



Deadline for entries: 14 February 2011

FremantleMedia/RTL Group Category:
“Interactive and Cross-media Digital Entertainment Format”

By participating in Content 360, FremantleMedia in conjunction with RTL Group is looking to identify a key individual or company in the digital media space with whom to develop, produce and distribute a global digital entertainment format.

CONTEXT

FremantleMedia is a world leader in content production for TV and digital platforms, producing more than 10,000 hours of inspiring scripted and non-scripted entertainment every year through its worldwide network of production companies. One of FremantleMedia’s core values is collaboration.

Indeed we are globally recognized for partnering with key talent and companies in order to combine our world-class production expertise and distribution network with their unique skills to create a powerful and fruitful venture.

FremantleMedia is part of RTL Group, the leading European entertainment network composed of 39 television channels and 32 radio stations in 10 countries.

BRIEF

FremantleMedia and RTL Group are looking for Innovative cross media and online interactive formats. First and foremost, each idea must be strongly anchored in the digital space and be fully adapted to the all-digital all-connected world of today. Ideas can of course be implemented for a multi-platform / transmedia consumption and include a TV component however, we are not looking for a TV idea with an online extension. We are looking for ideas that could not exist without their digital activation (online and/or mobile apps and/or social media and/or gaming are all allowed...).

Interactive

The idea must allow for and include audience participation at varying degrees of engagement.

Cross-media

The idea must be adapted to the all-digital all-connected world of today. Ideas can of course be implemented for a multi-platform / transmedia consumption and include a TV component. However we are not looking for a TV idea with an online *extension*.

Digital

Each idea must be strongly anchored in the digital space (online and/or mobile apps and/or social media and/or gaming...) *and could not exist* without their digital activation.

Entertainment

All submissions must play to FremantleMedia’s core strengths of creating Inspiring Entertainment. The genre is up to you – from scripted to non-scripted, reality to factual entertainment, quiz shows to documentaries and beyond. What’s important is that there is a strong sense of narrative – that there is a story or a journey for the audience. In short we are not looking for a platform only idea.

Format

FremantleMedia is looking for a *format*. For us a format is a set of rules and structures that allows us to create scalable, transferable, repeatable entertainment. We are looking for a digital experience suitable for a global roll-out (one territory at a time). The story of that format must be scalable (ability to produce at a variety of price points), repeatable (allow several seasons) and transferable (must be easily localized).

Finally, the idea must play by FremantleMedia's clear market strengths:

- Contain a narrative layer
- Being built around a strong storytelling core
- Have international potential
- Offer powerful licensing opportunities
- Be suitable for brand integrations and sponsoring (able to accommodate differing local market regulations)

So if you think you have a game changing format idea and would benefit from partnering with leaders in their fields, FremantleMedia and RTL Group would be happy to help you develop it further.

SELECTION CRITERIA

Your idea will be judged against the following questions:

- Can the idea exist without the digital component?
- Is the audience *invited* to engage but not *required* to participate?
- Can the idea have global appeal?
- Can the idea be produced at various price points depending on the market it is playing-out?
- Can the idea be repeated season by season and still be fresh?

Finally, it goes without saying that we are looking for unique ideas.

We strongly invite you to do some market research to check whether your idea has already been produced elsewhere and whether it has distinctive elements that will differentiate it from existing formats.

SPECIFIC TERMS AND CONDITIONS

- 1. The Winner of the Content360 Competition in the FremantleMedia Category will be offered a €10,000 Euro Development Agreement with FremantleMedia to further development and jointly exploit the winning idea, such Agreement to be on FremantleMedia's standard terms and conditions. In the event that the Winner and FremantleMedia are unable to agree the terms and enter into this Agreement within [60] days of the Agreement being presented, FremantleMedia shall be entitled to withdraw and revoke the offer to the Winner, and may offer the Development Agreement to another finalist.*
- 2. FremantleMedia has development teams around the world that develop dozens of new ideas and formats each year. By entering this Challenge you acknowledge and accept that there is a risk that at one of the FremantleMedia development teams may develop an idea that has similarities to the idea submitted to this Competition. It is a condition of entry that you recognise and accept that any elements which are incorporated in your idea may be similar to elements of formats which FremantleMedia or any of our related companies may have developed or are contemplating or in the course of developing or may develop in the future. Consequently, in consideration of FremantleMedia accepting your idea for entry into the Content360 competition, you agree that you will not at any time assert or attempt any claim against FremantleMedia or any of its related companies with respect to the use by it or them or any third party of material similar to any elements contained in your idea in any*

programme, film, website or product that FremantleMedia or any third party may develop or produce or otherwise commercially exploit in any part of the world and in any medium.

3. *All Nominees shortlisted agree as a condition of entry to grant FremantleMedia and RTL Group an exclusive 3 month option to further develop and agree terms in respect of their idea, such option to commence on the date of the live pitching session in Cannes.*

ABOUT FREMANTLEMEDIA

FremantleMedia is one of the leading creators and producers of entertainment brands in the world. FremantleMedia is part of RTL Group, the leading European entertainment network, which is in turn 90 percent owned by Bertelsmann AG, one of the world's major media and entertainment companies.

FremantleMedia's worldwide production arm is responsible for many of the world's highest rated prime time entertainment, drama, serial drama and factual entertainment programmes. FremantleMedia Enterprises is the brand extension arm of FremantleMedia, offering a one-stop-shop for all Licensing, Distribution and Home Entertainment around the world.

The FremantleMedia Group (which includes FremantleMedia North America, UFA, talkbackTHAMES, FremantleMedia Australia and Original Productions amongst others) has operations in 22 countries, one of the most comprehensive global networks, creating nearly 10,000 hours of programming a year, rolling out more than 60 formats and managing over 300 individual titles.

FremantleMedia has some of the world's most sought after and long running formats in its catalogue, and globally, produces such programmes as: Idols (co-produced with 19 Productions in the US), Hole In The Wall, Got Talent (co-produced with Syco in the UK and the US), The X Factor (co-produced with Syco in the UK), Take Me Out, Family Feud, The Price is Right, Farmer Wants A Wife, Gute Zeiten Schlechte Zeiten, and Neighbours.

FremantleMedia is also a pioneer in online entertainment, using digital media platforms and technologies to extend existing FremantleMedia and third party brands into the digital arena, as well as creating and producing internationally acclaimed new content for online platforms. FremantleMedia has worked in partnerships with YouTube, MySpace, MSN and other leaders in the new media field as well as with such brands as Procter & Gamble, Intel, Buick and RedBull to create innovative, engaging online experiences.

Digital output includes brand licensing initiatives from programming hits such as Idols, The X Factor and The Price Is Right. Examples of these successful brand extensions include the X Factor online spin-off The F Factor and The Apprentice Online Predictor in the UK and the America's Got Talent YouTube audition in the US.

FremantleMedia has also taken a major stake in leading video games company Ludia in order to adapt more of our intellectual properties into the expanding games market. The Price Is Right has already become a top selling game in its category on all formats, including Nintendo Wii, Sony PS3 and Apple iPhone, and Family Feud also recently launched as one of the most successful TV branded social games on Facebook.

Building on FremantleMedia's core skills of creating innovative formats and story-telling, FremantleMedia has created some award-winning original online content. FremantleMedia's recent work includes digital and transmedia formats in the UK, US, Germany and Australia, including FREAK, which was selected as the world's best Original Online Program - Interactive at the Banff TV Festival's 2010 Rockie Awards and was also an Official Honoree of the 2010 Webby Awards; and Pete Show, which has twice been nominated for an International Digital Emmy Award, among others.

ABOUT RTL GROUP

With 39 television channels and 32 radio stations in 10 countries, RTL Group is the leading European entertainment network.

RTL Group is Europe's largest broadcaster. Each day, over 200 million viewers all over Europe watch RTL Group's television channels, which include the families of channels clustered around the flagships RTL Television in Germany, M6 in France, RTL 4 in the Netherlands and RTL-TVI in Belgium. The company also has broadcasting operations in Hungary (RTL Klub), Russia (Ren TV), Croatia (RTL Televizija) and Greece (Alpha TV).

RTL Group's radio stations reach millions of listeners each day. The flagship radio station is RTL in France. In addition to the market leader, RTL Group also owns the two music stations RTL 2 and Fun Radio in France, and has radio holdings in other European countries.

Through its production arm FremantleMedia, RTL Group is one of the world's leading producers of content such as talent and game shows, drama, daily soaps and telenovelas, including *Idols*, *Got Talent*, *The X Factor*, *Good Times - Bad Times*, *Family Feud* and *The Bill*.

The company's history dates back to 1924, the year when Radio Luxembourg first went on the air.

Since July 2001, Bertelsmann became majority shareholder of RTL Group now owning 91.2 per cent. The remaining 8.8 per cent of RTL Group is publicly traded on the Brussels and Luxembourg stock exchanges.

RTL Group's strategy can be categorised into three main areas.

The first is development and strengthening of the 'family of channels' concept. We firmly believe this is the solution to the accelerating fragmentation of audiences, being driven by the increasing digital multi-channel presence. The company has already built up strong families of channels within Western Europe, all of which are either number one or two in their respective markets.

Our second goal is to grow our non-advertising revenue streams considerably through diversification activities and content production. The digital world offers RTL Group, as both a content company and a brand company, many opportunities for new business models. In countries with significant broadband penetration, the company operates on-demand platforms such as *M6Replay.fr* or *RTLnow.de*, provides a broad range of services such as video communities, social networks and online games, and is also gradually expanding its mobile TV activities.

Our third and final goal is to explore geographical expansion, especially in fast-growing, emerging markets. We currently operate in 10 countries and would like to further develop in Central, Eastern and Southern Europe. At the same time we will assess opportunities in our existing portfolio as they arise.