

# RTL TELEVIZIJA



## Market

RTL Televizija is a Croatian commercial TV station and a part of RTL Group, the leading pan-European TV and Radio Corporation that includes 44 TV channels and 32 radio stations in nine countries. RTL Group is the global leader in content (production and rights) with an annual production of 300 programs and over 10,000 hours of content produced in 40 countries. In addition, RTL Group is the largest distribution company outside of the USA with rights to more than 19,000 program hours for 150 countries worldwide.

RTL Group owns 74% of RTL Televizija, while the remaining shares are owned by private investors. RTL Televizija's signal covers 96% of the territory of the Republic of Croatia.

## Achievements

Since it arrived on the Croatian market, the company strategy is to create a national TV company providing entertainment for the whole family. The target age group from 18 to 49 years old recognized the program quality offered by RTL Televizija. After two years of broadcasting RTL Televizija, the youngest Croatian commercial TV station, achieved exceptional results. Not only did it become the market leader, but also had great financial results. In 2007 RTL Televizija won the global award for best visual identity. „Aqua“ was awarded the gold prize on the prestigious Promax/BDA competition in New York.

RTL Televizija also won many national awards for the quality of its program. Hosts, trademark faces of RTL Televizija, were nominated and awarded through readers and clients' choice as the best and most wanted in their line of work.

By creating recognizable brands, RTL Televizija attracted many reliable and loyal clients.

## History

The story begins in 2003 when the Croatian Parliament decided to privatize HTV 3, one of three public channels. RTL Group got the concession through a public tender and RTL

Televizija started broadcasting program on 30 April 2004. From the very beginning RTL Televizija focused on a consistent program policy and programs that viewers like. The popularity and

audience shares were achieved, among other, by being the first in Croatia to present reality show formats. The first Croatian soap „Zabranjena ljubav“ was also featured on RTL Televizija.

RTL Televizija cooperates closely with the best creative agencies and domestic production companies, proving the excellence of the content it offers to viewers year after year.

In 2006 RTL Televizija, in cooperation with Večernji list, founded a humanitarian association „RTL pomaže djeci“. The association works as a humanitarian fund and supports throughout the whole year various projects whose beneficiaries are children.

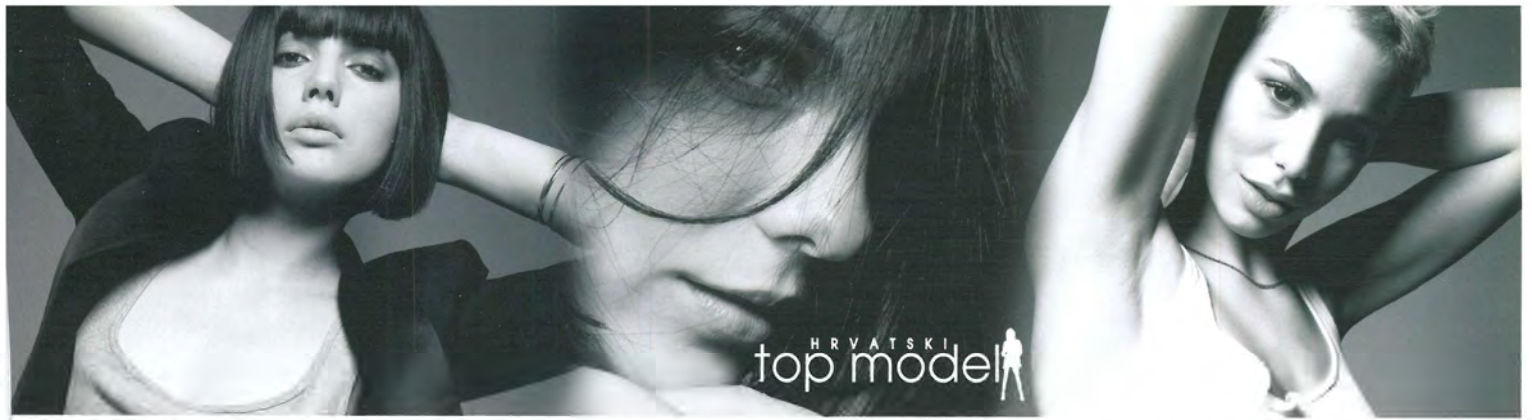
## Product

RTL Televizija is a medium present in all homes within Republic of Croatia. With its high-quality program policy and combination of domestic production, licensed movies and series, as well as a most accurate news program, it received much popularity in the relevant target age group from 18 to 49 years old. Viewers are always an inspiration for creating program. Already in 2006 RTL Televizija became the most viewed TV company in Croatia with 28.6% of viewer ratings. RTL Televizija's prime time with Vijesti (News), Eksploziv and Ekkluziv and the soap „Zabranjena ljubav“ proved to be the best combination.

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Continuing the strategy of preserving successful shows and promoting new ones, as well as developing existing formats, RTL Televizija continues to bring the biggest hits from around the world to its viewers. Redesign of *infotainment* leaves RTL Televizija as the leader in creating brands on the Croatian market. Daily shows *Vijesti* and *Exkluziv* cover contemporary subjects with a touch of *showbiz* and glamour from the biggest global events.

Advertisers recognized the quality of content and RTL Televizija's share on the advertising market keeps increasing.

With advertising, RTL Televizija keeps working on developing new formats. Musical CD's *RTL Manija* (Dalmatian, folk choir and Slavonian songs), DVD's (collections of *CSI*, *Zakon braće*, *Vježbanje s Renatom Sopek* etc.) are just some of the products that RTL Televizija offers to its users. In 2008 *Top Model* mobile phones were successfully introduced

and well accepted by RTL Televizija viewers.

### Recent Developments

By investing in its employees, RTL Televizija made a big leap into the world of technical development and digitalization, RTL Plus, the first IPTV broadcasted only on T-com's MAXtv technological platform, was launched this year, RTL Televizija thereby confirmed its leading position among creators of media trends.

RTL Televizija always strives to offer the best TV content to its viewers so, according to that, investing in development and program quality has always been most important. Aiming to offer as many contemporary daily information, interesting cover stories and first-hand content from the scene of the event, in 2008 RTL Televizija opened correspondence centers in Osijek, Rijeka, Split and Zadar as well as office in Dubrovnik. All correspondence offices are equipped with the

latest cameras and digital montage hardware and software, in order to speed up the cover story making process faster and the picture better.

### Promotion

RTL Televizija is a media sponsor of many festivals and culture & musical events across Croatia. Media connections promote its image, as well as the image of its partners enabling them direct promotion through RTL viewers. RTL Televizija also organizes events where it presents its work and strategic development to current and future clients.

Employees of RTL Televizija take part in many humanitarian activities and help that way in solving problems of all citizens of Republic of Croatia. RTL Televizija football team played on many sports events and helped gather funds for several elementary schools in different parts of our land.

### Brand Values

RTL Televizija is a brand known for its creativity, innovation and original approach as well as a symbol of quality. It has been recognized as such by its client and users and has a lasting value. RTL Televizija's logo is also its most recognizable visual identity.



Through the „RTL pomaže djeci“ association RTL Televizija has been stepping forth in developing corporate philanthropy in Croatia. The association supports only project organizations that work for child welfare within Republic of Croatia: helping ill, helpless or poor children and providing support by developing a safe, stimulating and creative atmosphere for growth, development and education of children. Since its founding onwards the association has donated 3 million HRK. In 2008 the *Donacije.info* association awarded RTL Televizija for the best corporate philanthropy program in 2007.

[www.rtl.hr](http://www.rtl.hr)

#### THINGS YOU DIDN'T KNOW ABOUT...

### RTL Televizija

- RTL Televizija started working with 10 computers and 10 employees.
- The fifth season of *Big Brother* is the first *Big Brother* in the world that takes place outside of the country where it is featured.
- The first movie featured on RTL Televizija was „*Operation Swordfish*“.
- The football game between Croatia and England for EURO 2008 qualifications, featured on RTL Televizija on 27 November 2007, was the third most viewed sports event in Croatia (Source: AGB Nielsen).

