



# Press Release

Strasbourg, 13 September 2010

## Private television groups back up to pre-recession turnover levels

- The growth rate in the first half of 2010 compared to the first half of 2009 was 10%.
- The Spanish Prisa group is the only group whose audiovisual activities are still in decline.
- Groups financed mainly through advertising achieved the highest growth.
- Apart from BSKyB, operators of satellite packages are experiencing a low level of growth.

### Growth of half-yearly consolidated revenues of main European commercial TV groups (2008-2010)

Consolidated operating revenues (EUR million, current rate)

Company	Country	2008	2009	2010	1st half 2009/ 1st half 2008	1st half 2010/ 1st half 2009
		1st half	1st half	1st half		
British Sky Broadcasting Ltd	GB	3 151,0	3 231,4	3 721,1	2,5%	15,2%
RTL Group	LU	2 864,0	2 588,0	2 661,0	-9,6%	2,8%
pro forma (1)			2 475,0	2 661,0		7,5%
Vivendi (Groupe Canal Plus)	FR	2 254,0	2 258,0	2 327,0	0,2%	3,1%
Gruppo Mediaset	IT	2 247,3	1 951,7	2 277,8	-13,2%	16,7%
ProSiebenSat.1 Media AG	DE	1 530,9	1 320,9	1 419,0	-13,7%	7,4%
Groupe TF1	FR	1 363,5	1 130,1	1 285,0	-17,1%	13,7%
ITV plc	GB	1 302,6	1 065,0	1 208,5	-18,2%	13,5%
Prisa (aerea audiovisual)	ES	1 165,8	986,7	860,1	-15,4%	-12,8%
Modern Times Group	SE	671,6	640,0	776,2	-4,7%	21,3%
Sky Deutschland AG	DE	483,1	463,3	470,9	-4,1%	1,6%
TVN	PL	284,6	226,3	289,7	-20,5%	28,0%
Central European Media Enterprises	BM	339,7	225,9	281,5	-33,5%	24,6%
<b>Total</b>		<b>17 658,2</b>	<b>16 087,3</b>	<b>17 577,7</b>	<b>-8,9%</b>	<b>9,3%</b>
<b>Total pro forma (2)</b>			<b>15 974,3</b>	<b>17 577,7</b>		<b>10,0%</b>

(1) Pro forma operating revenue 2009 for RTL Group not taking into account operating revenue from Five, which was sold in 2010.

(2) Considering the 2009 pro forma revenues of RTL Group (without consolidation of Five).

Consolidated operating revenues (million, national currency, current rate)

Company	Currency	2008	2009	2010	2nd half 2009/ 1st half 2008	1st half 2010/ 1st half 2009
		1st half	1st half	1st half		
British Sky Broadcasting Ltd	GBP	2 494,0	2 758,0	3 039,0	10,6%	10,2%
ITV	GBP	1 031,0	909,0	987,0	-11,8%	8,6%
Modern Times Group	SEK	6 360,0	6 920,0	7 394,0	8,8%	6,8%
Central European Media Enterprises	USD	527,8	319,3	345,4	-39,5%	8,2%
TVN	PLN	951,0	1 015,1	1 206,6	6,7%	18,9%

Source : European Audiovisual Observatory

Analysis of the consolidated accounts for the first half of 2010 published by the 12 largest private television groups in Europe shows a significant rise in activity levels. The turnover of these 12 groups was EUR 17.6 billion, compared to EUR 16.1 billion in the first half of 2009 and EUR 17.6 billion in the first half of 2008. This total does not take into account the turnover of Five, the British channel that was sold by the RTL Group in June 2010. Taking this sale into account, the rate of growth of the 12 largest groups compared to the first half of 2009 is exactly 10%.

The groups financed mainly through advertising, which were worst affected by the recession of 2008 and 2009, showed a slight improvement, with the highest growth figures recorded by Polish group TVN (+18.9%), the Mediaset group, which operates in Italy and Spain (+16.7%), the French TF1 group (+13.7%) and the British ITV group (+8.6%). Various disinvestment operations were carried out during the first half of the year: in addition to the sale of Five by the RTL Group, Rupert Murdoch's News Corporation group sold btw, the largest Bulgarian channel, while the Central European Media Enterprises group sold its Ukrainian channels (Studio 1+1 and Kino) in January 2010.

In 2009, pay-TV groups had coped better with the economic crisis than the groups mainly funded through advertising. However, their results in the first half of 2010 were more mixed. It is true that British group BSkyB achieved 10.2% growth in the first half of 2010. With turnover of GBP 5.9 billion for its 2009/10 tax year, which ended on 30 June, BSkyB recorded 11% growth, including a 15% rise in subscription income. However, the other groups did not register the same level of growth:

- The Spanish Prisa group was the only group still in decline (-12.8% in the first half of 2010). This is largely due to a 22.7% drop in turnover for the Digital + package and a 10.6% fall in turnover for the Portuguese group Media Capital (TVI channels), whereas the turnover of Cuatro, a channel funded by advertising, rose by 52.4%.
- Within the French Vivendi group, the Canal+ group saw its turnover increase by 3.1% during the first half of the year. This is a modest increase compared to that achieved by the group as a whole (+6.1%).
- In Germany, Sky Deutschland's turnover only rose by 1.6%. The group is struggling to increase subscriber numbers and, in a delicate financial situation, is seeking to sign agreements with cable operators.
- In Italy, the Sky Italia group (which does not publish detailed quarterly results) announced that turnover had been steady during its tax year ending 30 June 2010.

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**MAVISE** (<http://mavise.obs.coe.int>) is a unique free online database, developed by the European Audiovisual Observatory for the DG Communication of the European Commission. It provides a full overview of all EU television markets plus Croatia and Turkey. **MAVISE** contains detailed information on over 7 000 TV channels, 5 000 TV companies, as well as the line-ups of more than 300 DTT, cable, satellite, IPTV or DVB-H packagers.

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- *promote increased media coverage of European questions - in full editorial independence in order to contribute to the development of a European public sphere and democratic debate. Therefore, the European Commission provides broadcasters with sound and image elements, both live or from the archives, as well as technical means through: "Europe by Satellite", an AV web portal with thematic collections of images on current topics, audiovisual archives on Europe ([www.ec.europa.eu/avservices](http://www.ec.europa.eu/avservices)), and a calendar of EU events. Furthermore, it contributes, via financial support, to the development of European radio and TV networks producing and distributing programmes on European issues.*

*The European Commission supports media pluralism and editorial independence.*

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#### **The European Audiovisual Observatory**

*Set up in December 1992, the European Audiovisual Observatory's mission is to gather and distribute information on the audiovisual industry in Europe. The Observatory is a European public service body comprised of 36 member states and the European Community, represented by the European Commission. It operates within the legal framework of the Council of Europe and works alongside a number of partner and professional organisations from within the industry and with a network of correspondents. In addition to contributions to conferences, other major activities are the publication of a Yearbook, newsletters and reports, the compilation and management of databases and the provision of information through the Observatory's Internet site (<http://www.obs.coe.int>).*

