



## 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 45 TV channels and 31 radio stations in 11 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 57 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 percent of RTL Televizija, while the remaining shares are owned by private investors. RTL Televizija's signal covers 98.5 percent 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 year-olds 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' choices as the best and most wanted in their line of work.

By creating recognizable brands, RTL Televizija attracted many reliable and loyal clients. In 2009, as RTL Televizija celebrated the first five years of its existence, it also introduced a new corporate identity.

## History

The story begins in 2003 when the Croatian Parliament decided to privatize HTV3, one of three public channels. RTL Group got the concession



through a public tender and RTL Televizija started broadcasting its 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 things, by being the first in Croatia to present reality show formats such as the most famous TV format worldwide – Big Brother. 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 charity and throughout year it supports 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 the most accurate news program, it received much popularity in the relevant target age group of 18 to 49 year-olds. Viewers are always an inspiration for creating the program. Already in 2006 RTL Televizija became the most viewed TV company in Croatia with 28.6 percent of viewer ratings. Continuing with the strategy of keeping successful shows and promoting new ones, as well as developing existing formats, RTL Televizija continues to bring to its viewers the biggest hits from around the world.

It was only on RTL Televizija during 2009 that viewers could enjoy the most important sporting event to be hosted in Croatia – the 21<sup>st</sup> World Handball Championship. With the motto It's Time for Handball, RTL Television offered its viewers special studio formats







and top of the line production in more than 70 hours devoted to handball. The number of viewers in front of their television sets is a testament of the quality of the broadcasts: 1.8 million viewers for the final game. Furthermore, RTL Televizija has brought to the homes of its viewers the most influential and most popular music show in the world – Pop Idol, known in Croatia as "Hrvatska traži zvijezdu" which became the most talked-about show in Croatia. We also need to mention the spectacular show "Pobijed Šoku", starring the exceptional golden handball goalkeeper Vlado Šola.

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

In addition to advertising, RTL Televizija constantly develops new revenue streams. Music CDs and DVDs are just some of the products that RTL Televizija markets. Top Model, Big Brother and Hrvatska traži zvijezdu mobile phones were successfully introduced and well accepted by RTL Televizija viewers.

### Recent Developments

In addition to investing in its employees, RTL Televizija made a big leap into the world of technical development and digitization. With the startup of RTL Plus, the first IPTV program that is broadcast only on T-Com's MAXtv technological platform, RTL Televizija confirmed its leading position among the creators of media trends.

RTL Televizija always strives to offer the best TV content to its viewers and therefore the investment in the development and quality of the program has always been of utmost importance. Aiming to offer as much current news, interesting cover stories and first-hand content from the scene of events, RTL Televizija



regularly reports from its correspondence centers in Osijek, Rijeka, Split and Zadar as well as an office in Dubrovnik. All correspondence centers are equipped with the latest cameras and digital editing hardware and software, in order to make the cover story making process faster and the picture better.

### Promotion

RTL Televizija is the media sponsor of many festivals, culture and music events across Croatia. Through media sponsorships, RTL promotes 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 guidelines to current and future clients. Employees of RTL Televizija take part in many charities activities and in that way help those in need. RTL Televizija's football team played at many sports events and helped gather funds for several elementary schools in different parts of Croatia.

### Brand Values

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

Through the association RTL pomaže djeci RTL Televizija promotes the development of corporate philanthropy in Croatia. The association supports only project organizations that work for the welfare of children within the 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. In 2008 the association Donacije.info presented its award to 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

- At 6 p.m. on 30 April 2004 Croatia was given the youngest TV company with a national concession.
- The highest ratings for the debate between candidates for the 2010 presidential elections were recorded by none other than RTL Televizija.
- RTL Televizija's news program initiated the segment "Vaše vijesti" (Your News), a segment with contributions by ordinary people, an idea that was then taken up by other media.
- Granny Slavica, the heroine of the Robert Križar show, has more than 52,000 fans on Facebook.
- The final game of the World Handball Championships between France and Croatia was the television broadcast that recorded the most viewers in the history of Croatian television with a 81.3 percent SHR and 47.5 percent AMR in the 18-49 target group (Source: AGB Nielsen Media Research).

