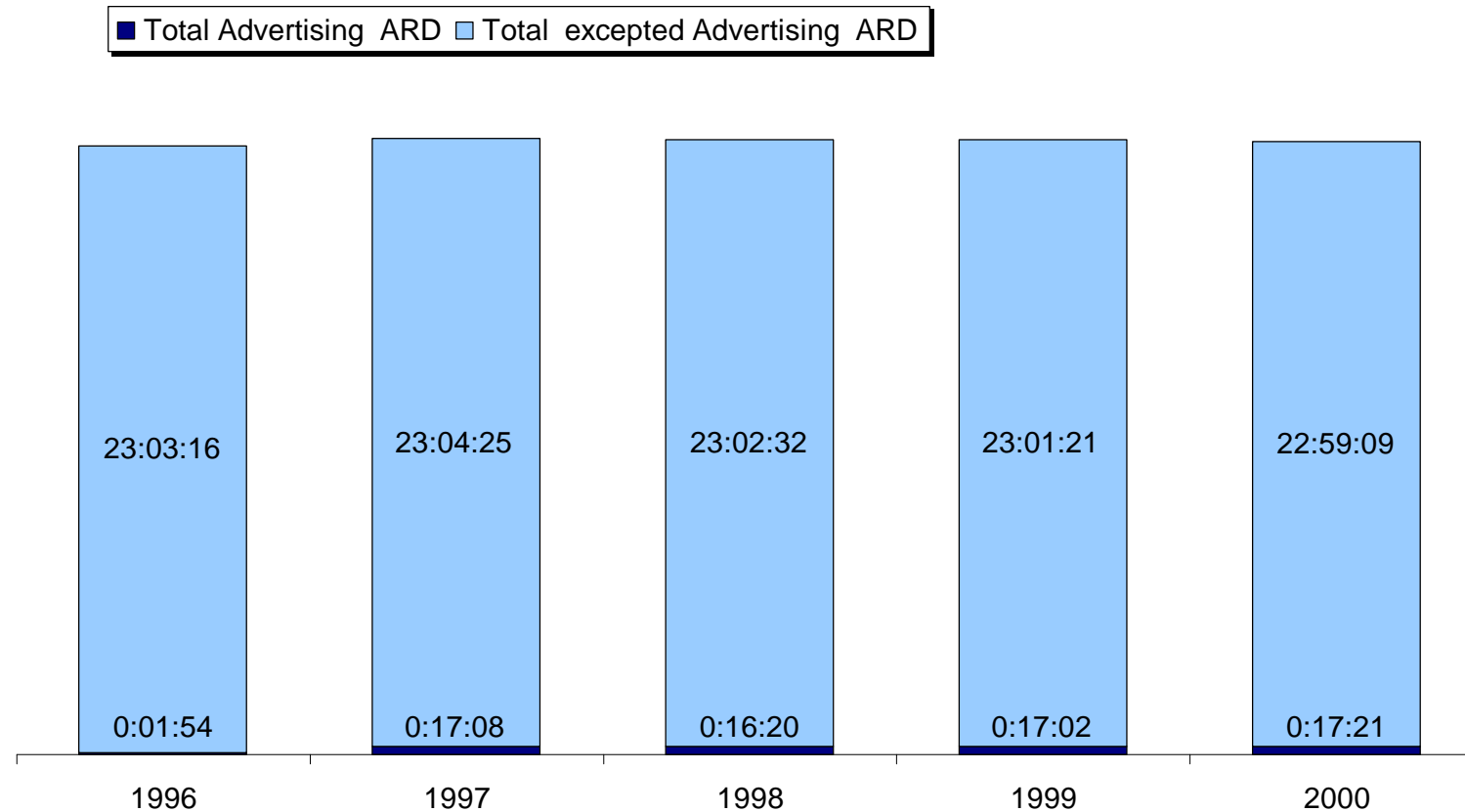
# Types of broadcast - 1996-2001\*

## Pay TV and Digital Packages

	Transmission Mode	Main Reception Mode	reception mode and/or program type
	Transmission		
Discovery Channel (by Premiere Word)	Numerical	Pay TV	2/3 Cable 1/3 Satellite
Planet (by Premiere Word)	Numerical	Pay TV	2/3 Cable 1/3 Satellite
Seasons (by Premiere Word)	Numerical	Pay TV	2/3 Cable 1/3 Satellite
Fox Kids (by Premiere Word)	Numerical	Pay TV	2/3 Cable 1/3 Satellite
K-Toon (by Premiere Word)	Numerical	Pay TV	2/3 Cable 1/3 Satellite
Classica (by Premiere Word)	Numerical	Pay TV	2/3 Cable 1/3 Satellite
GoldStar TV (by Premiere Word)	Numerical	Pay TV	2/3 Cable 1/3 Satellite
Filmpalast (by Premiere Word)	Numerical	Pay TV	2/3 Cable 1/3 Satellite
Heimatkanal (by Premiere Word)	Numerical	Pay TV	2/3 Cable 1/3 Satellite
Krimi & Co (by Premiere Word)	Numerical	Pay TV	2/3 Cable 1/3 Satellite

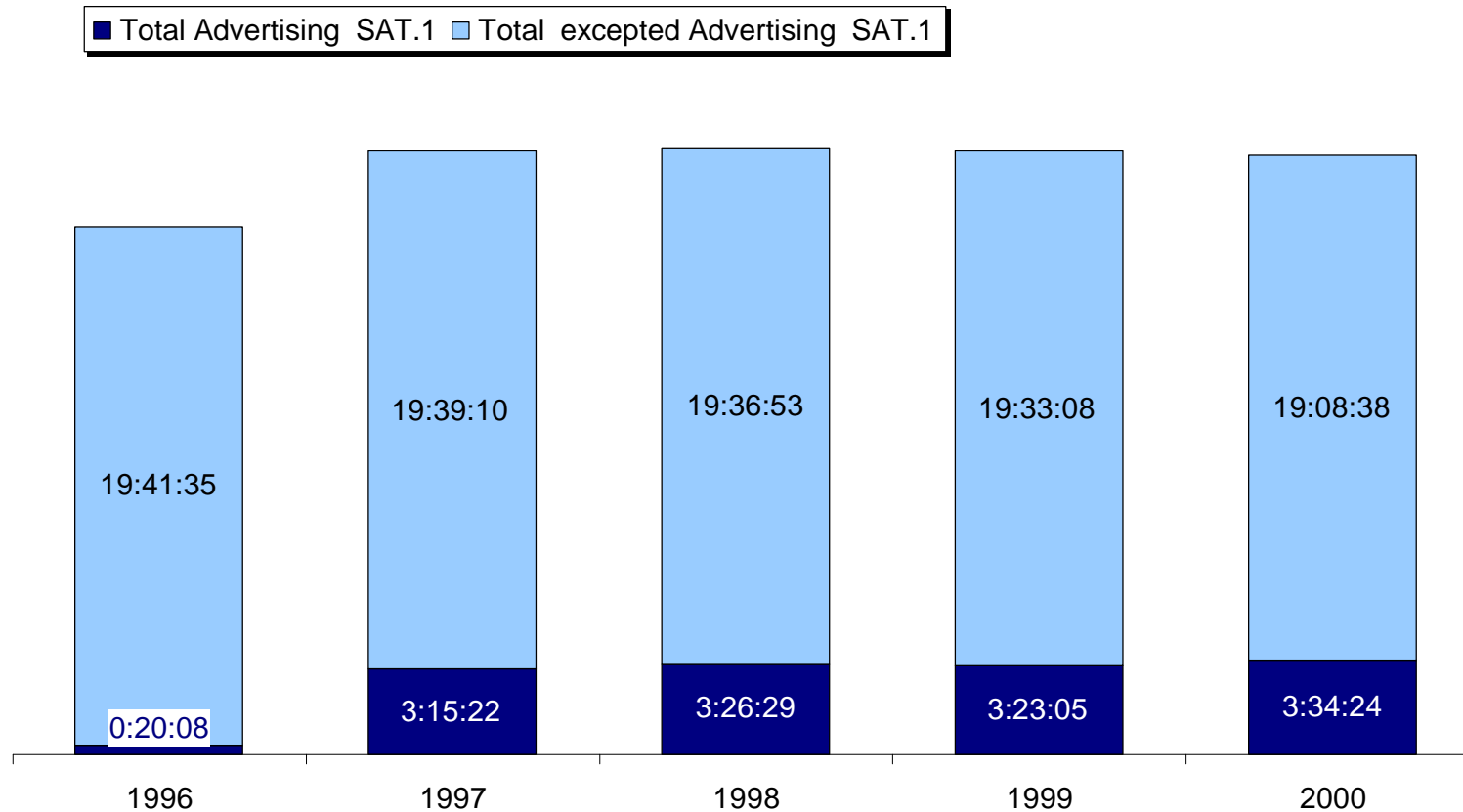
# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - ARD



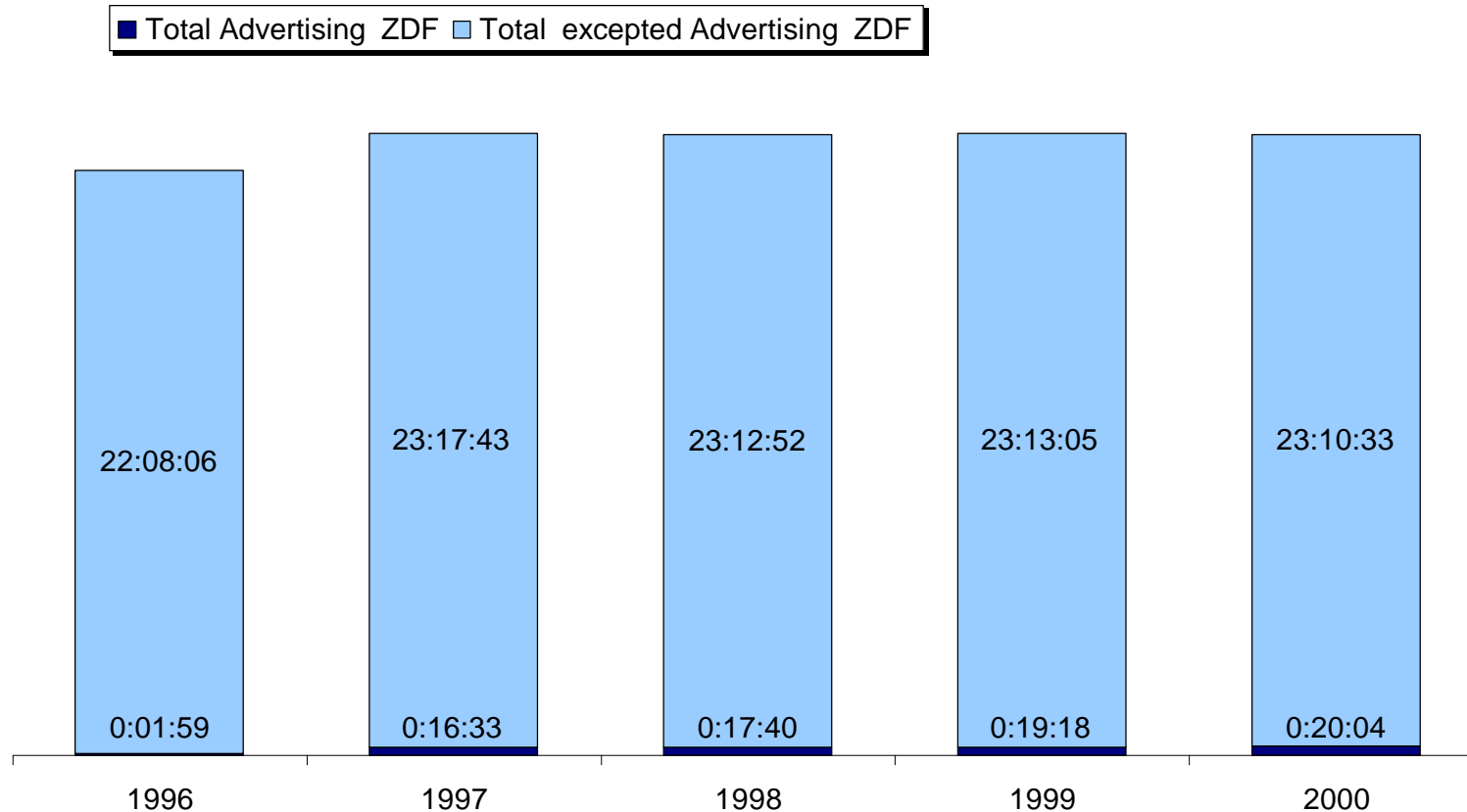
# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - SAT 1



# Avg Broadcast duration / day in minutes

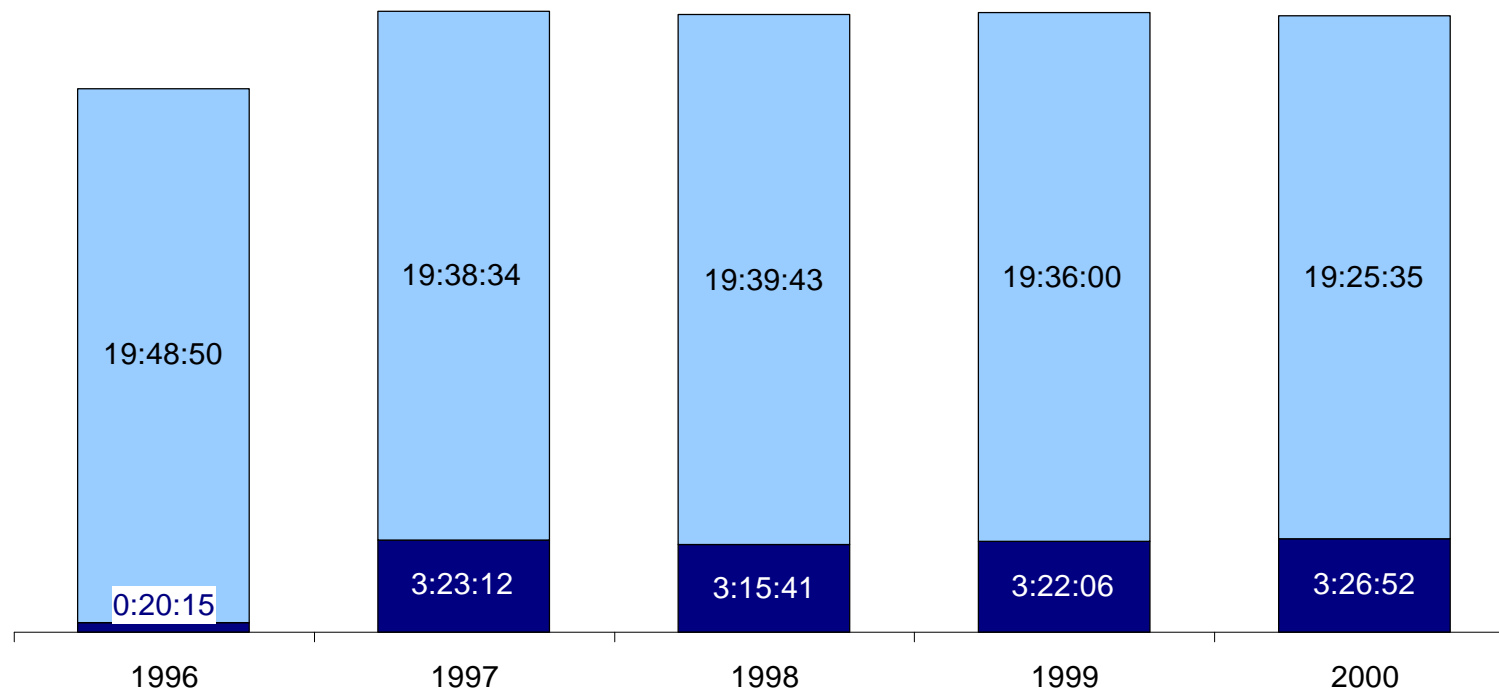
## All broadcasts incl. Adv. - ZDF



# Avg Broadcast duration / day in minutes

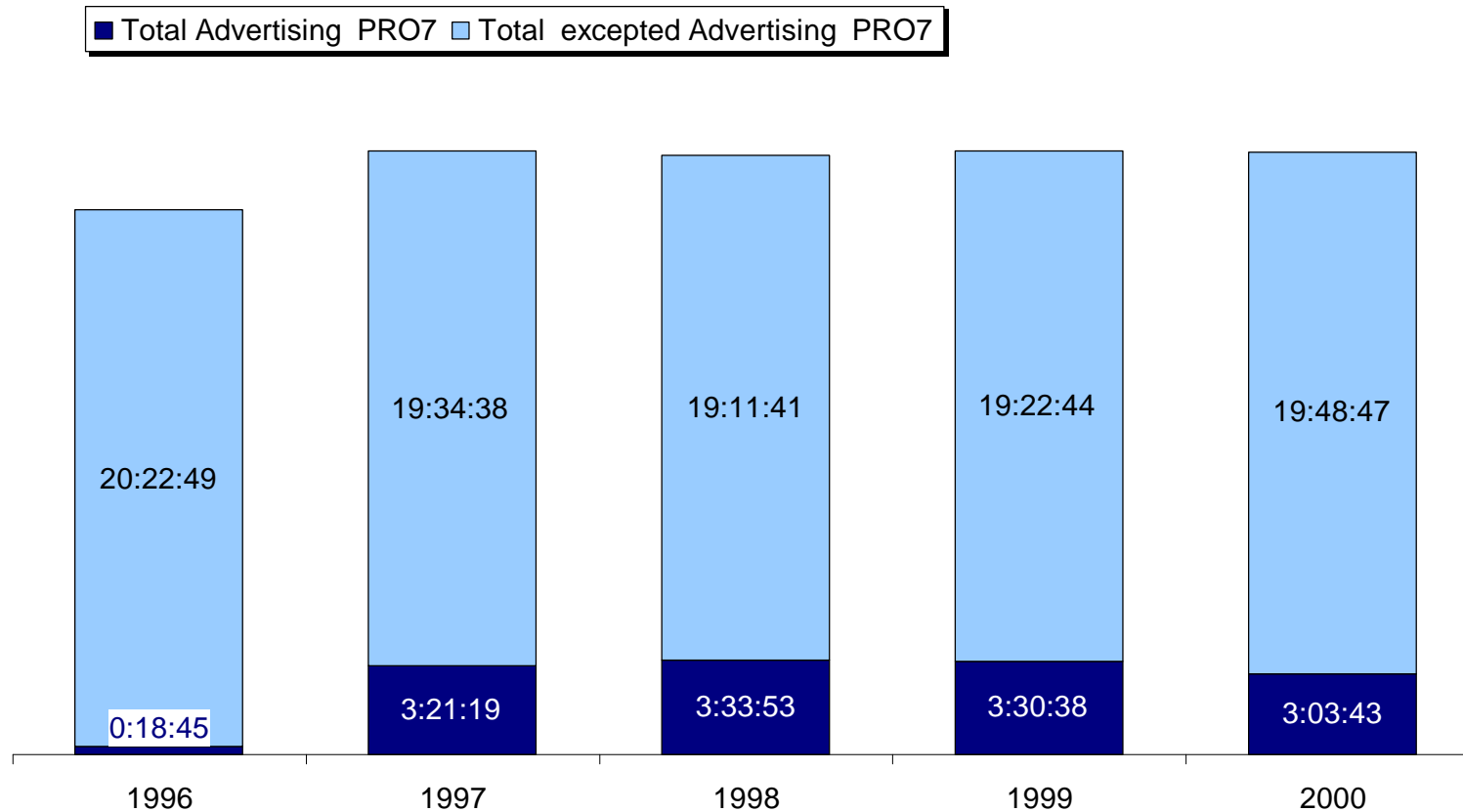
## All broadcasts incl. Adv. - RTL

■ Total Advertising RTL ■ Total excepted Advertising RTL



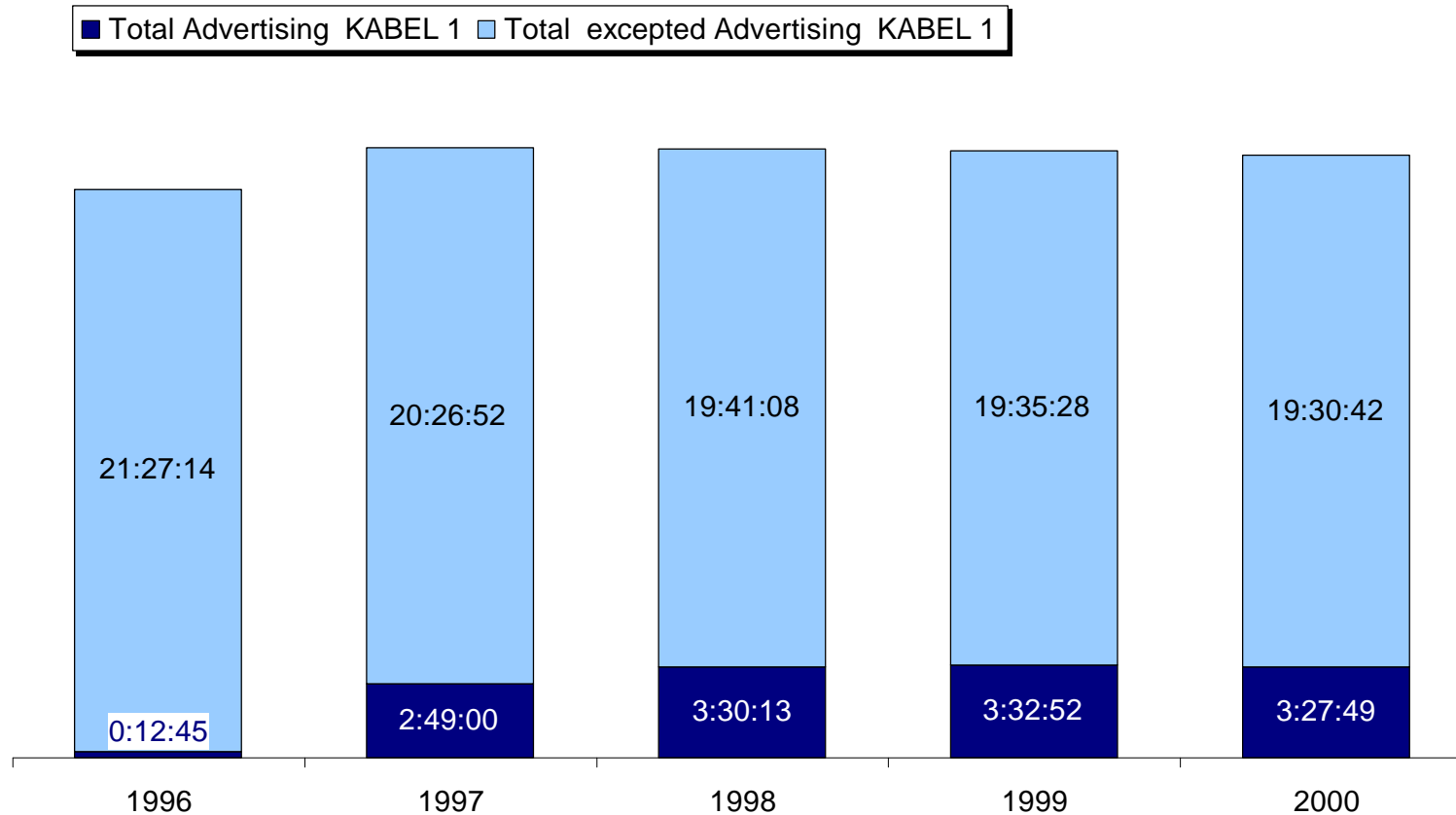
# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - PRO7



# Avg Broadcast duration / day in minutes

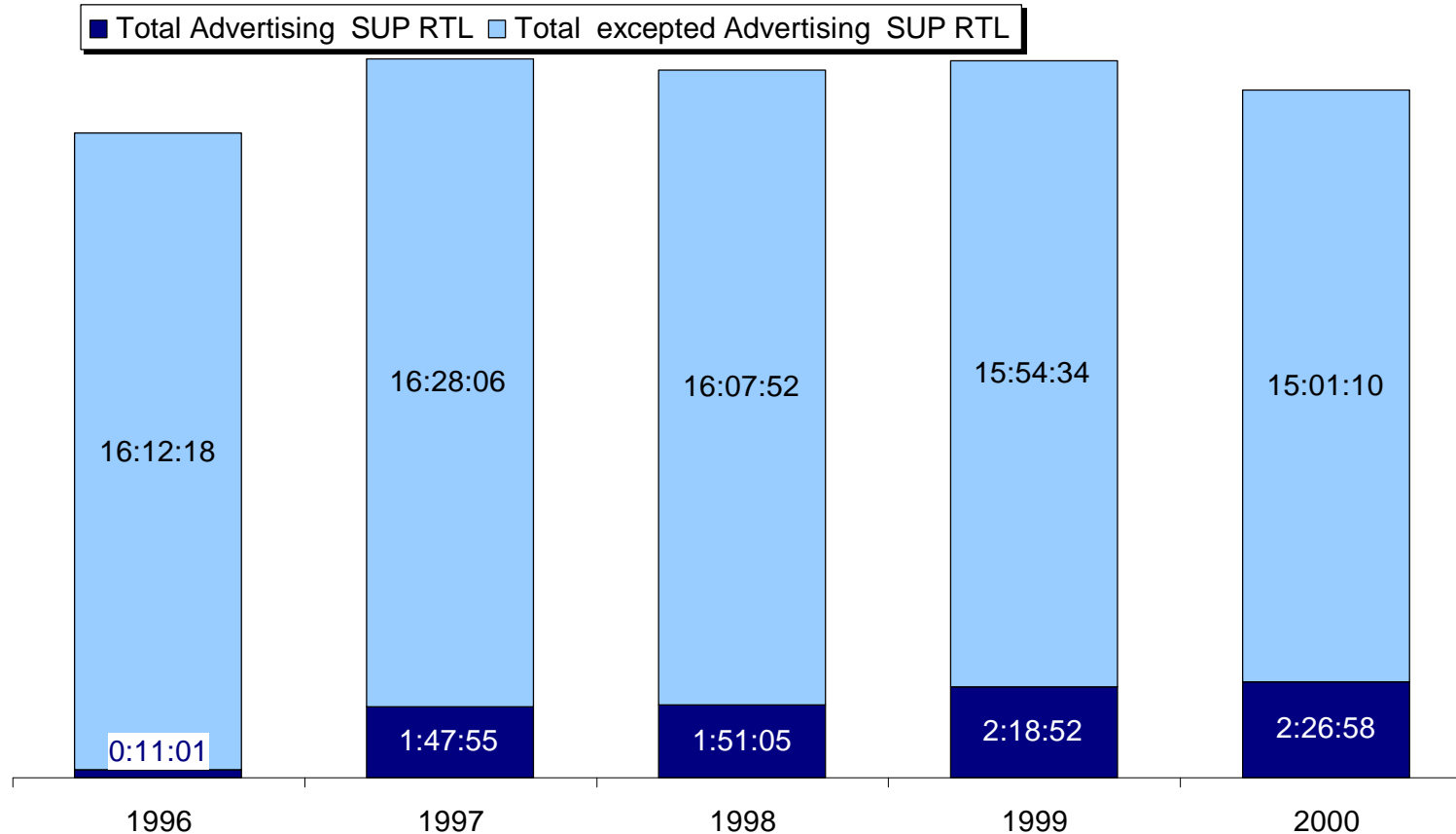
## All broadcasts incl. Adv. - KABEL 1





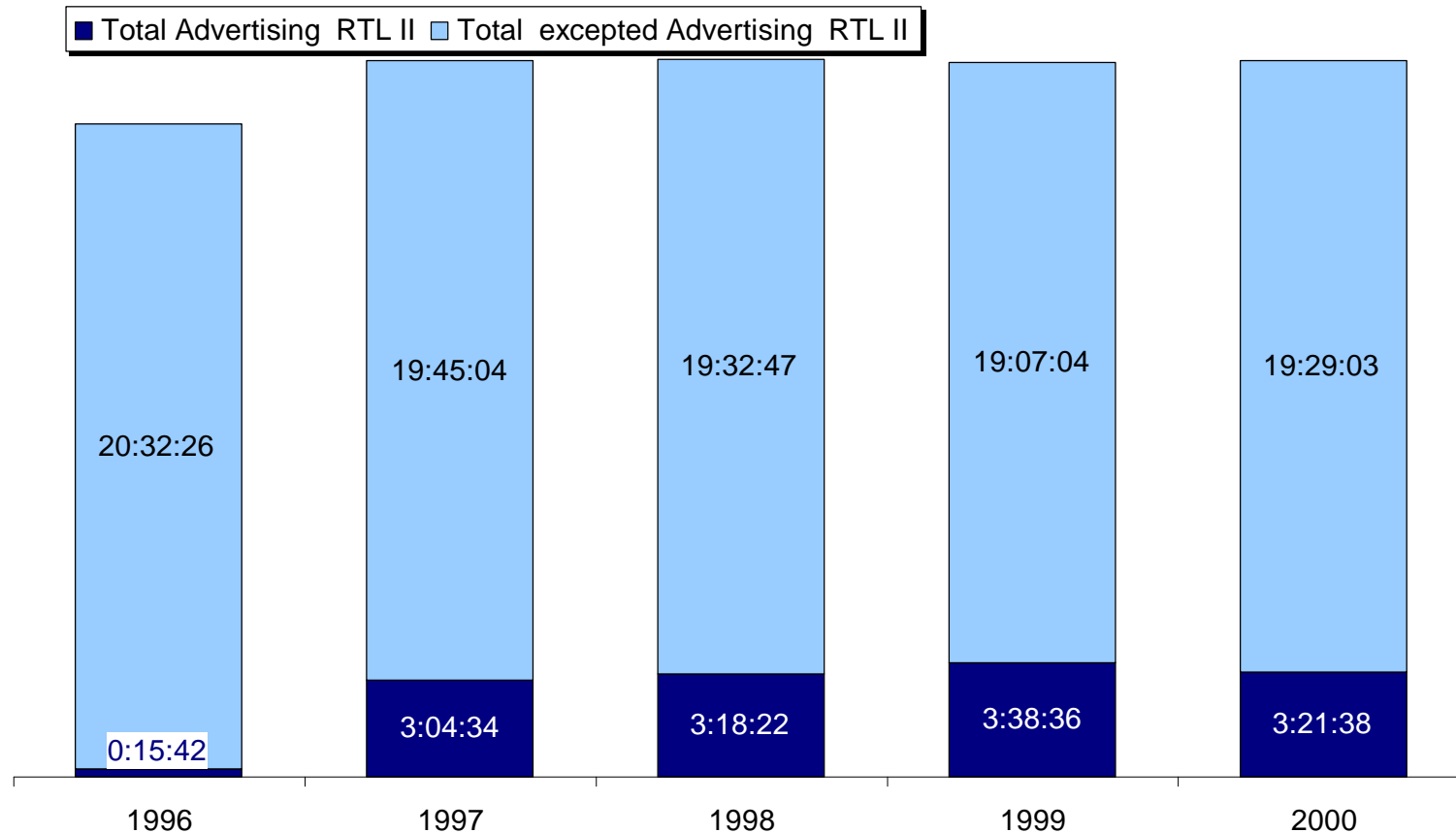
# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - SUP RTL



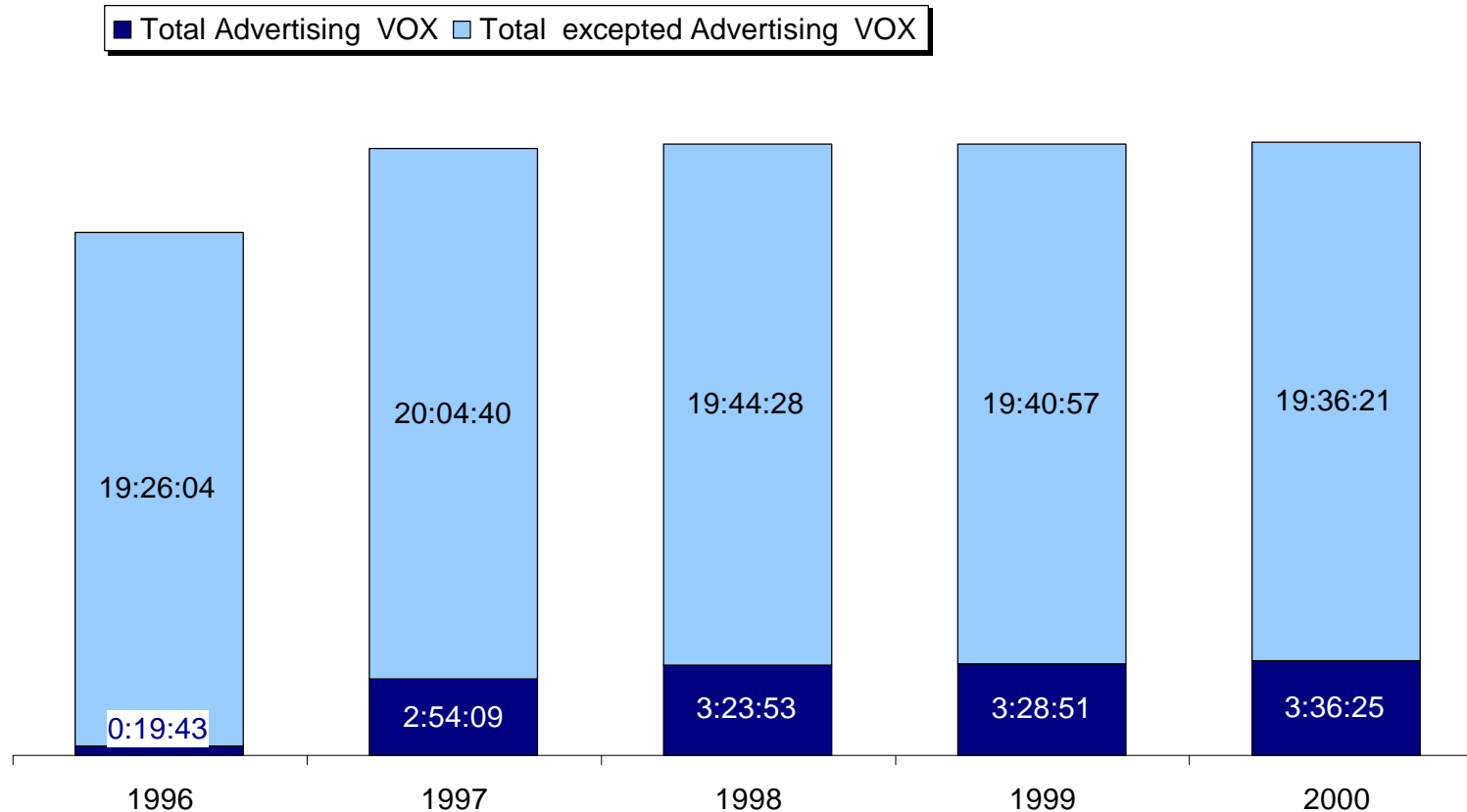
# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - RTL II



# Avg Broadcast duration / day in minutes

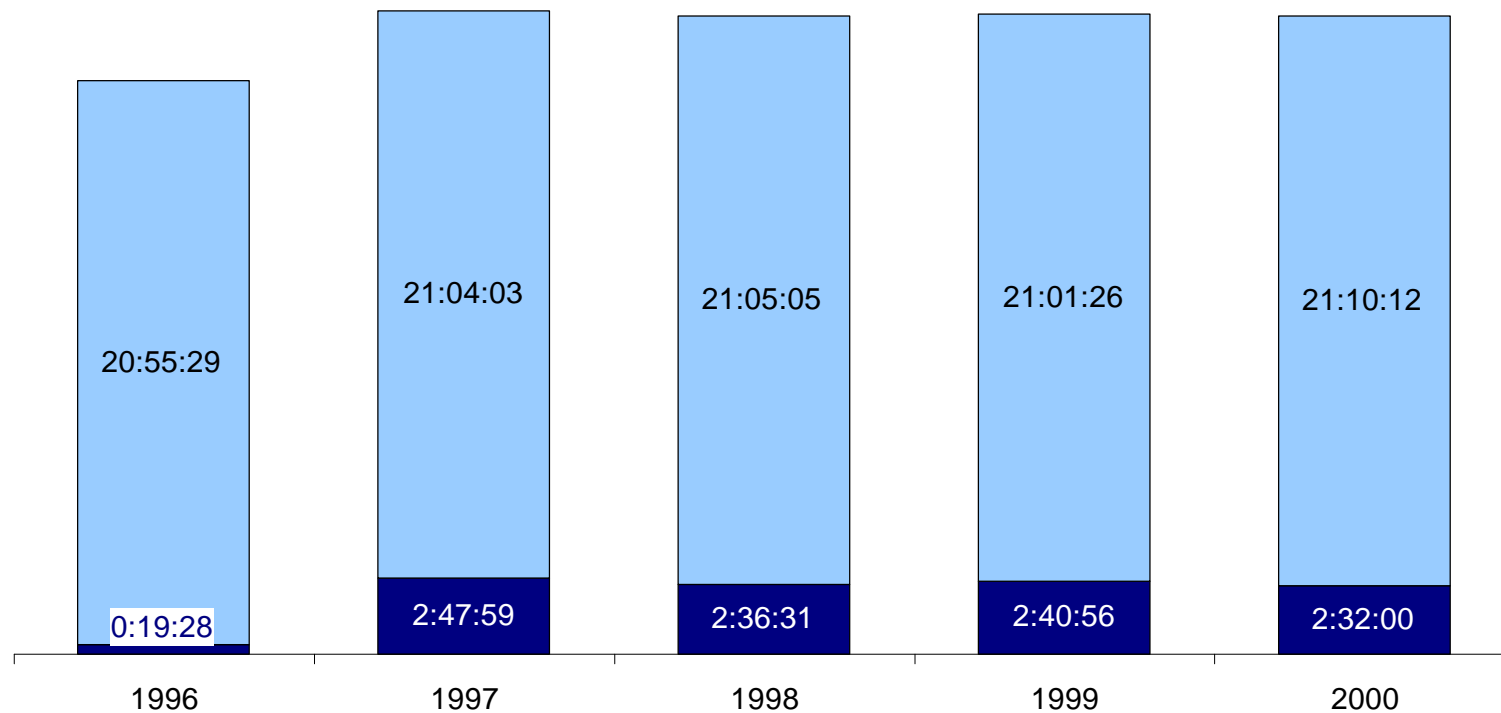
## All broadcasts incl. Adv. - VOX



# Avg Broadcast duration / day in minutes

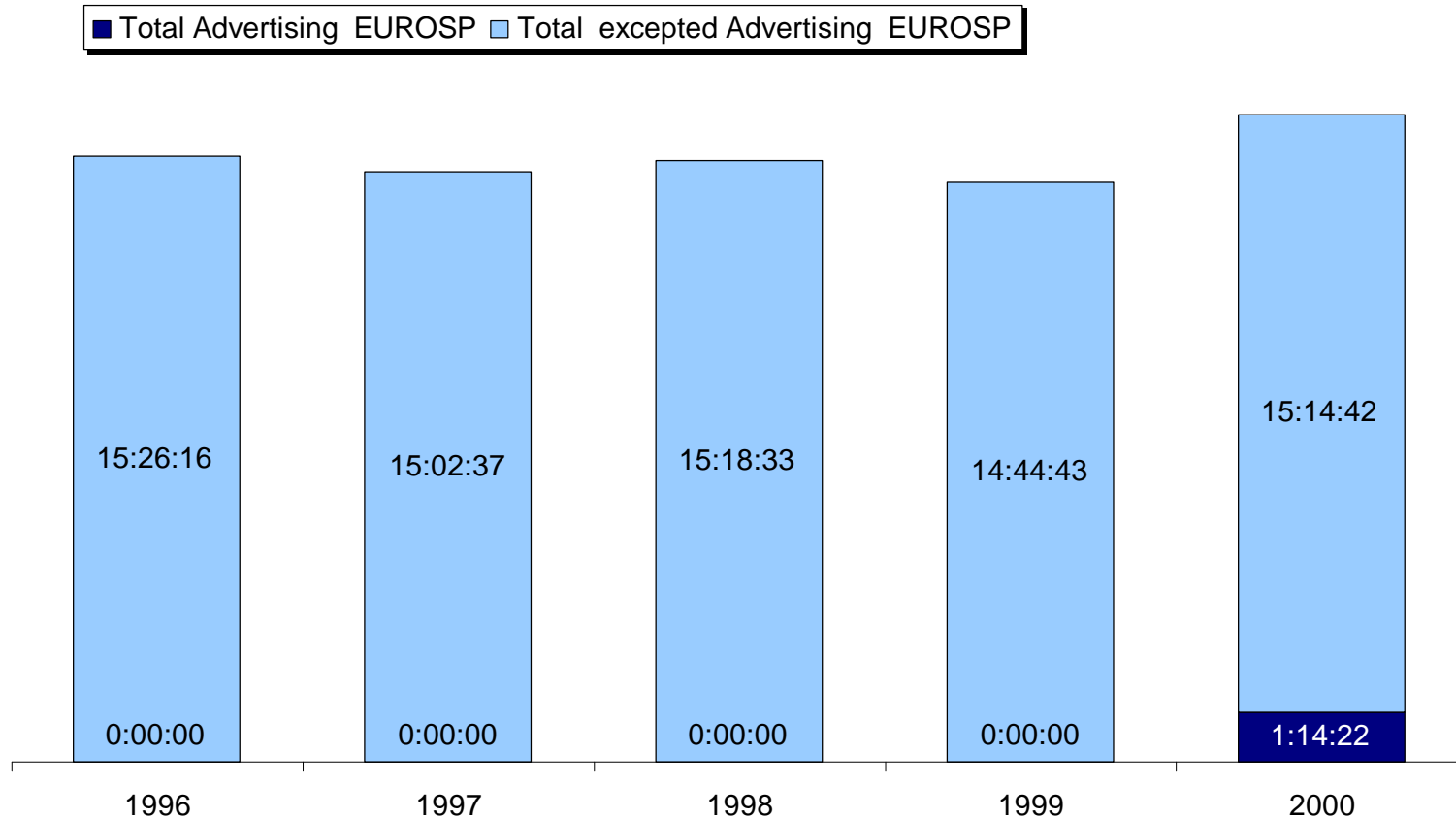
## All broadcasts incl. Adv. - N-TV

■ Total Advertising N-TV ■ Total excepted Advertising N-TV



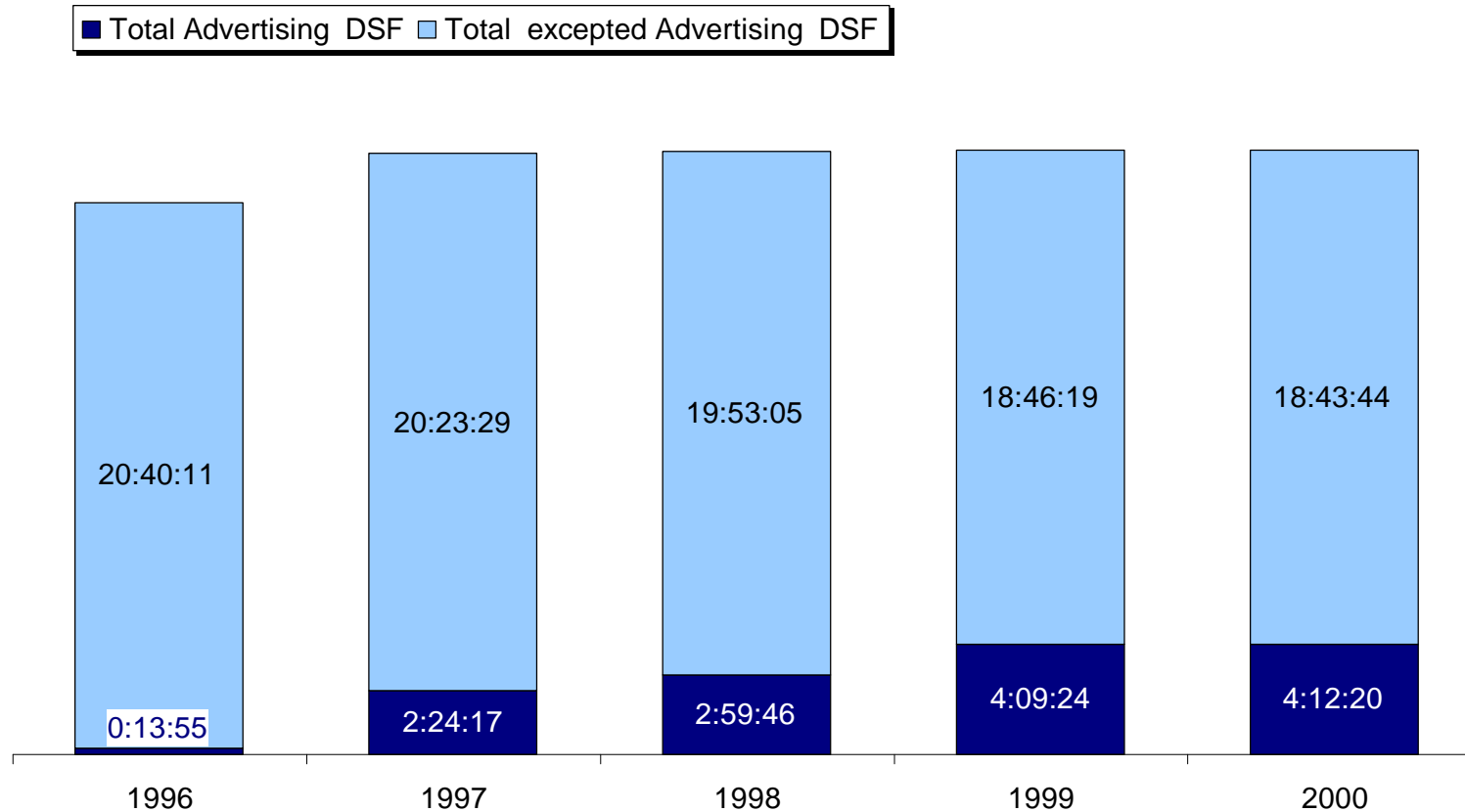
# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - EUROSP



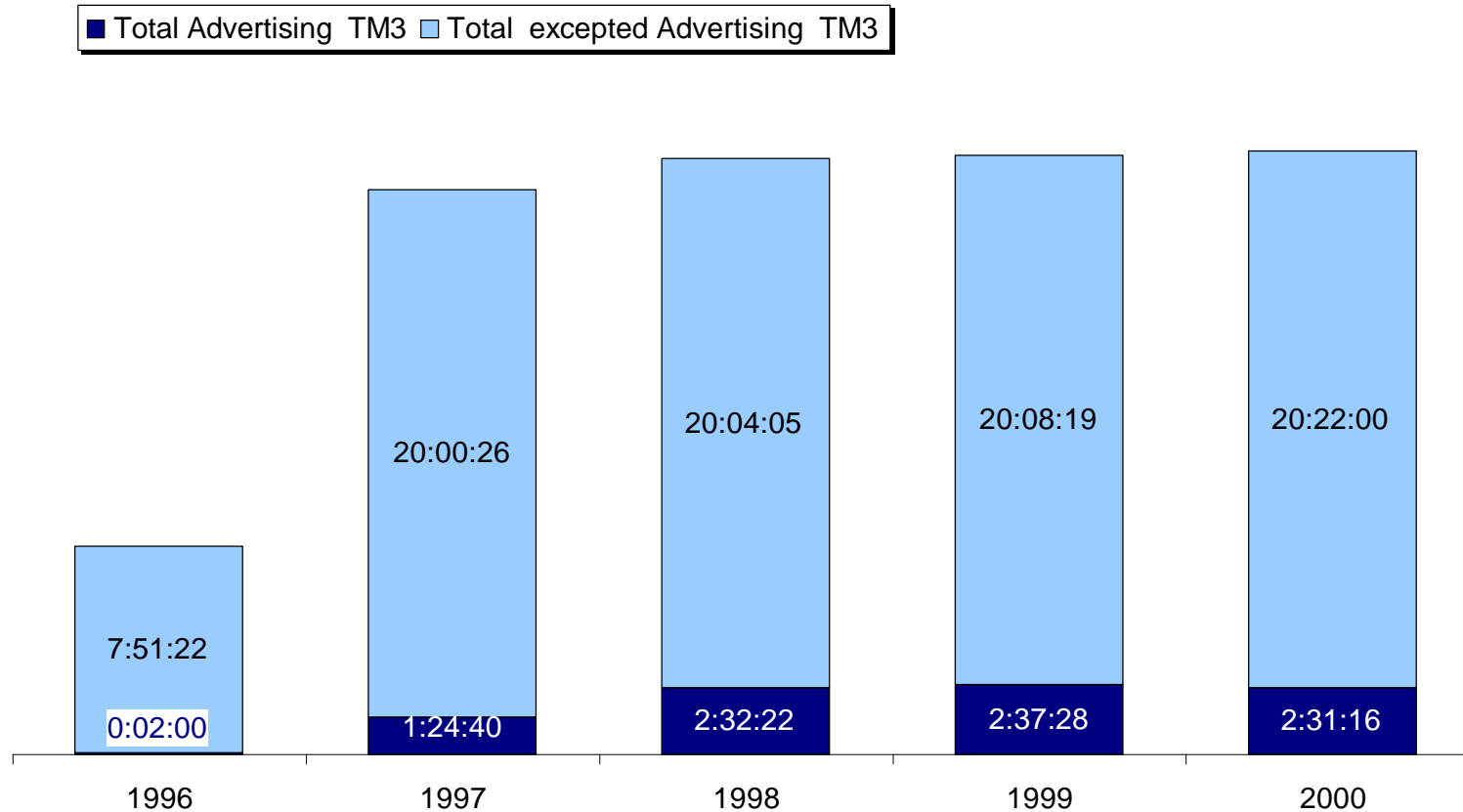
# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - DSF



# Avg Broadcast duration / day in minutes

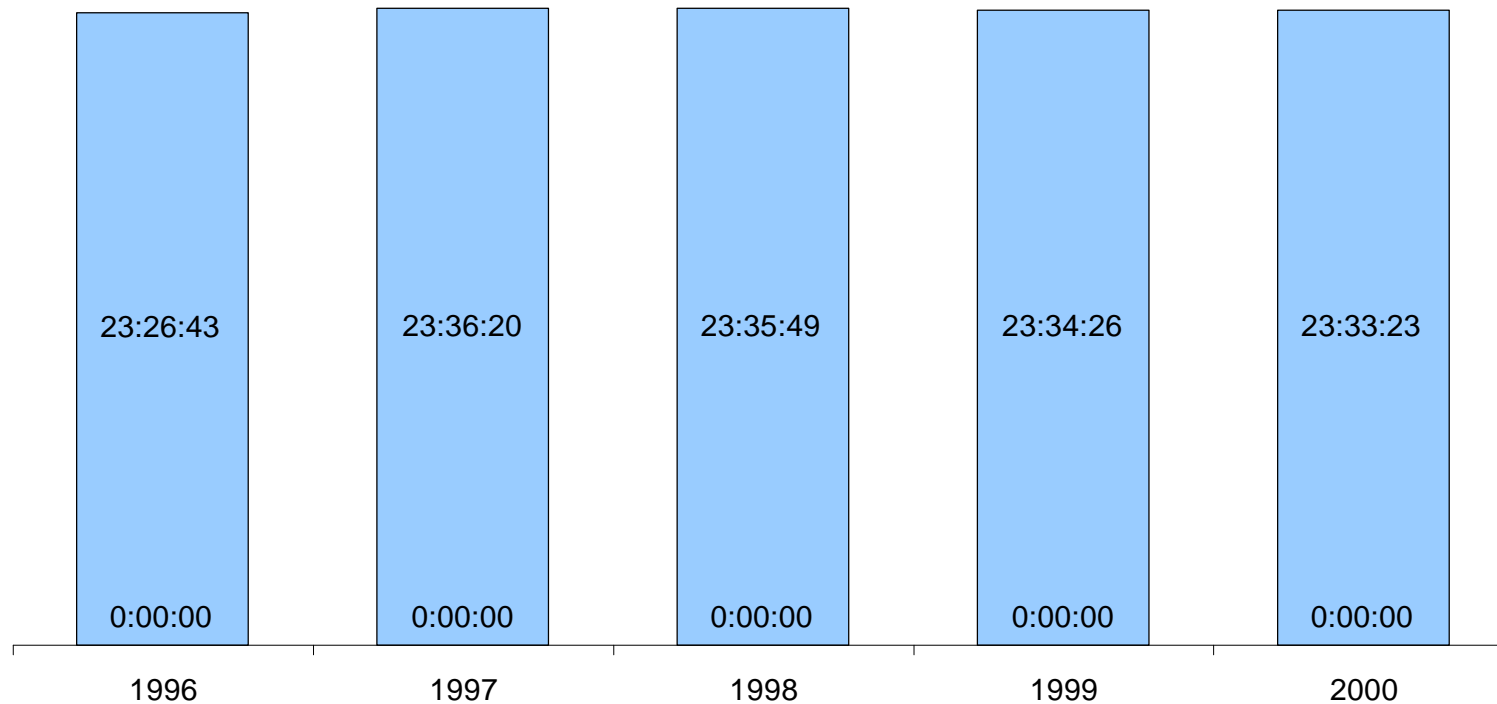
## All broadcasts incl. Adv. - TM3



# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - 3SAT

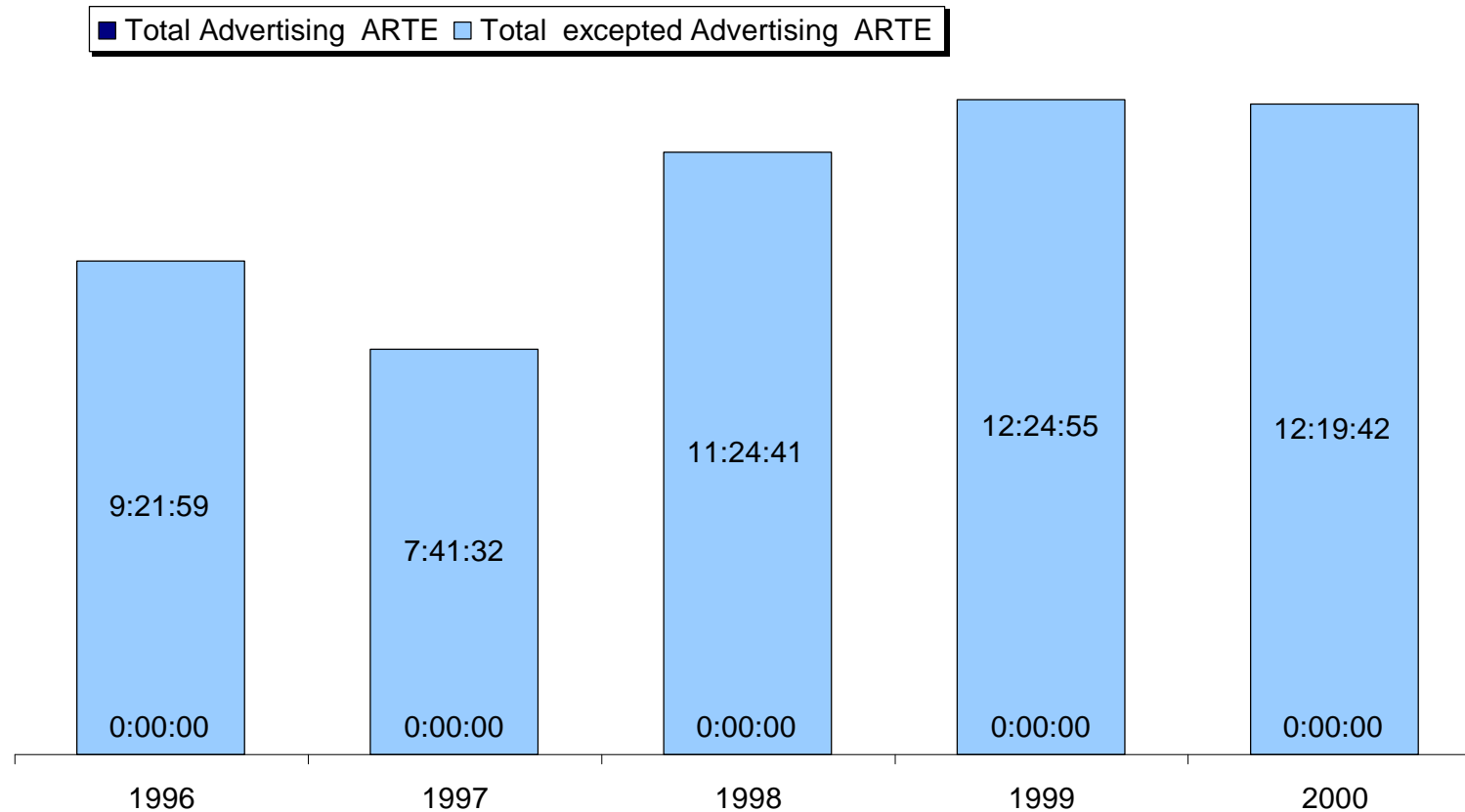
■ Total Advertising 3SAT ■ Total excepted Advertising 3SAT





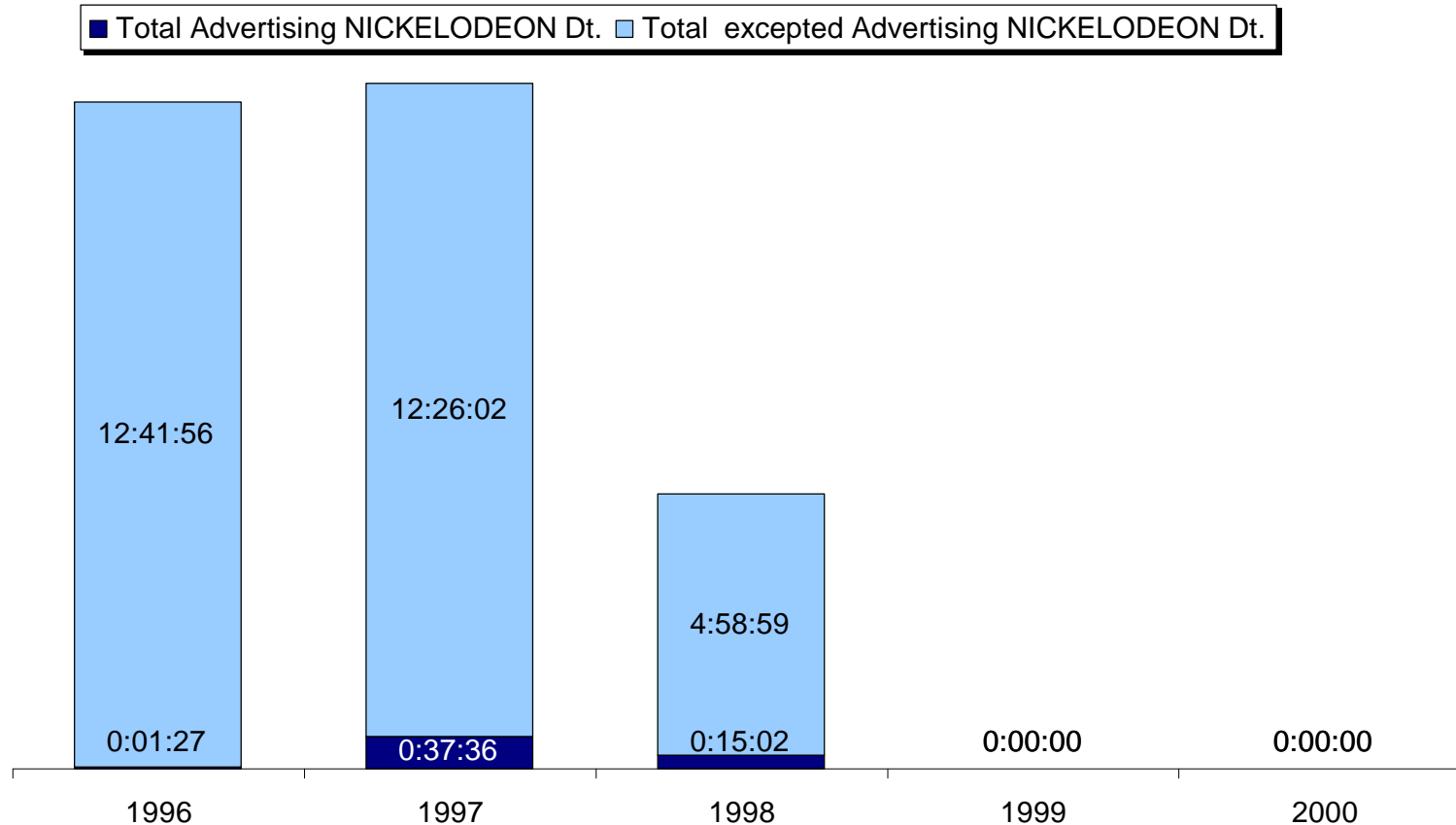
# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - ARTE



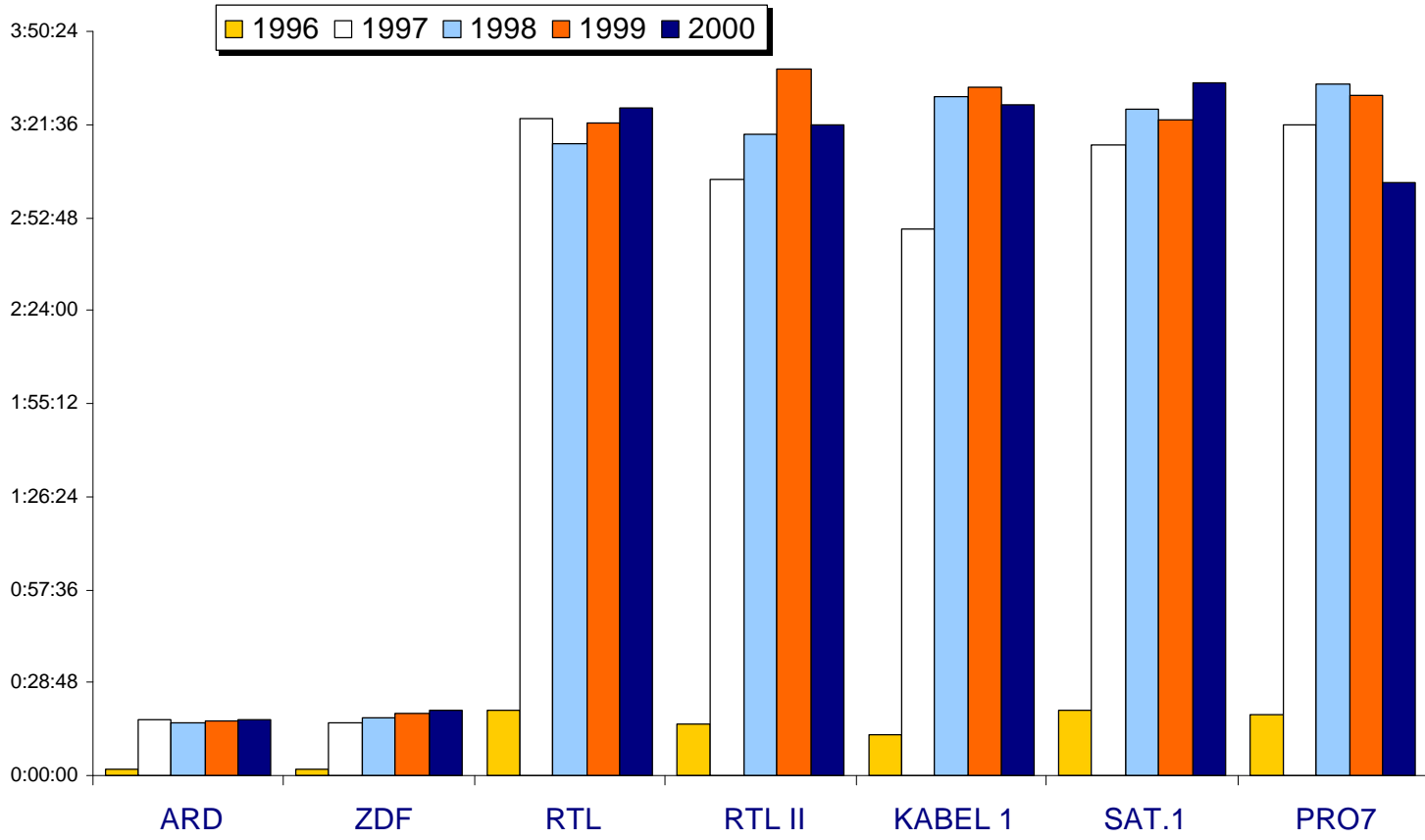
# Avg Broadcast duration / day in minutes

## All broadcasts incl. Adv. - NICKELODEON Dt.



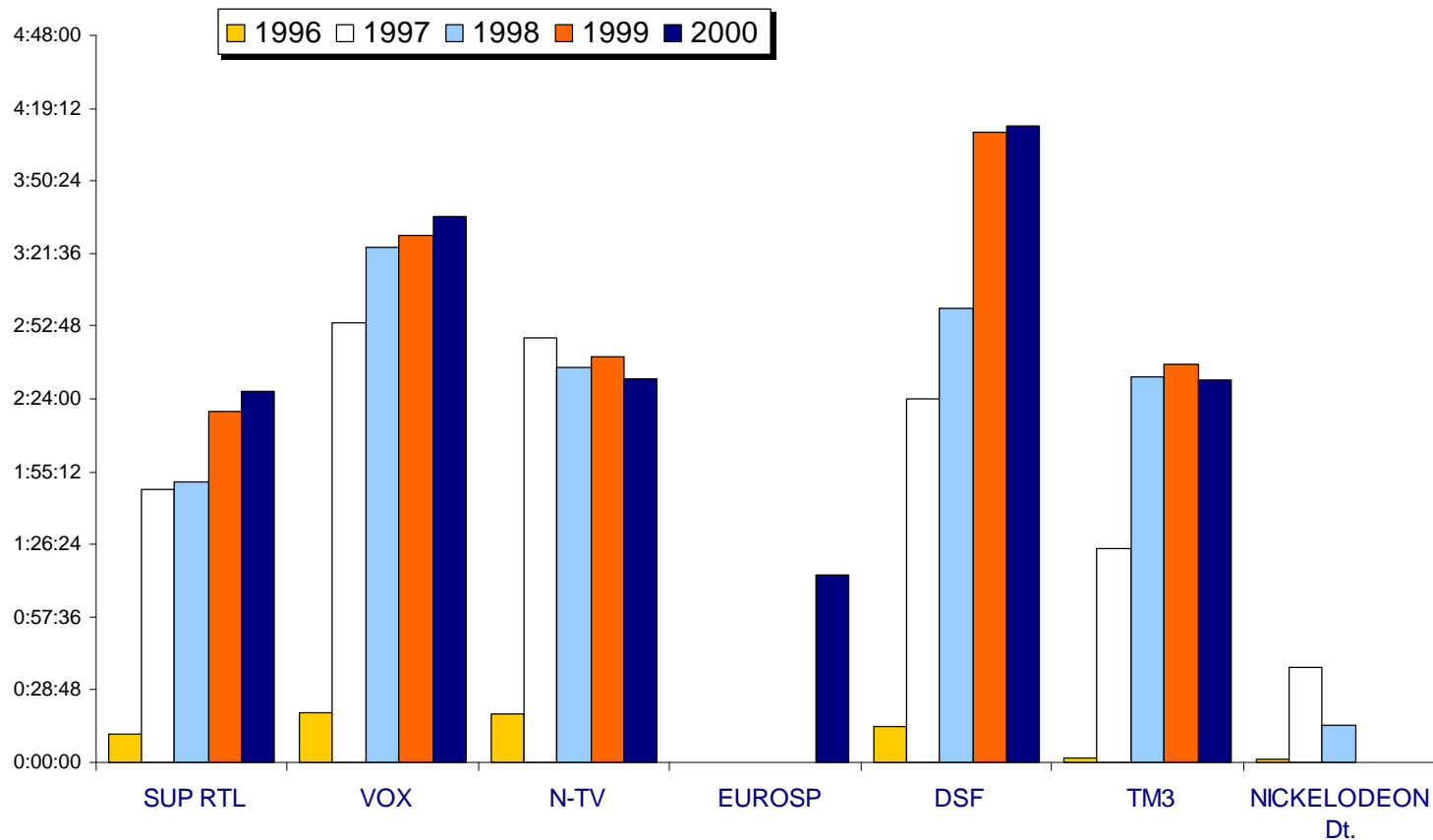
# Avg Broadcast duration / day in minutes

## Commercial breaks



# Avg Broadcast duration / day in minutes

## Commercial breaks



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## 3.4. Commercial offer

Only channels particularly important in terms of advertising investments have been listed above  
\* 2001 : 1/1/01-30/06/01 for the average rates and year to date for the descriptive information

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# Domestic channels

Name of Stations	Capital shares holding (precise majors with parts and name)				
	Private 1	Private 2	Private 3	Private n	Public
ARD	Name Part (%)				100
ZDF	Name Part (%)				100
RTL	Name Part (%)	CLT-UFA 89	BW TV und Film 11		
SAT.1	Name Part (%)	ProSiebenSat.1 Media AG (KirchMedia:52,52% +Axel Springer Verlag:11,48% +Others:36%) 100			
PRO 7	Name Part (%)	ProSiebenSat.1 Media AG (KirchMedia:52,52% +Axel Springer Verlag:11,48% +Others:36%) 100			
RTL 2	Name Part (%)	CLT-UFA 34,8	Bauer Verlag 31,5	Tele Muenchen 31,5	Burda / FAZ 1,1 / 1,1
SUPER RTL	Name Part (%)	CLT-UFA 50	Buena Vista Internat. 50		
VOX	Name Part (%)	CLT-UFA 99,7	DCTP 0,3		
KABEL 1	Name Part (%)	ProSiebenSat.1 Media AG (KirchMedia:52,52% +Axel Springer Verlag:11,48% +Others:36%) 100			

# Domestic channels

Name of Stations	Capital shares holding (precise majors with parts and name)				
		Private 1	Private 2	Private 3	Private n
DSF	Name	Taurus TV GmbH (KirchMedia:100%)			
	Part (%)	100			
N-TV	Name	CNN Turner Broadcasting Int.	Time Warner Entertainment	GWF	Nixdorf (Family)
	Part (%)	25,52	24,27	27,84	18,89
VIVA / VIVA 2	Name	AOL Time Warner	Vivendi Universal	EMI Group Germany	
	Part (%)	18,9	18,9	18,9	
	Name	Die Initiatoren 3	Die Initiatoren 1	Die Initiatoren 2	Dieter Gorny
	Part (%)	12,1	3,9	3,1	0,7
(TM3) 9 LIVE	Name	ProSiebenSat.1 Media AG (Kirch Media:52,52% +Axel Springer Verlag:11,48% +Others:36%)	H.O.T. Networks (Home Shopping Network: 46,6% +Dr Georg Kofler: 26,7% +Thomas Kirch:26,7%)	Christiane zu Salm	
	Part (%)	48,4	48,6	3%	
n24	Name	ProSiebenSat.1 Media AG (Kirch Media:52,52% +Axel Springer Verlag:11,48% +Others:36%)			
	Part (%)	100			
BLOOMBERG TV	Name	Bloomberg Ltd			
	Part (%)	100			
HOT	Name				
	Part (%)				
MTV / MTV 2-POP	Name	Viacom Holding			
	Part (%)	100			

# Domestic channels

Name of Stations	Name of Sales houses	Channel's Target Group
ARD	ARD Sales & Services	All
ZDF	ZDF Werbefernsehen	All
RTL	IP Deutschland	All
SAT.1	SevenOne Media	All
PRO 7	SevenOne Media	young adults
RTL 2	IP Deutschland	young adults
SUPER RTL	IP Deutschland	Kids and Families
VOX	IP Deutschland	All
KABEL 1	SevenOne Media	All
DSF	DSF	Men (sport)
N-TV	GWP Media Marketing	upper class target (info and finance)
VIVA / VIVA 2	Viva Media AG	youngsters (music)
(TM3) 9 LIVE	9 LIVE	All
n24	SevenOne Media	upper class target (info)
BLOOMBERG TV	SevenOne Media	upper class target (info and finance)
HOT	Home Shopping Europe	All (Shopping)
MTV / MTV 2-POP	MTV-Networks	youngsters (music)



# Domestic channels

## Average Rates for full day (02h00-26h00) - €

Name of TV Names	Average Rates in 2001* - All Day - base 30 sec.			
	Commercial Spots	Sponsoring Spots :	TV Shopping Spots :	Direct Response TV Spots :
ARD	18.297	per package (commercial rate + 20 to 25%)	100 % of commercial rate but negotiated on client level	100 % of commercial rate but negotiated on client level
ZDF	16.107			
RTL	14.299			
RTL II	3.428			
KABEL 1	3.053			
SAT.1	9.400			
PRO7	11.729			
SUP RTL	1.485			
VOX	1.913			
N-TV	1.398			
EUROSP	3.354			
DSF	1.002			
TM3	152			

# Regional channels

Name of Stations	Capital shares holding				
	Private 1	Private 2	Private 3	Private n	Public
FAB	Name Part (%)	regional film- and TV-producers 100			
TD 1	Name Part (%)	Atalay Özcakir 100			
HAMBURG 1	Name Part (%)	n.a.			
FRANKEN FERNSEHEN	Name Part (%)	Dr. Dietmar Straube 100			
TV BERLIN	Name Part (%)	Thomas Kirch 100			
TV MÜNCHEN	Name Part (%)	Kirch Beteiligungs GmbH & Co. KG 100			
SAAR TV	Name Part (%)	MIB	DFA	MRS-Gruppe	
B. TV BADEN- WÜRTTEMBERG	Name Part (%)	B.TV Baden	B.TV Württemberg	Münchner Zeitungs Verlag	Röser AG Kinowelt AG
TV BAYERN	Name Part (%)	10 regional channels and producers			

# Regional channels

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Name of Stations	Name of Sales	Channel's Target Group
FAB	FAB	Berlin
TD 1	TD 1	Turk-german speaking community in Berlin
HAMBURG 1	SevenOne Media	Hamburg
FRANKEN	SevenOne	Nürnberg
TV BERLIN	SevenOne Media	Berlin
TV MÜNCHEN	SevenOne Media	Munich
SAAR TV	SevenOne Media	Saarland
B. TV BADEN-	SevenOne	Stuttgart + Karlsruhe
TV BAYERN	SevenOne Media	Bavaria

# Regional channels

## Average Rates for full day (02h00-26h00) - €

Name of TV Names	Average Rates in 2001* - All Day - base 30 sec. - Euro
FAB	120
TD 1	239
HAMBURG 1	275
FRANKEN FERNSEHEN	324
TV BERLIN	352
TV MÜNCHEN	299
SAAR TV	189
B. TV BADEN-WÜRTTEMBERG	n.a
TV BAYERN (regional network)	n.a

# Pan-European/International channels

Name of Stations	Capital shares holding				
	Private 1	Private 2	Private 3	Private n	Public
ARTE	Name Part (%)				100
Deutsche Welle	Name Part (%)				100

Name of Stations	Name of Sales	Channel's Target
ARTE	n.a.	all
Deutsche Welle	ARD-Sales and Services	all

# Pay TV and Digital Packages (1)

Name of Stations	Capital shares holding				
	Private 1	Private 2	Private 3	Private n	Public
Premiere World (25 Channels)	Name Part (%)	KirchPay TV 100			
Discovery Channel (by Premiere	Name Part (%)	Discovery Germany L.L.C. 50	MultiChannel GmbH (Kirch Gruppe) 50		
Planet (by Premiere Word)	Name Part (%)	MultiThematiques GmbH (Canal+:27,42 + Liberty Media: 27,42+ Lagardère: 27,42+ havas Images: 9,09+ Part'Com: 8,64) 100			
Seasons (by Premiere Word)	Name Part (%)	MultiThematiques GmbH (Canal+:27,42 + Liberty Media: 27,42+ Lagardère: 27,42+ havas Images: 9,09+ Part'Com: 8,64) 100			
Fox Kids (by Premiere Word)	Name Part (%)	News Corp. 38	Haim Saban 38	others (Amsterdam) 24	

# Pay TV and Digital Packages (2)

Name of Stations	Capital shares holding					
		Private 1	Private 2	Private 3	Private n	Public
K-Toon (by Premiere)	Name	KirchMedia	EM.TV Merchandising			
	Part (%)	50	50			
Classica (by Premiere Word)	Name	Kirch Beteiligungs GmbH & Co. KG				
	Part (%)	100				
GoldStar TV (by Premiere Word)	Name	Gottfried Zmeck	MultiChannel GmbH (Kirch Gruppe)			
	Part (%)	50	50			
Filmpalast (by Premiere)	Name	Premiere Medien				
	Part (%)	100				
Heimatkanal (by Premiere)	Name	Premiere Medien				
	Part (%)	100				
Krimi & Co (by Premiere Word)	Name	ZDF Enterprises Media & Beteiligungs GmbH	MultiChannel GmbH (Kirch Gruppe)			
	Part (%)	50	50			

# Pay TV and Digital Packages

Name of Stations	Name of Sales houses	Channel's Target Group
Premiere World (25 Channels) see commercial channels here	SevenOne Media	
Discovery Channel (by Premiere Word)	SevenOne Media	Adults 14-49
Planet (by Premiere Word)	SevenOne Media	Adults 25-59
Seasons (by Premiere Word)	SevenOne Media	Men 30+
Fox Kids (by Premiere Word)	SevenOne Media	Kids 3-13
K-Toon (by Premiere Word)	SevenOne Media	Adults 14-29
Classica (by Premiere Word)	SevenOne Media	Adults 40+
GoldStar TV (by Premiere Word)	SevenOne Media	Women 40+
Filmpalast (by Premiere Word)	SevenOne Media	Women 30-59
Heimatkanal (by Premiere Word)	SevenOne Media	Women 30-59
Krimi & Co (by Premiere Word)	SevenOne Media	Adults 30-59

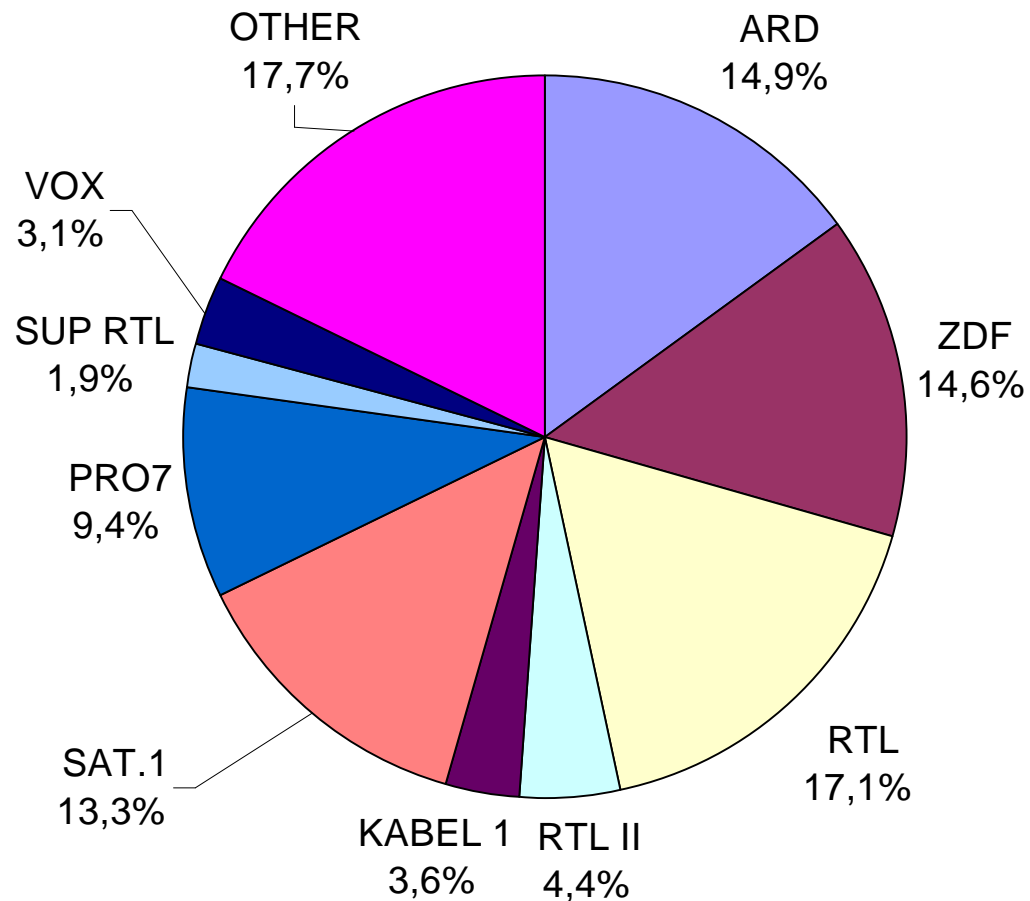


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## 3.5. Audiences

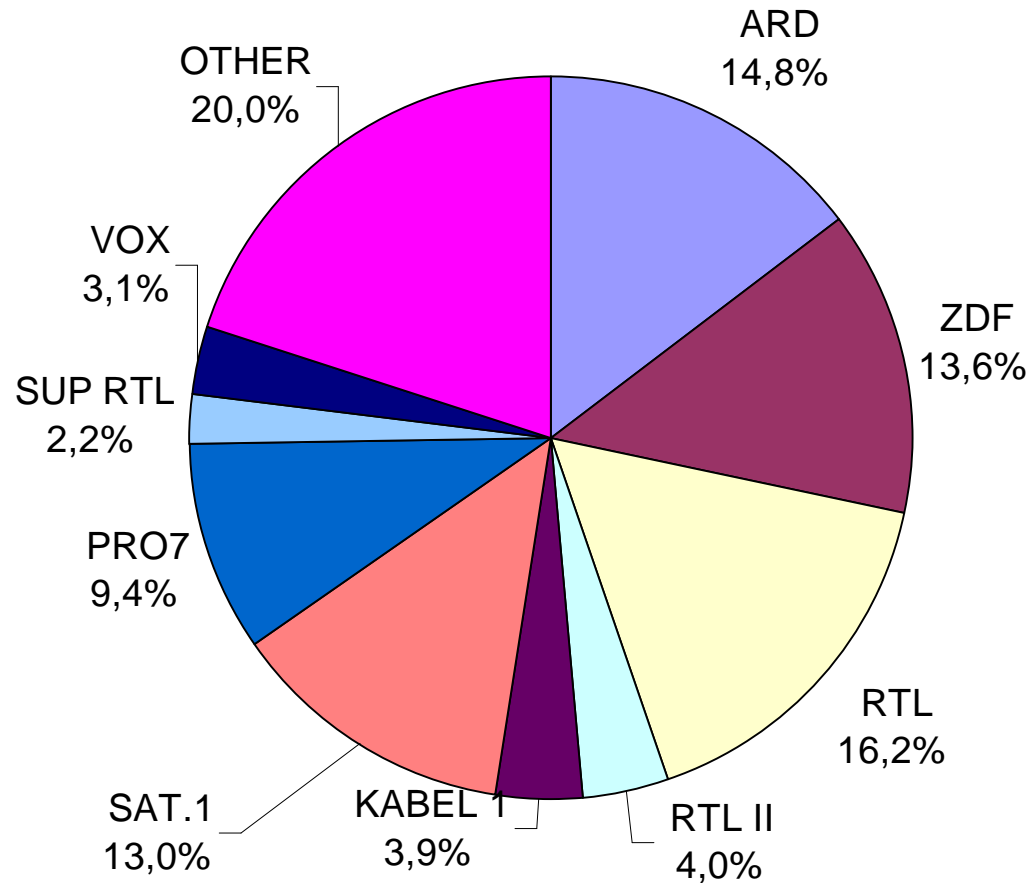
# Share of Market (%) - 1996

Target : 6+ ( 02h00-26h00)



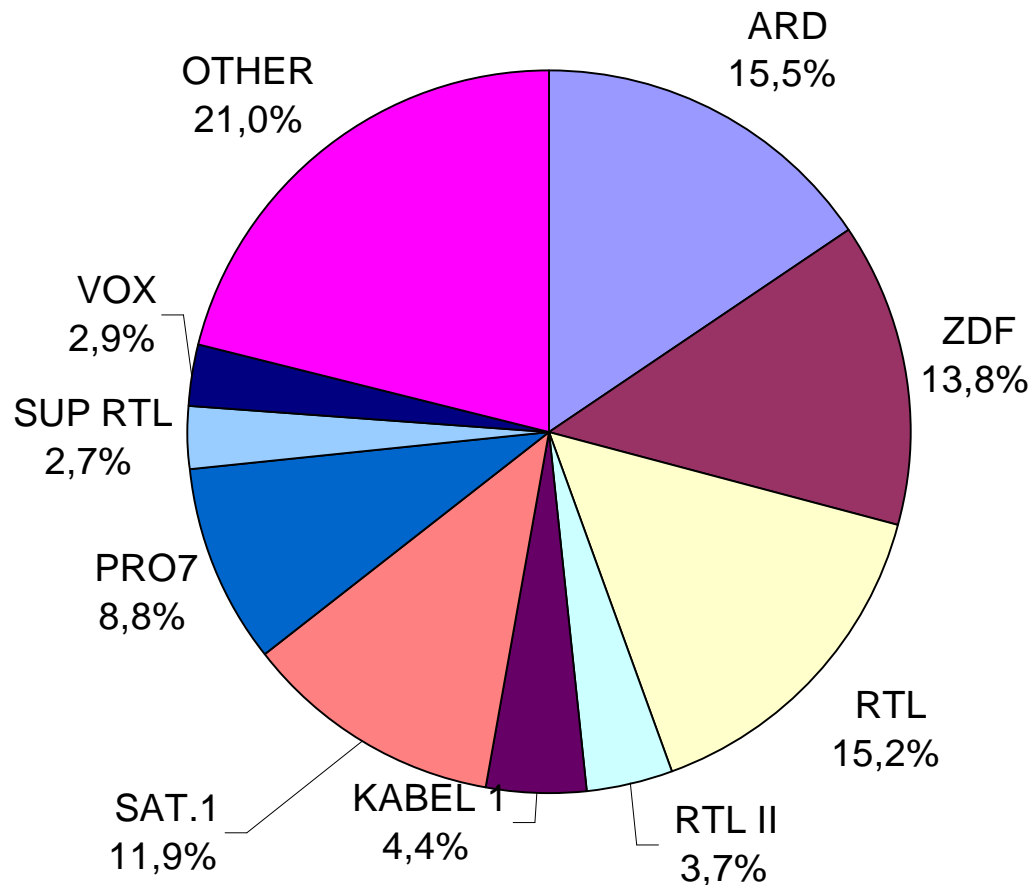
# Share of Market (%) - 1997

Target : 6+ ( 02h00-26h00)



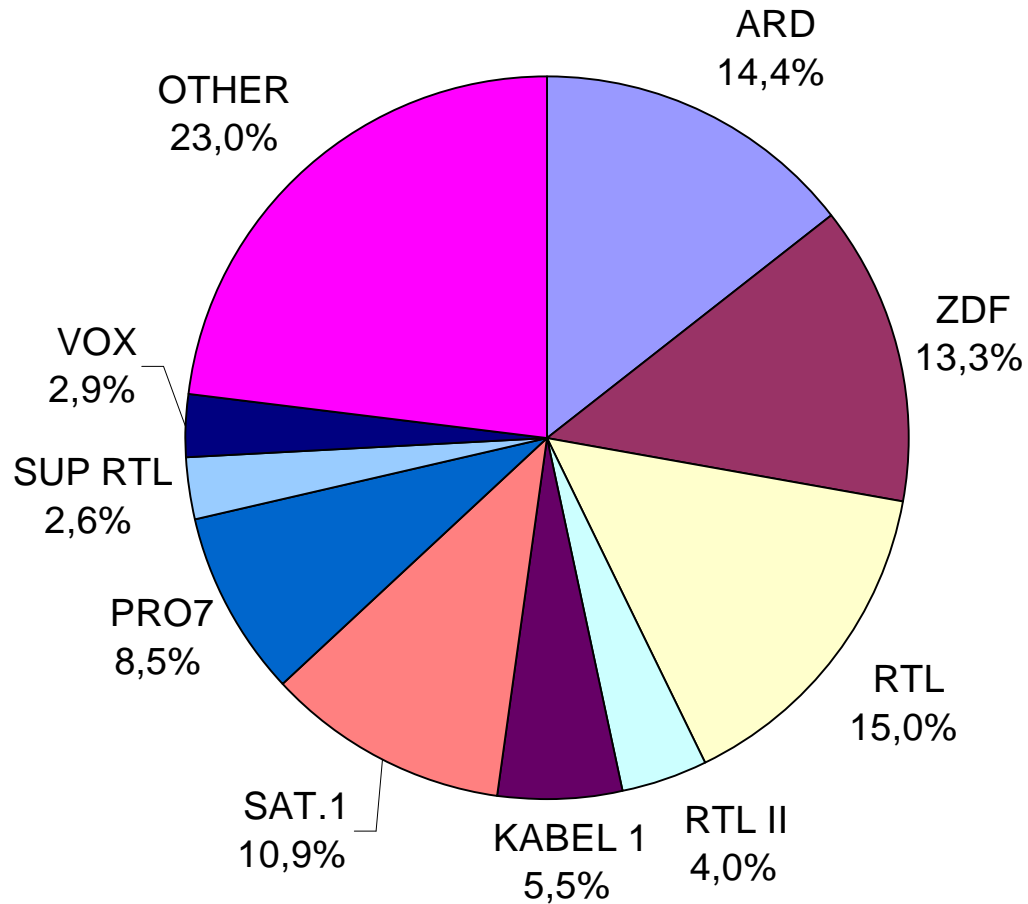
# Share of Market (%) - 1998

Target : 6+ ( 02h00-26h00)



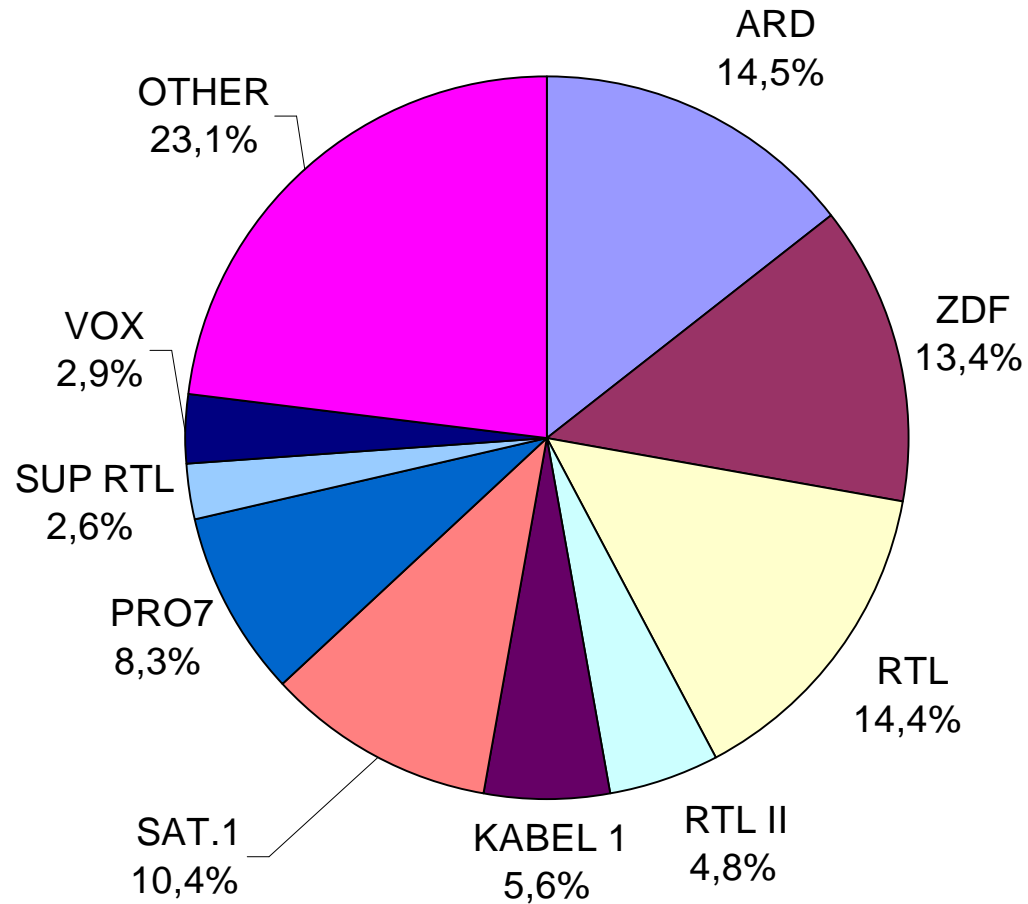
# Share of Market (%) - 1999

Target : 6+ ( 02h00-26h00)

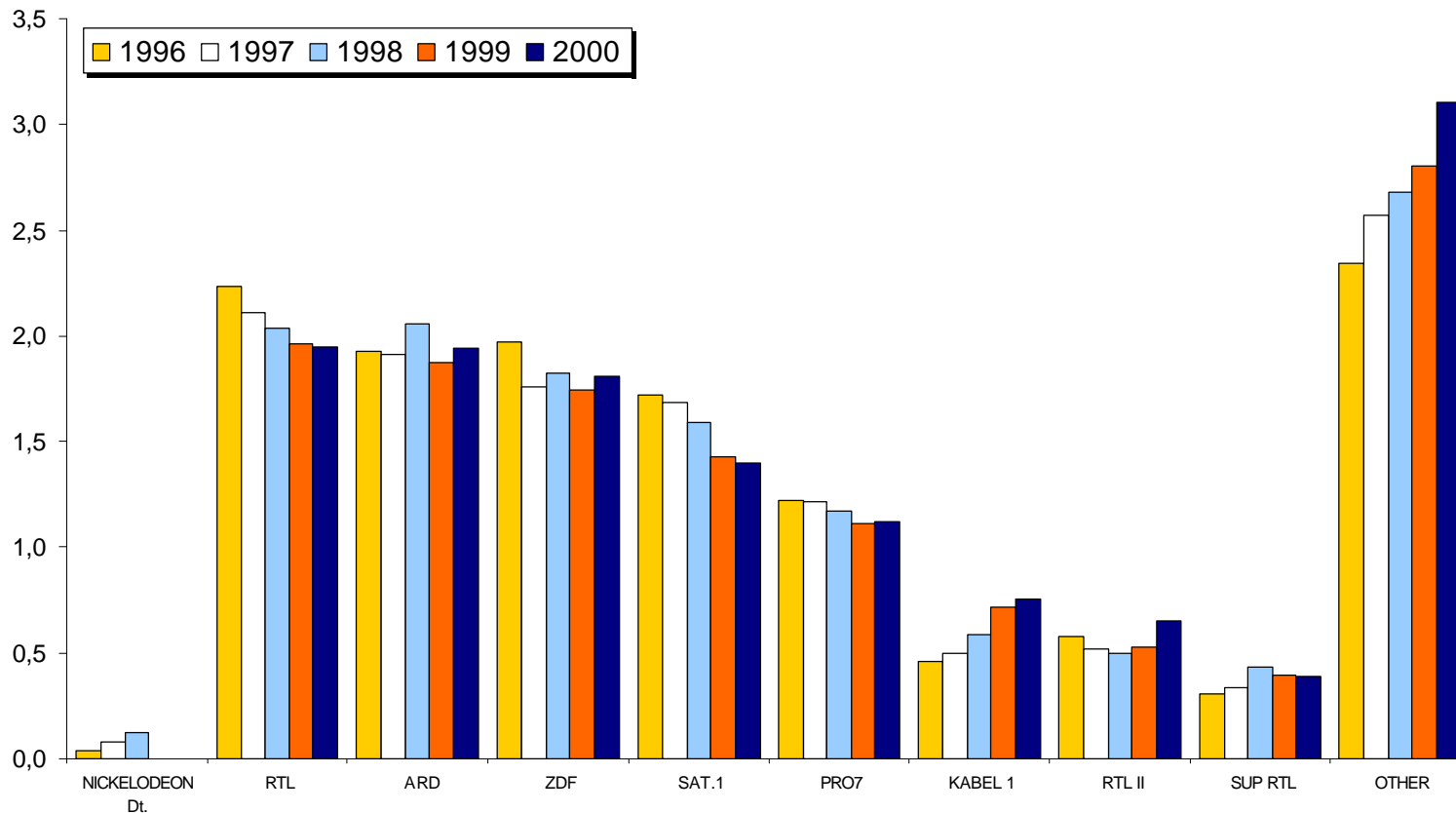


# Share of Market (%) - 2000

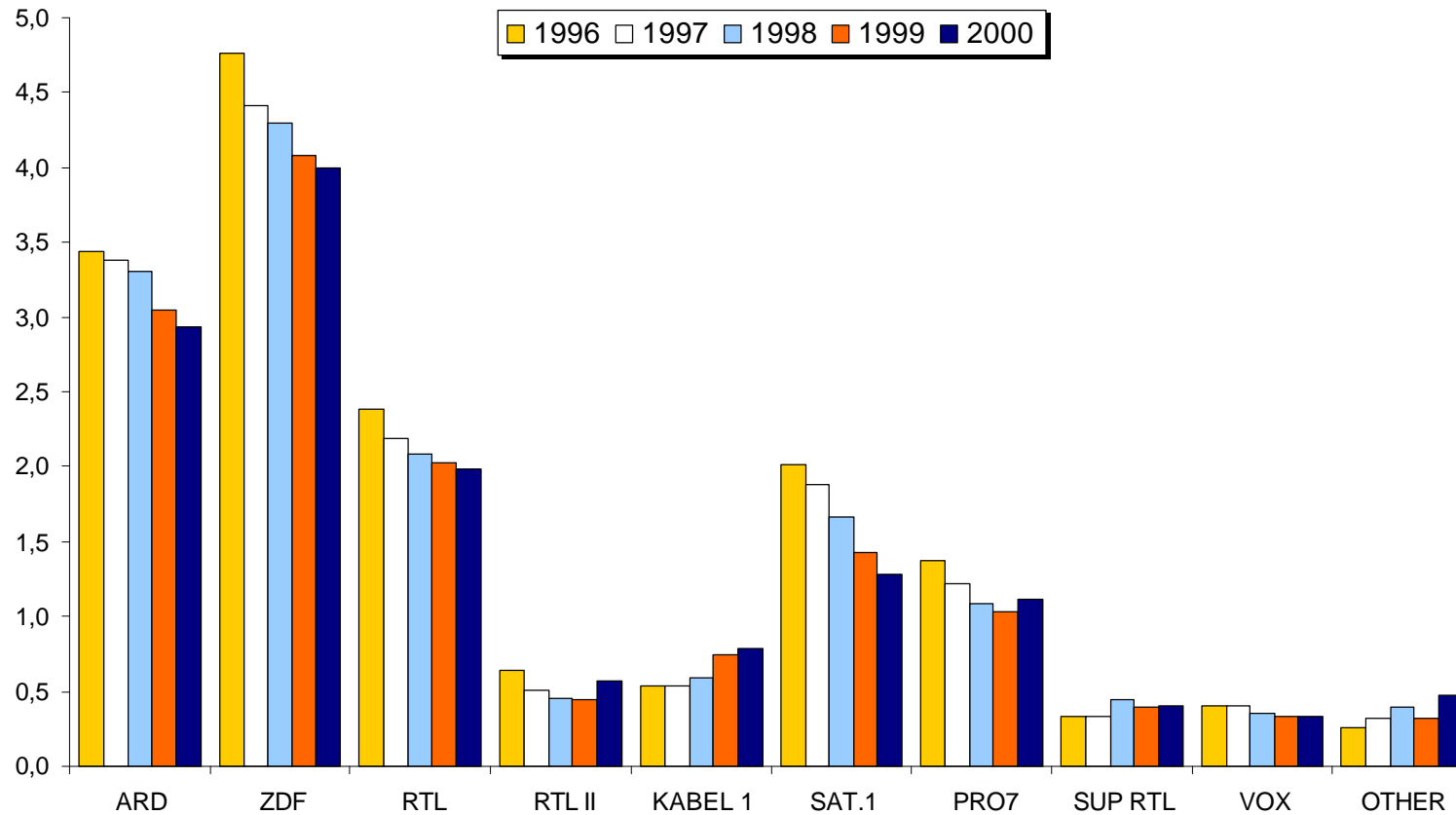
Target : 6+ ( 02h00-26h00)



# Avg rating (GRP's %) All broadcasts incl. Adv.

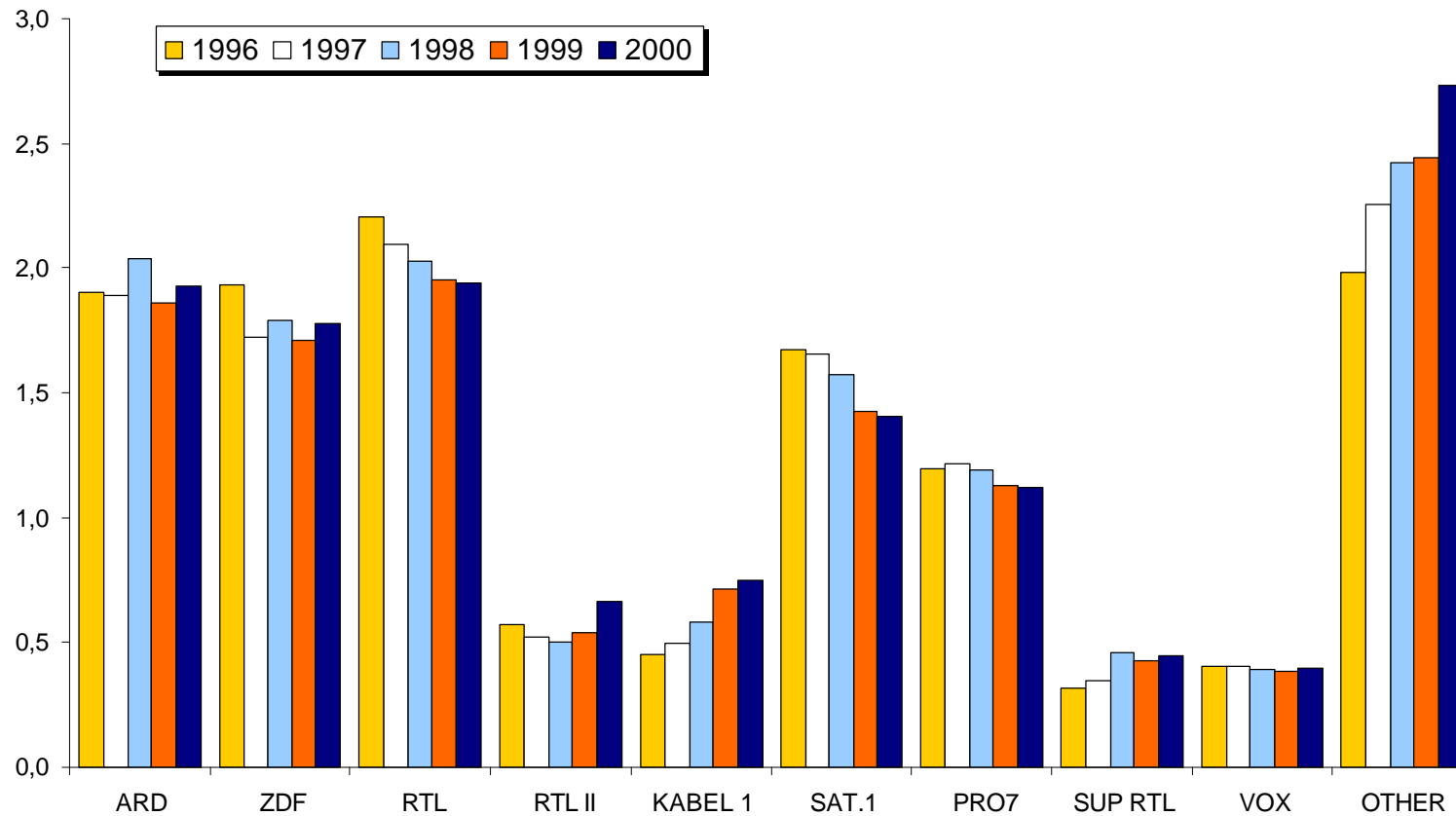


# Avg rating (GRP's %) Total Advertising



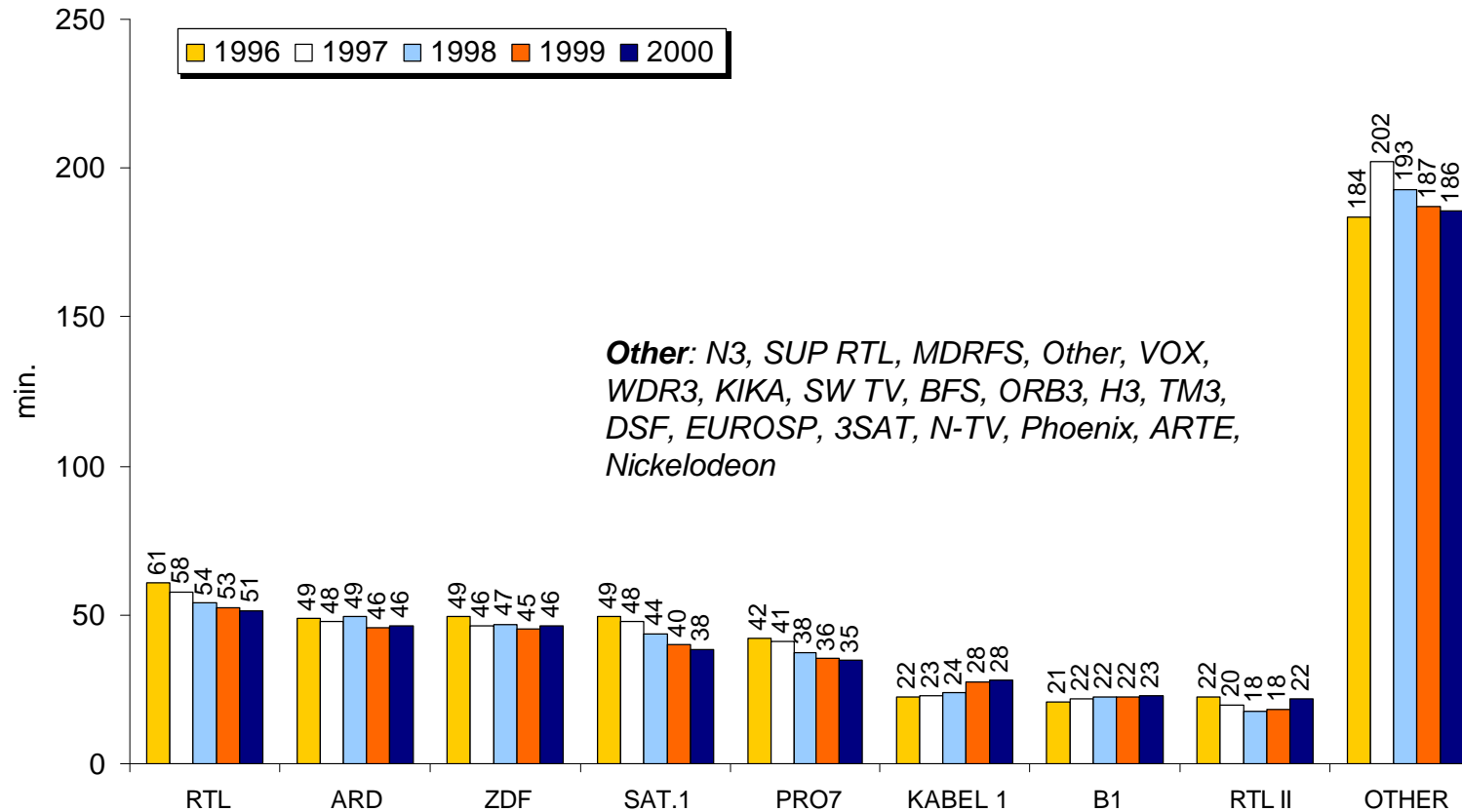


# Avg rating (GRP's %) Total (except Advertising)



# All broadcasts incl. Adv.

## Avg viewing duration (in number of min)



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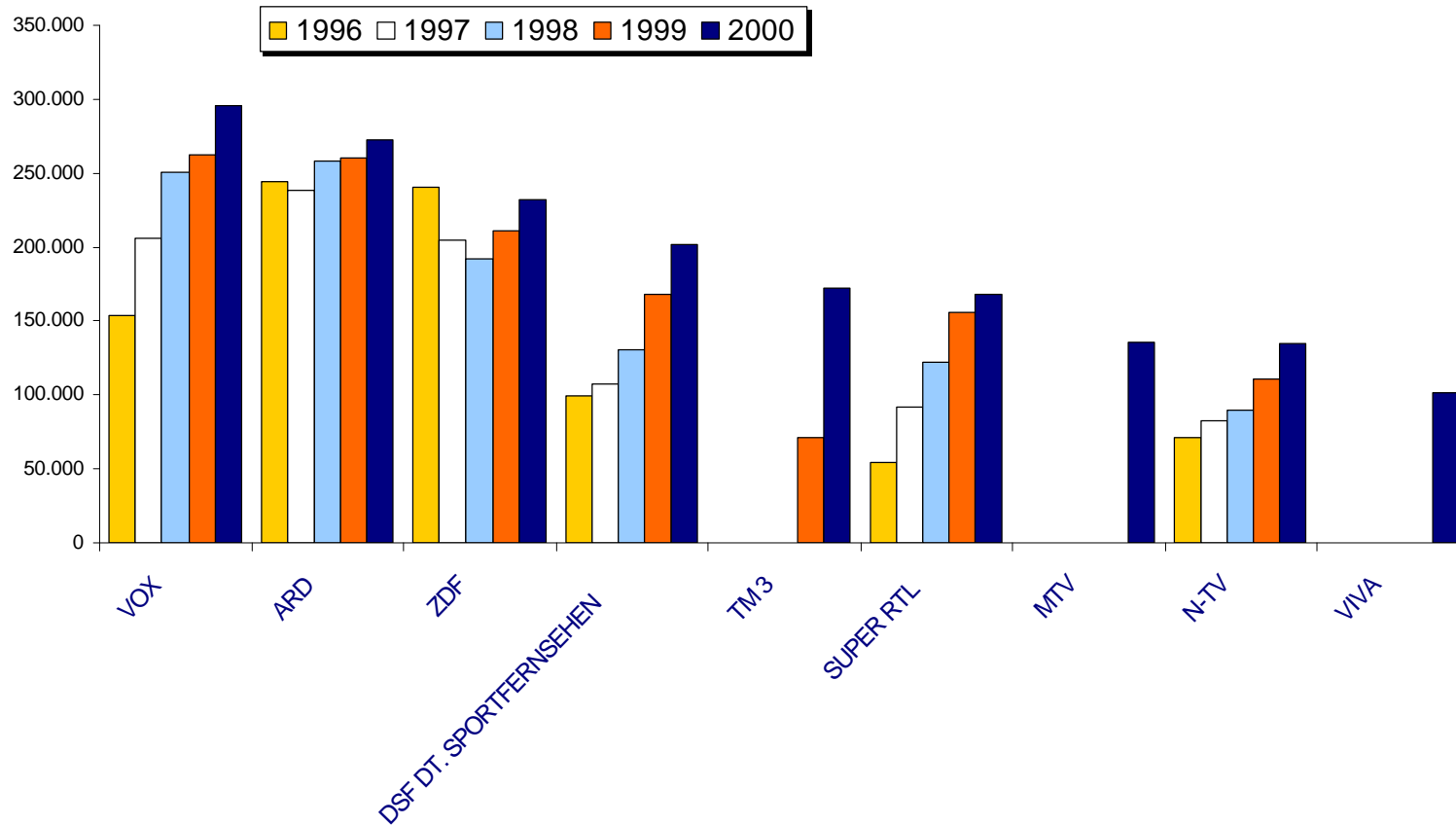
# 3.6. Media Investments



Germany

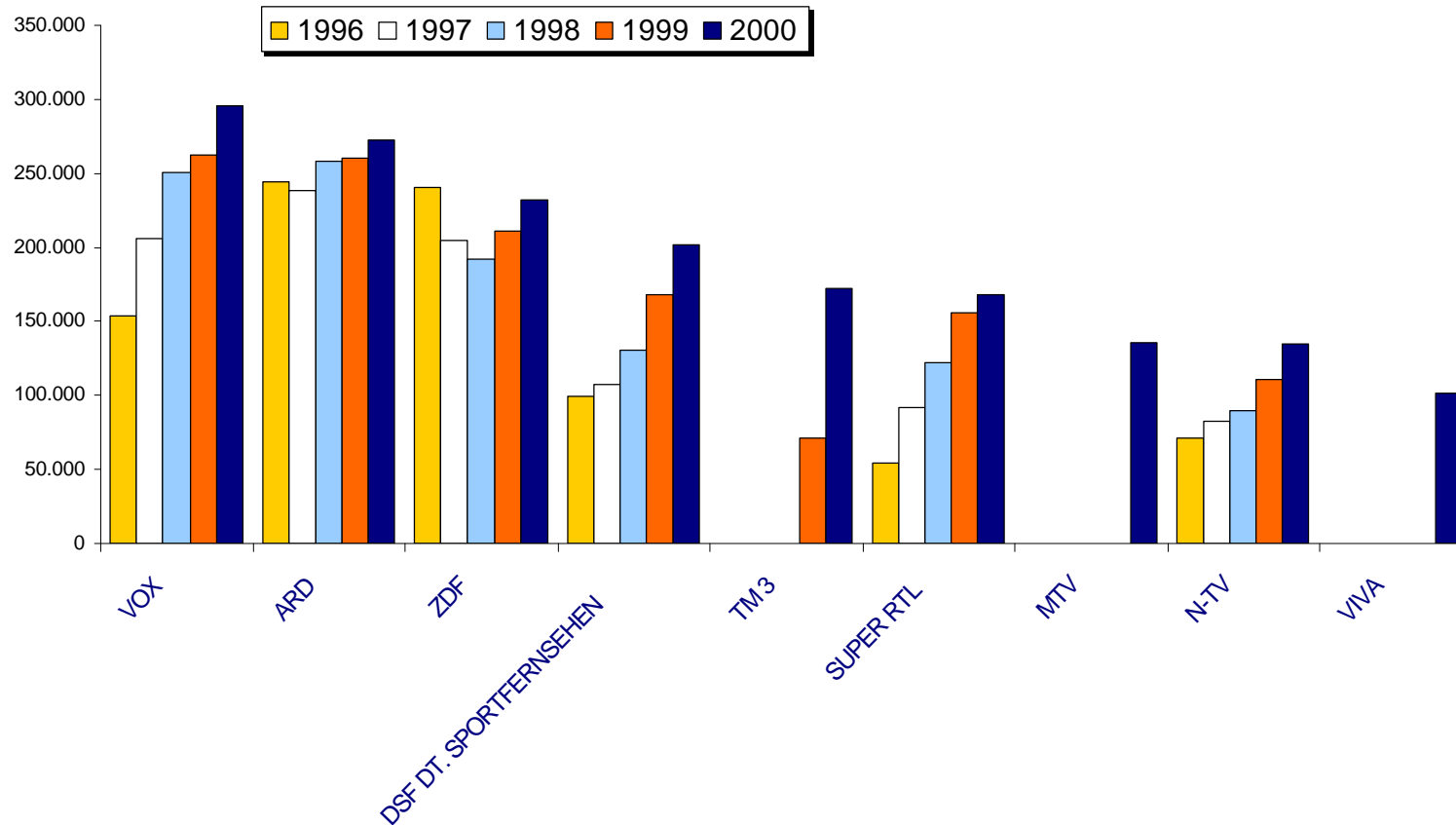
# All Television

## By Channel (1) - In Space Value ('000 Euros)

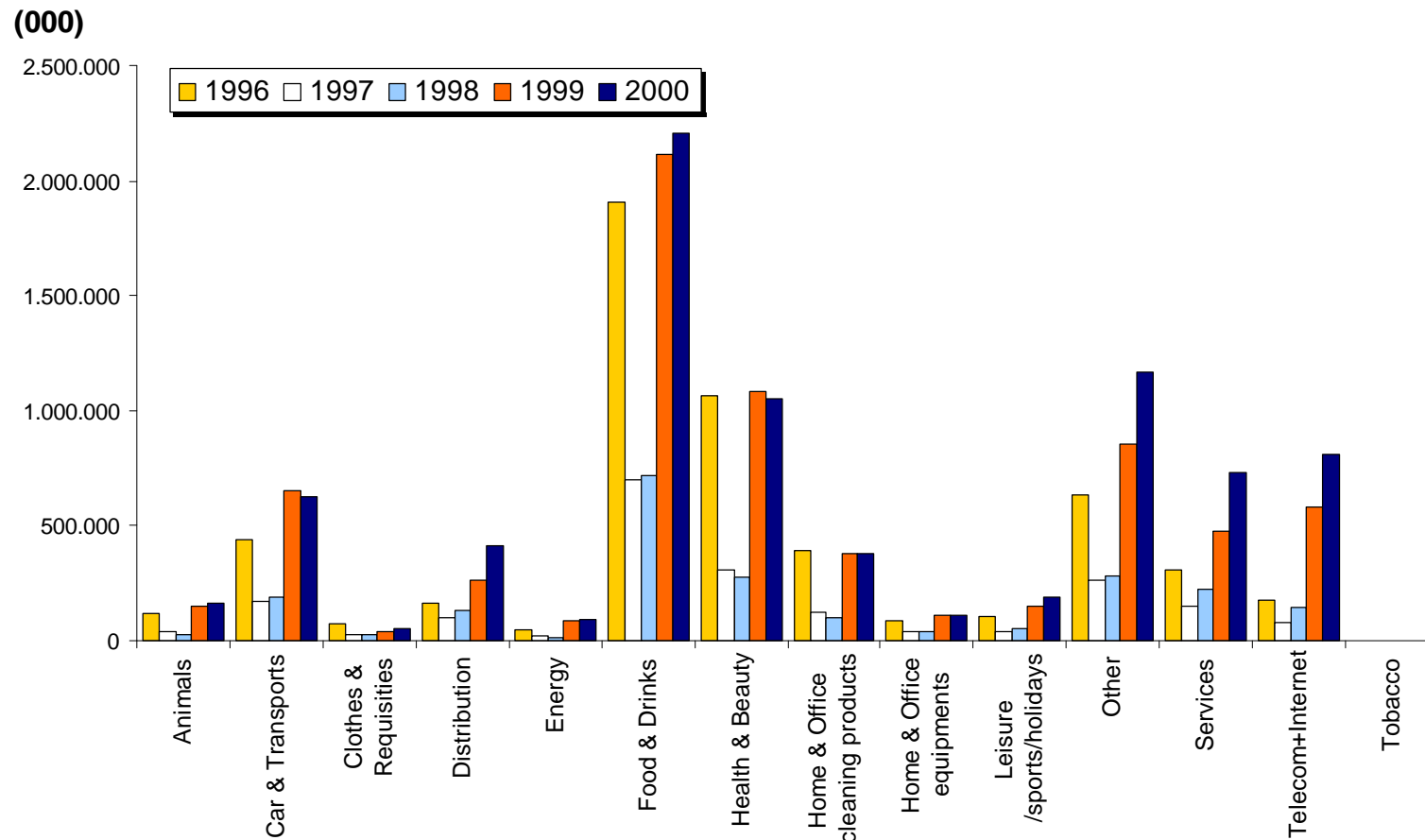


# All Television

## By Channel (2) - In Space Value ('000 Euros)

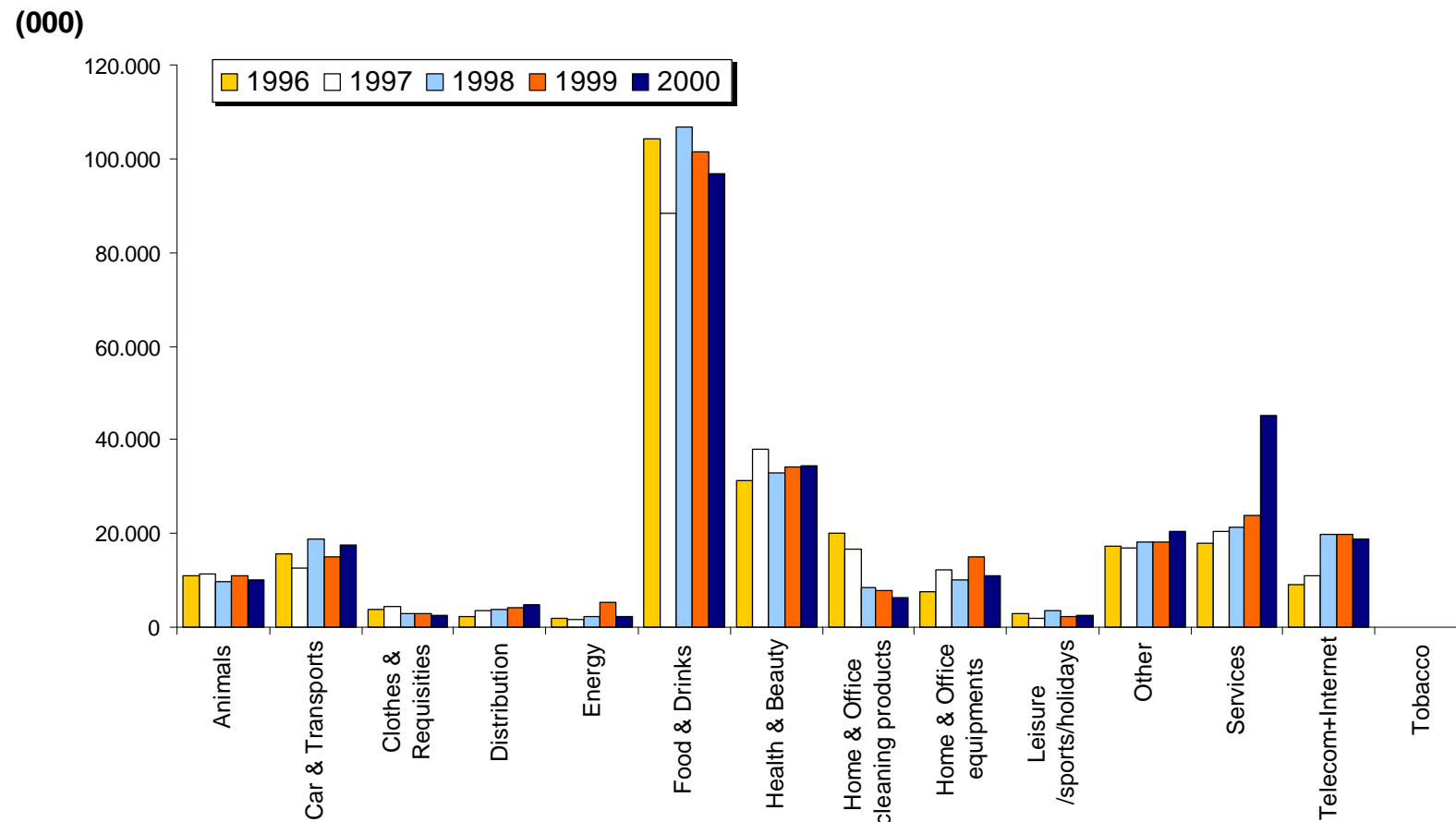


# All Television By Sector - In Space Value (Euros)



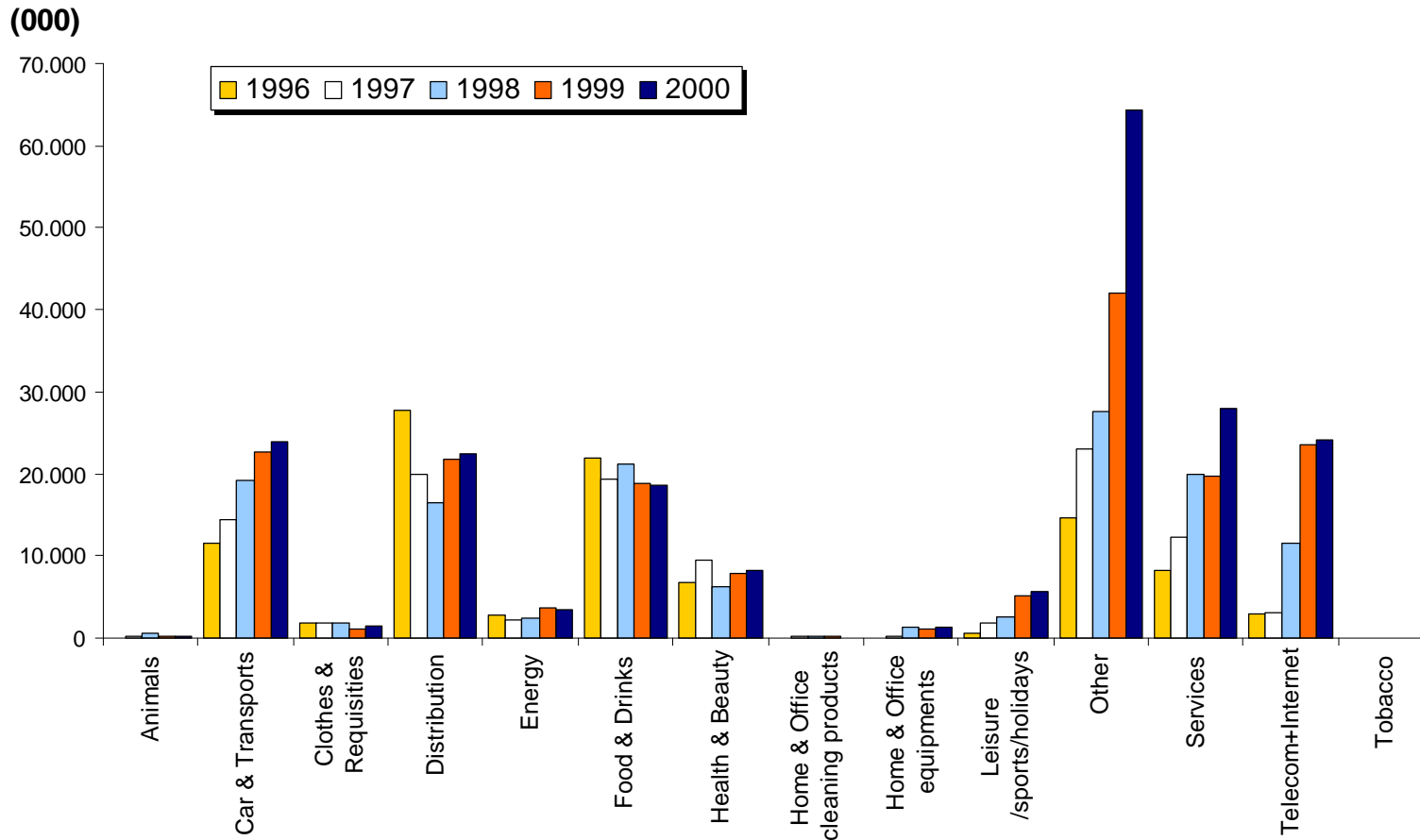
# ARD

## By Channel and Sector - In Space Value (Euros)



# DSF DT. SPORTFERNSEHEN

## By Channel and Sector - In Space Value (Euros)

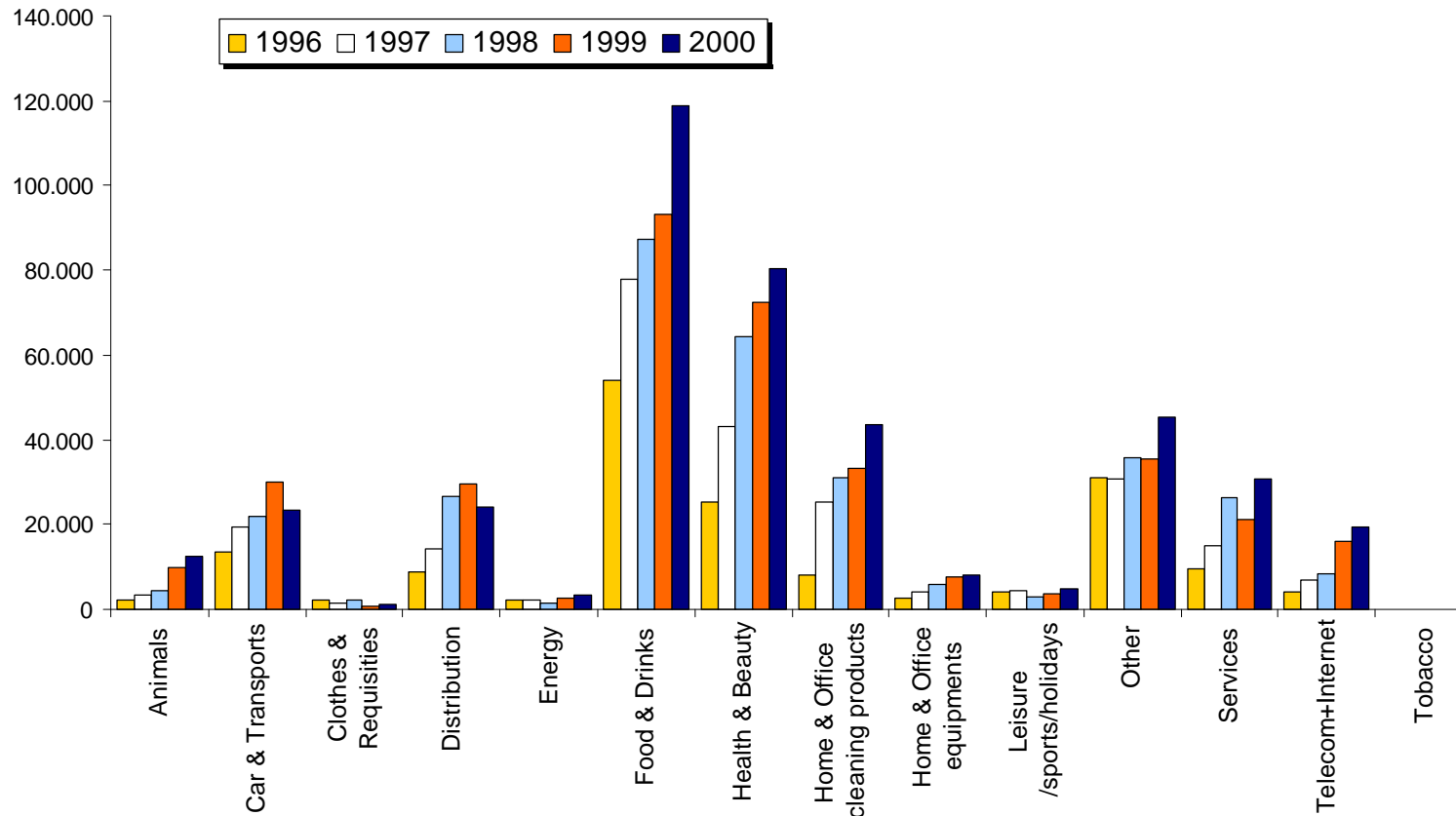




# KABEL EINS

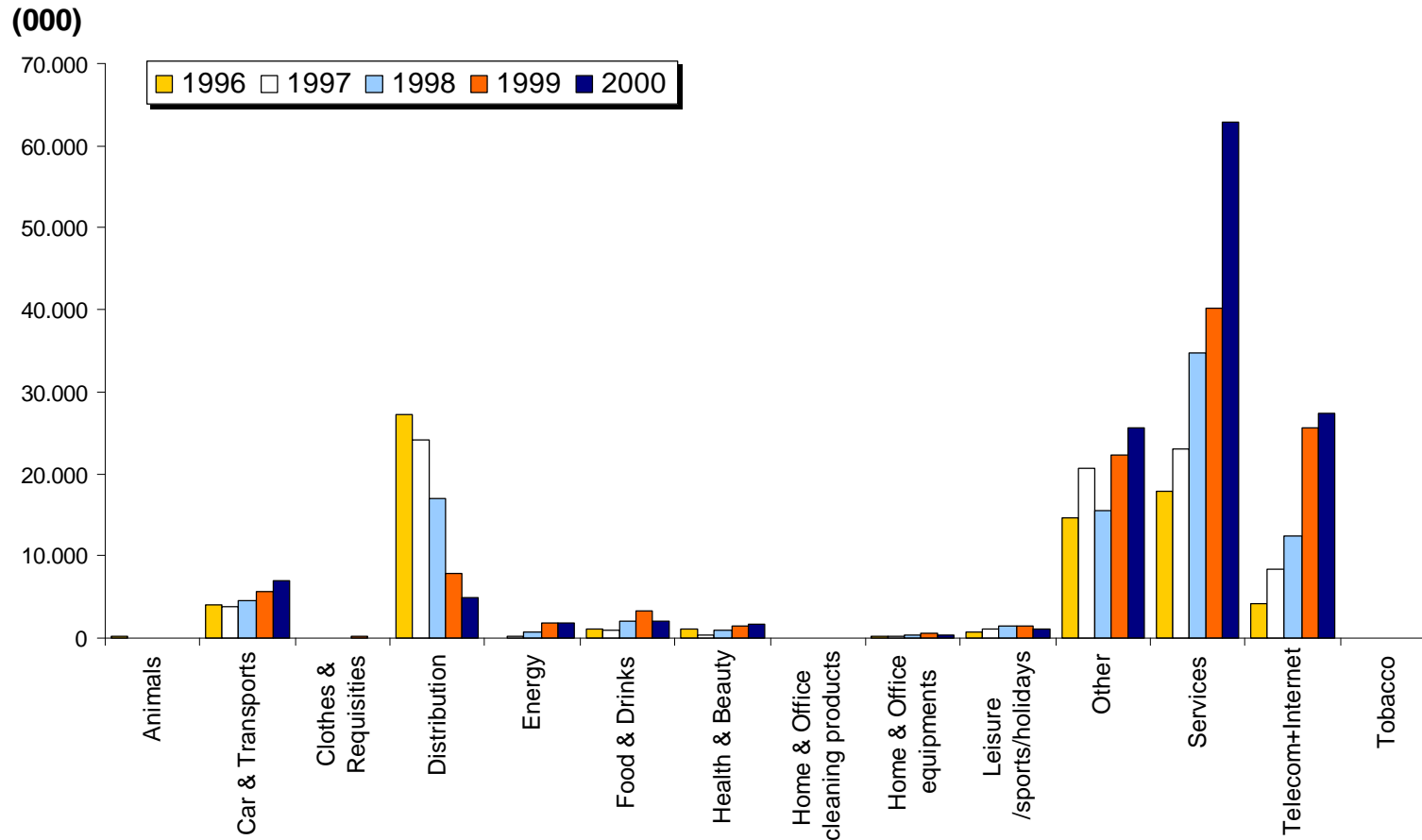
## By Channel and Sector - In Space Value (Euros)

(000)



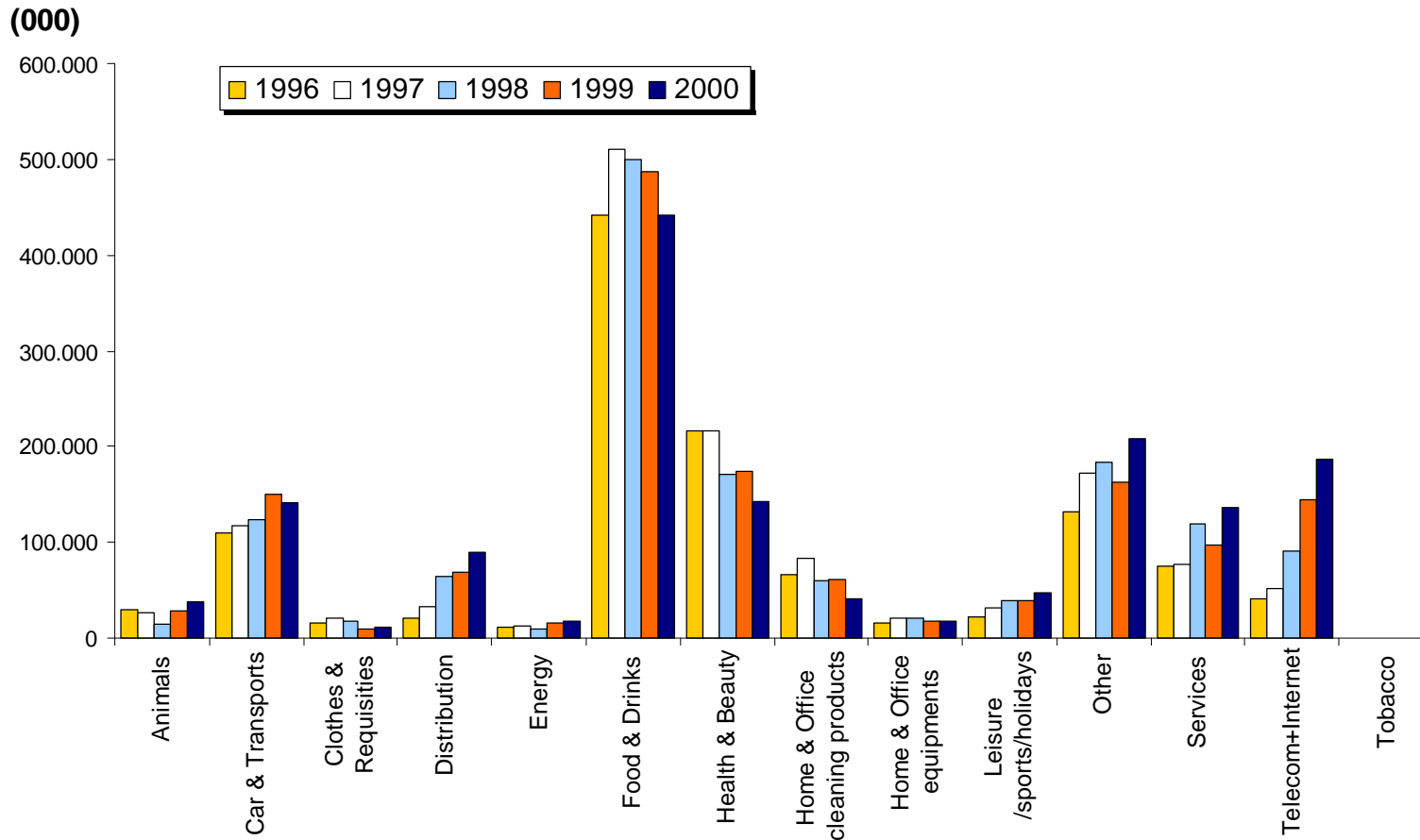
# N-TV

## By Channel and Sector - In Space Value (Euros)



# PRO SIEBEN

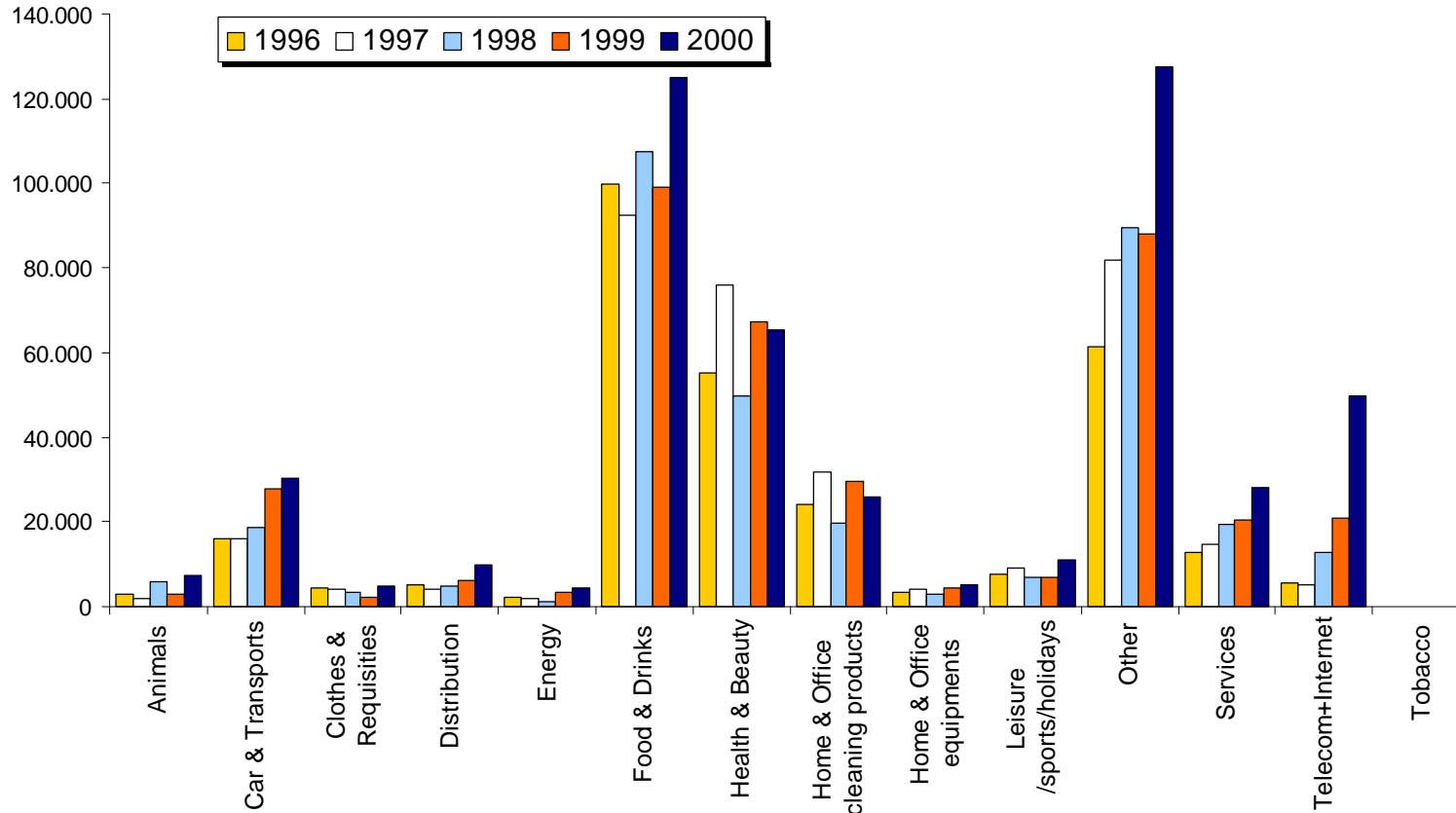
## By Channel and Sector - In Space Value (Euros)



# RTL 2

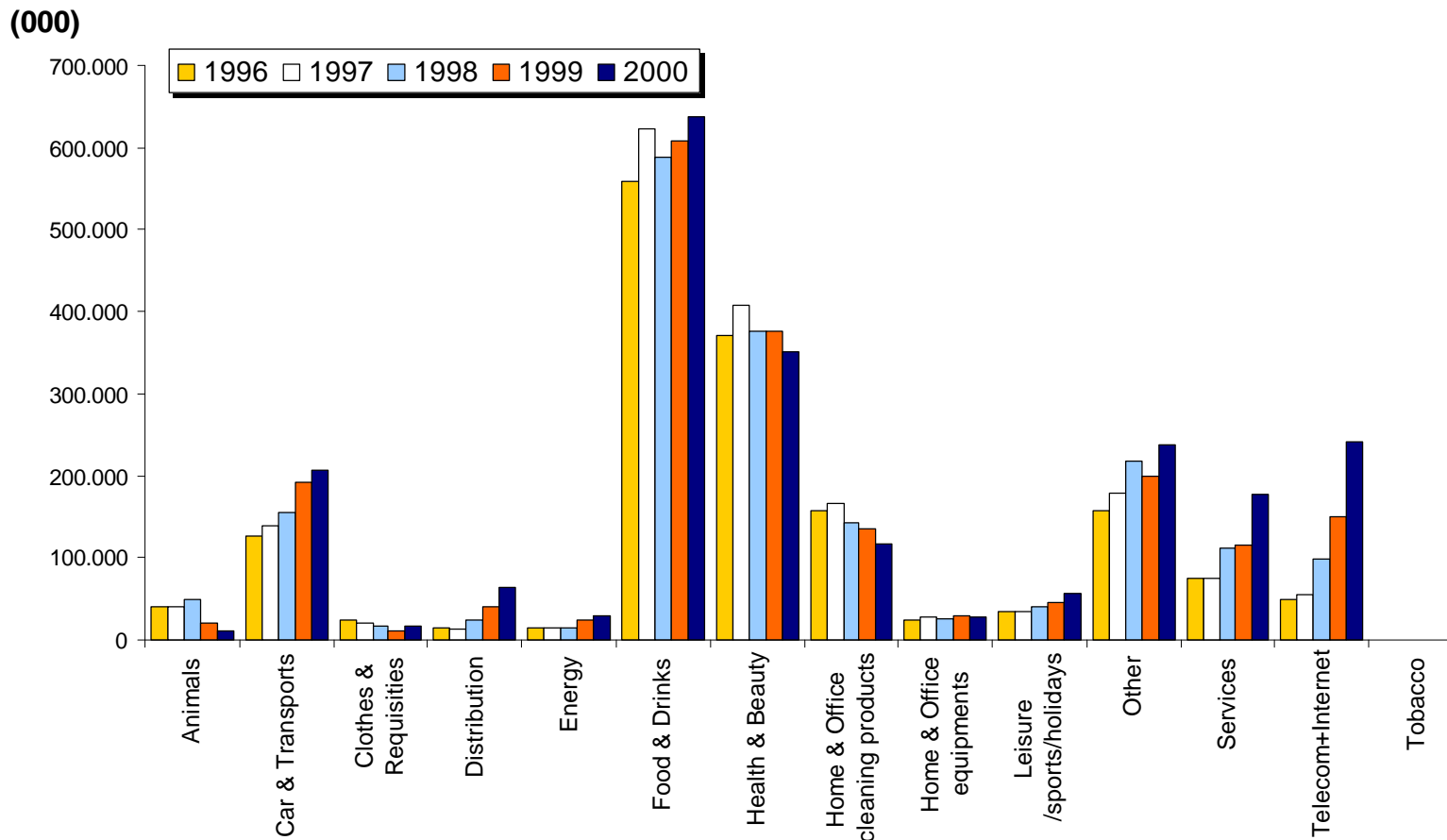
## By Channel and Sector - In Space Value (Euros)

(000)



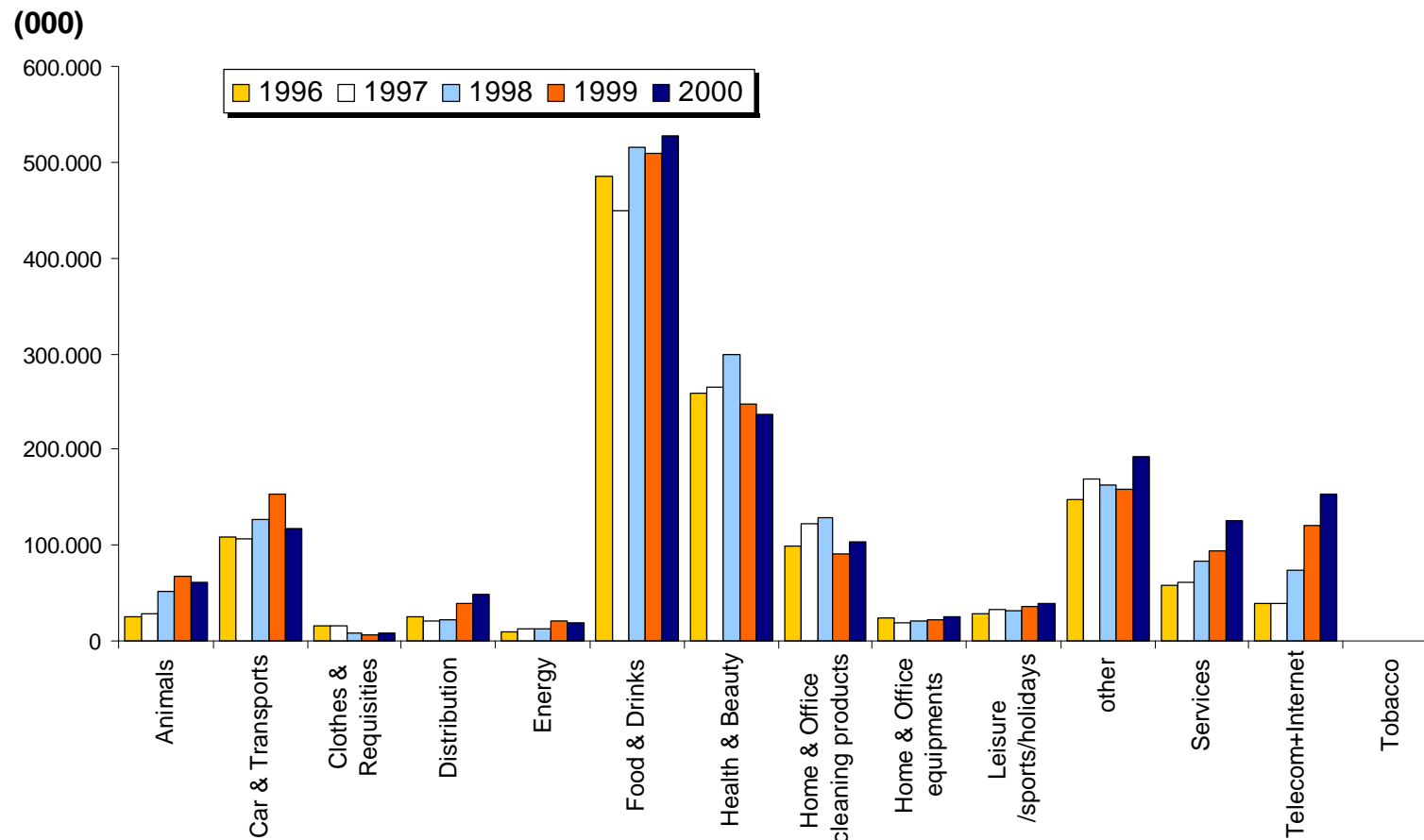
# RTL TELEVISION

## By Channel and Sector - In Space Value (Euros)



# TELEVISION Germany

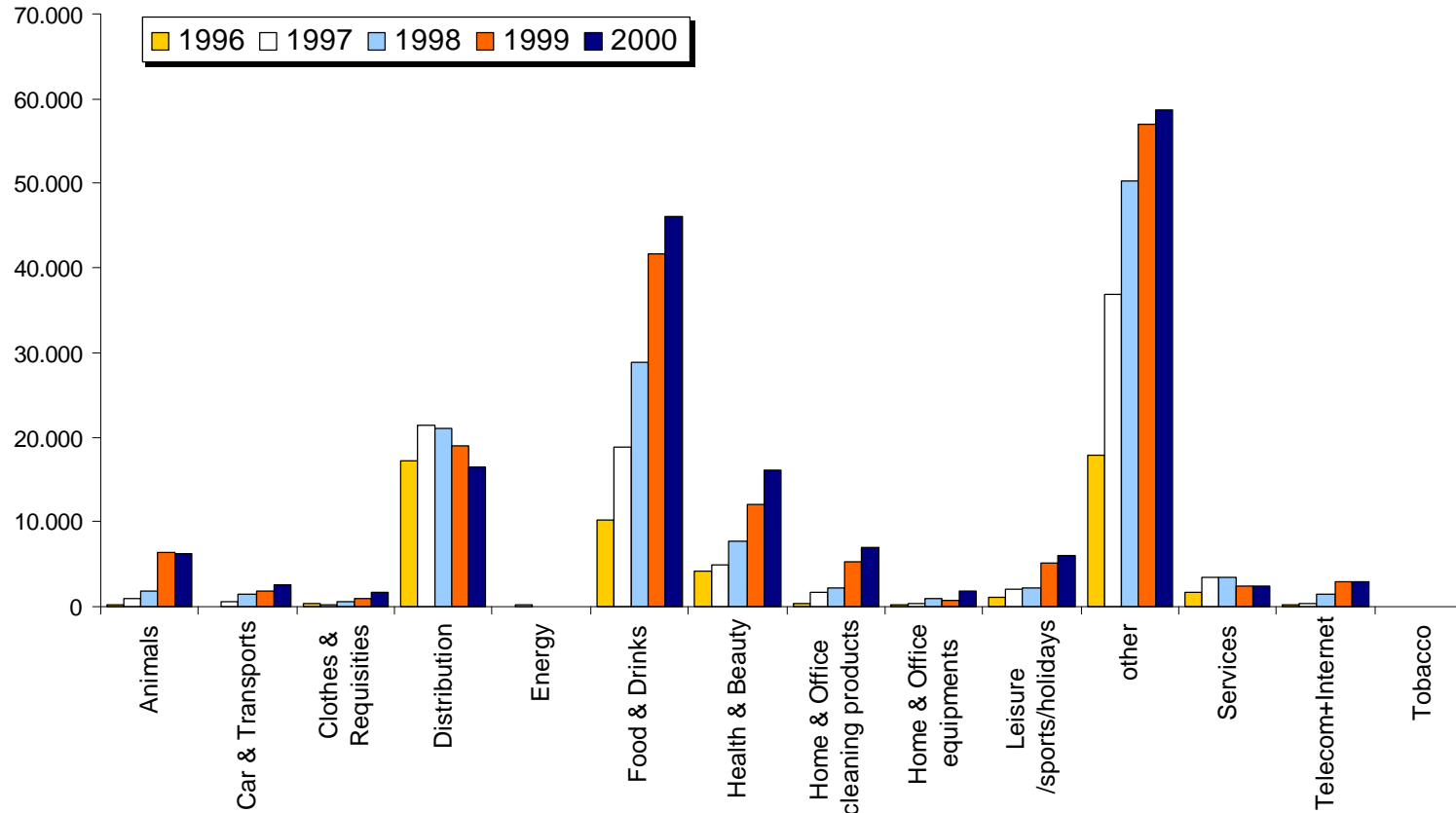
## By Channel and Sector - In Space Value (Euros)



# SUPER RTL

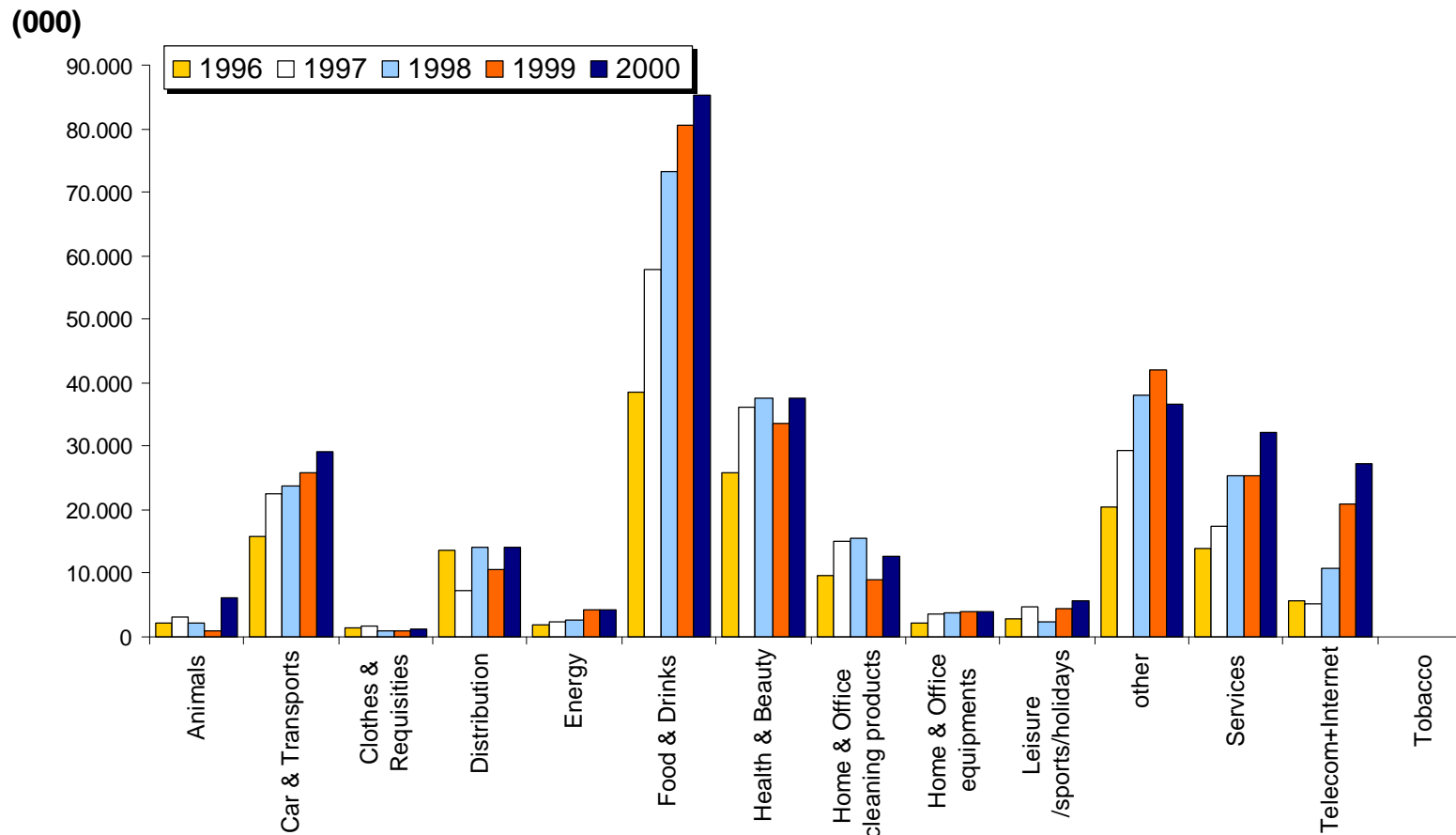
## By Channel and Sector - In Space Value (Euros)

(000)



# VOX

## By Channel and Sector - In Space Value (Euros)

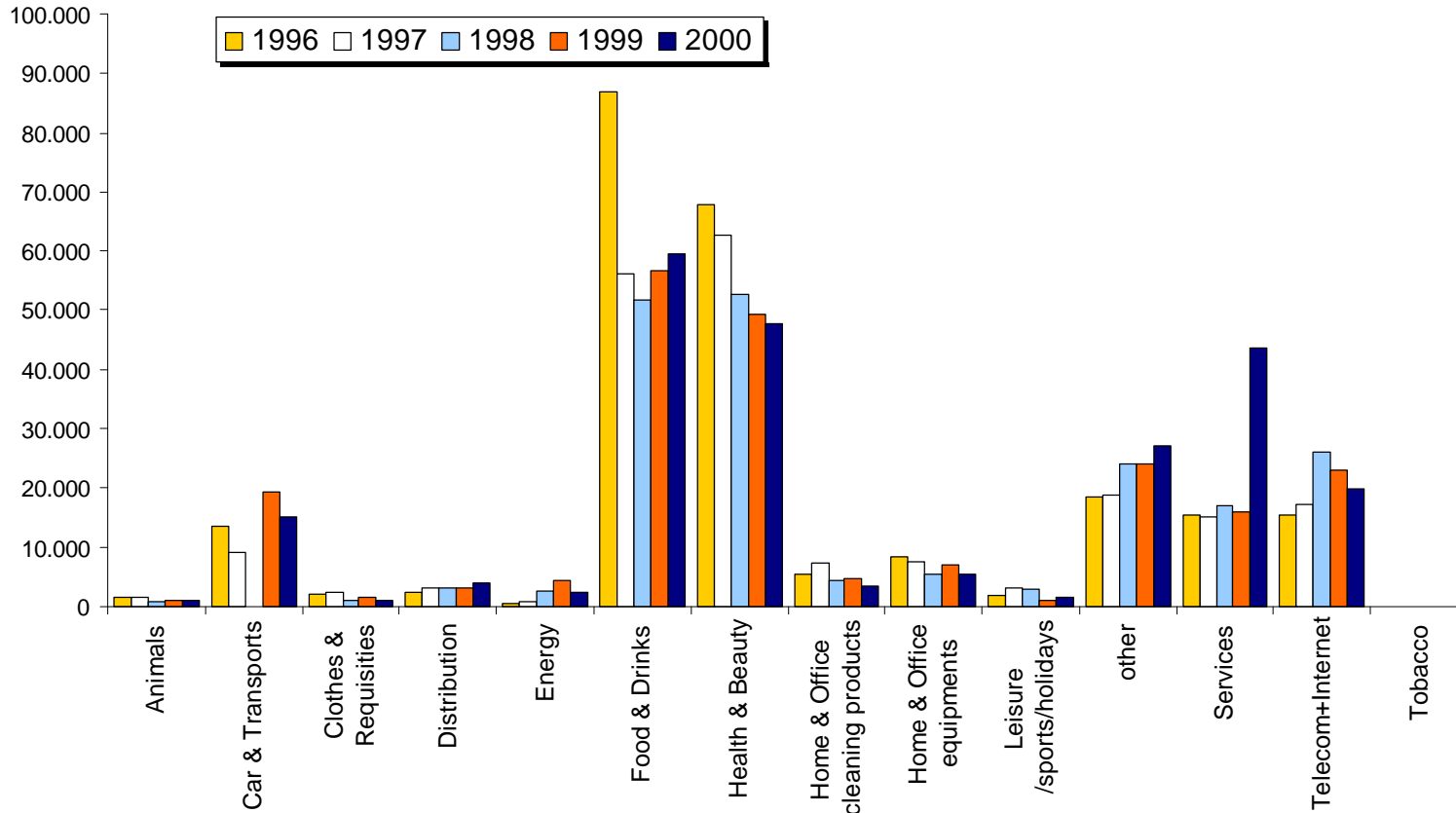




# ZDF

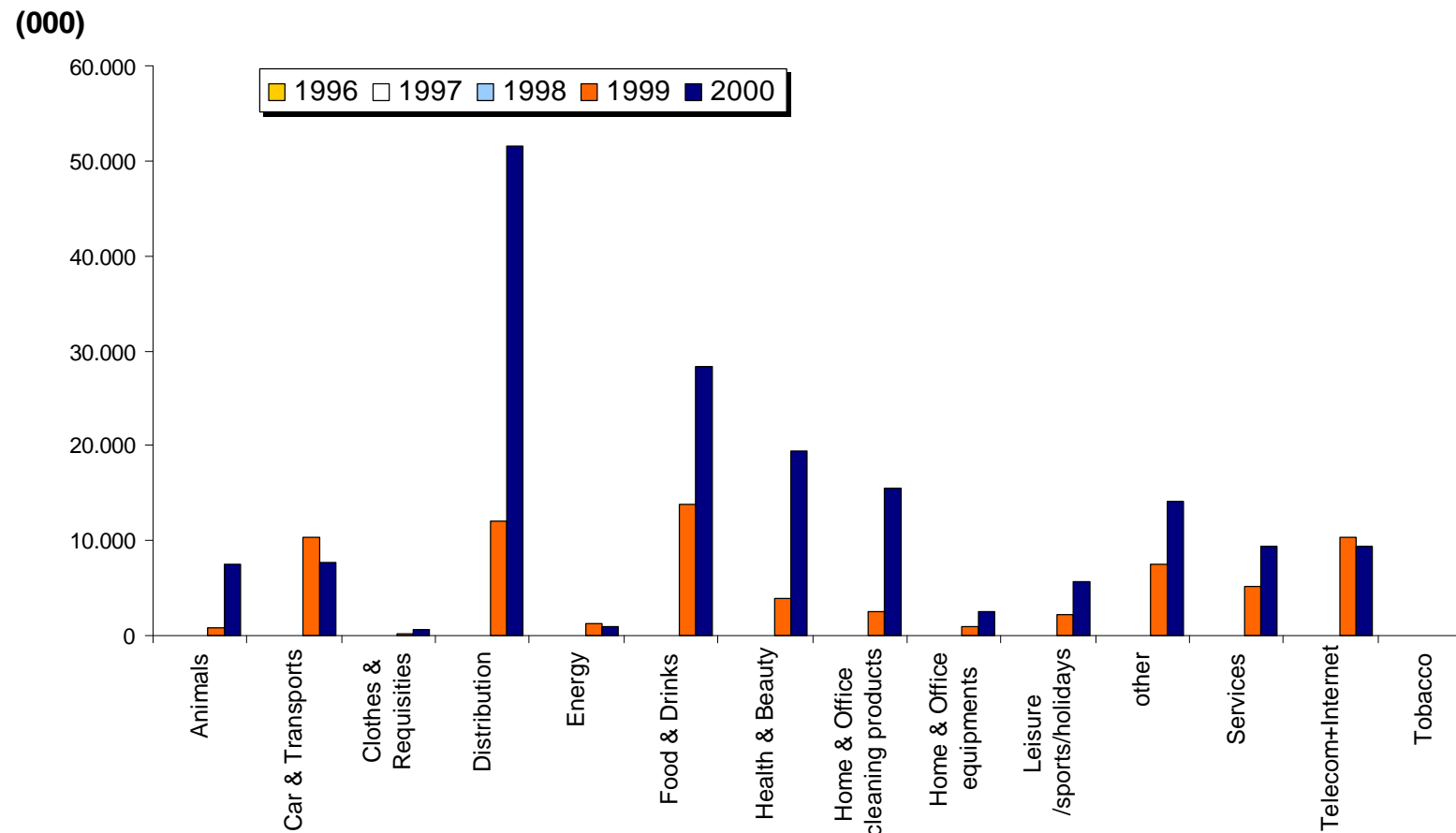
## By Channel and Sector - In Space Value (Euros)

(000)



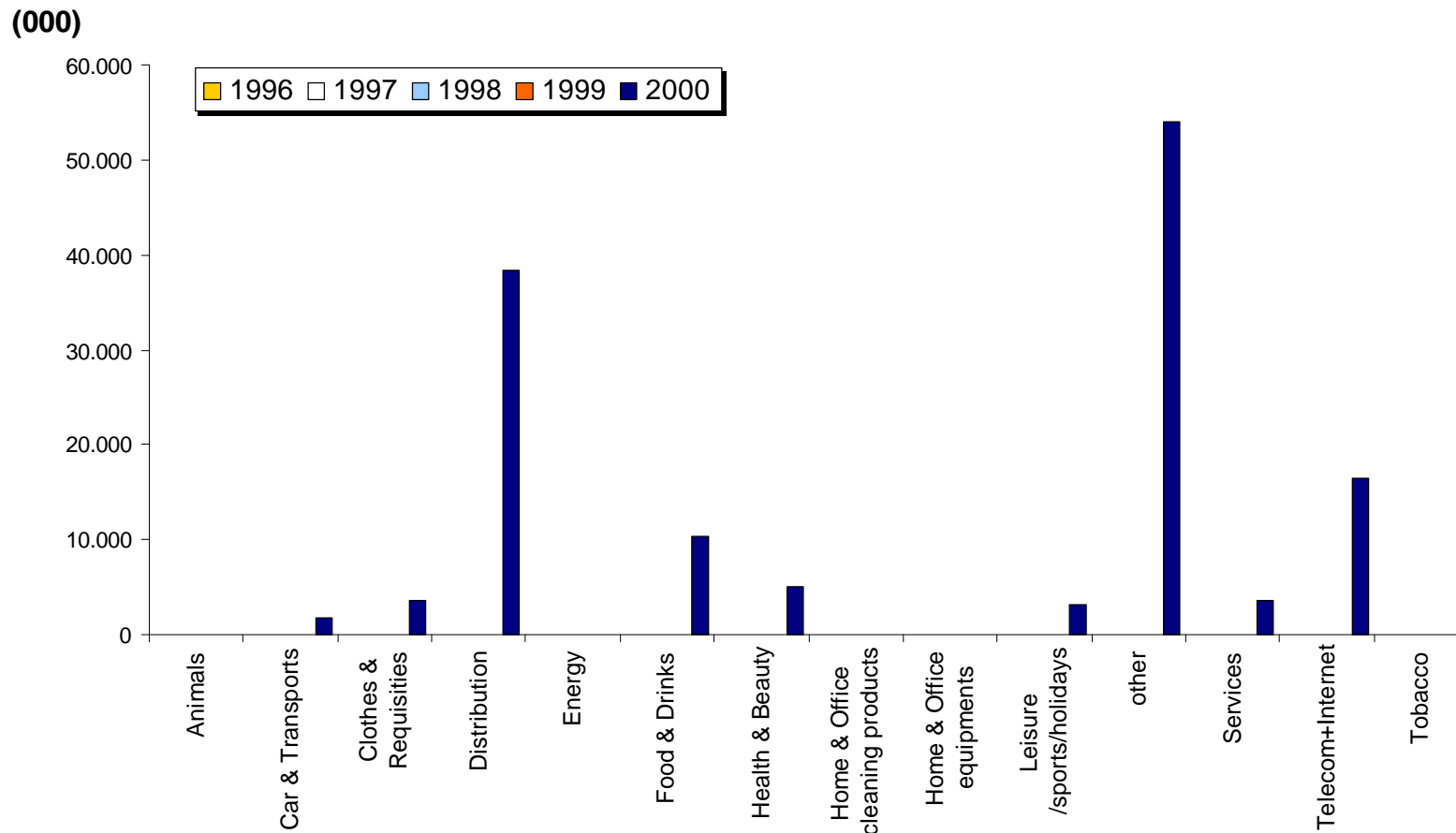
# TM3

## By Channel and Sector - In Space Value (Euros)



# MTV

## By Channel and Sector - In Space Value (Euros)



# VIVA

## By Channel and Sector - In Space Value (Euros)

