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# Capital Markets Day

**SevenSenses**  
maxdome & Pay TV

Christoph Bellmer, October 5, 2011

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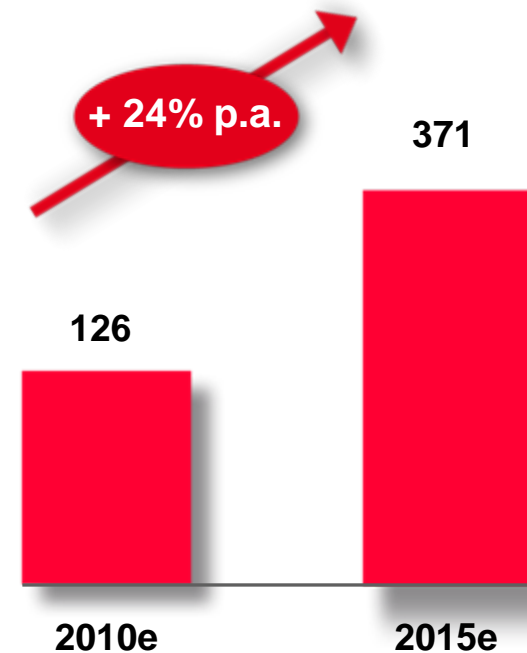
# German market for Pay VoD expected to grow significantly



## Opportunities

- Growing **awareness and understanding** of Video on Demand in Germany
- Availability of VoD on the TV screen
  - Increasing penetration of **hybrid TV sets**
  - **Cable and IP platforms** starting to offer VoD services to their customers ("powered by maydome")
- Integration of **HbbTV** on Smart TVs as conversion point from linear to non-linear TV

German Pay VoD market





## maxdome is the No. 1 Pay VoD portal in Germany



- Market leader and most popular VoD brand
- Over 35,000 titles on maxdome including HD
- 100m streams all-in-all since start
- Partnerships with OTT (Samsung, LG, Humax, etc.) and cable platforms (KDG , KBW) achieved

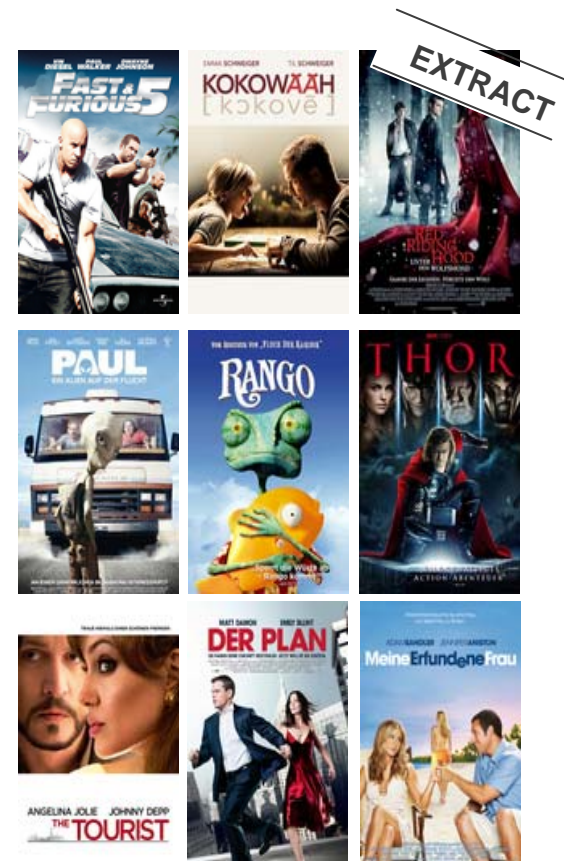


# We have secured access to premium content rights

Partnerships with all major brands and TV channels guarantee long-term and exclusive content supply



## Current blockbusters





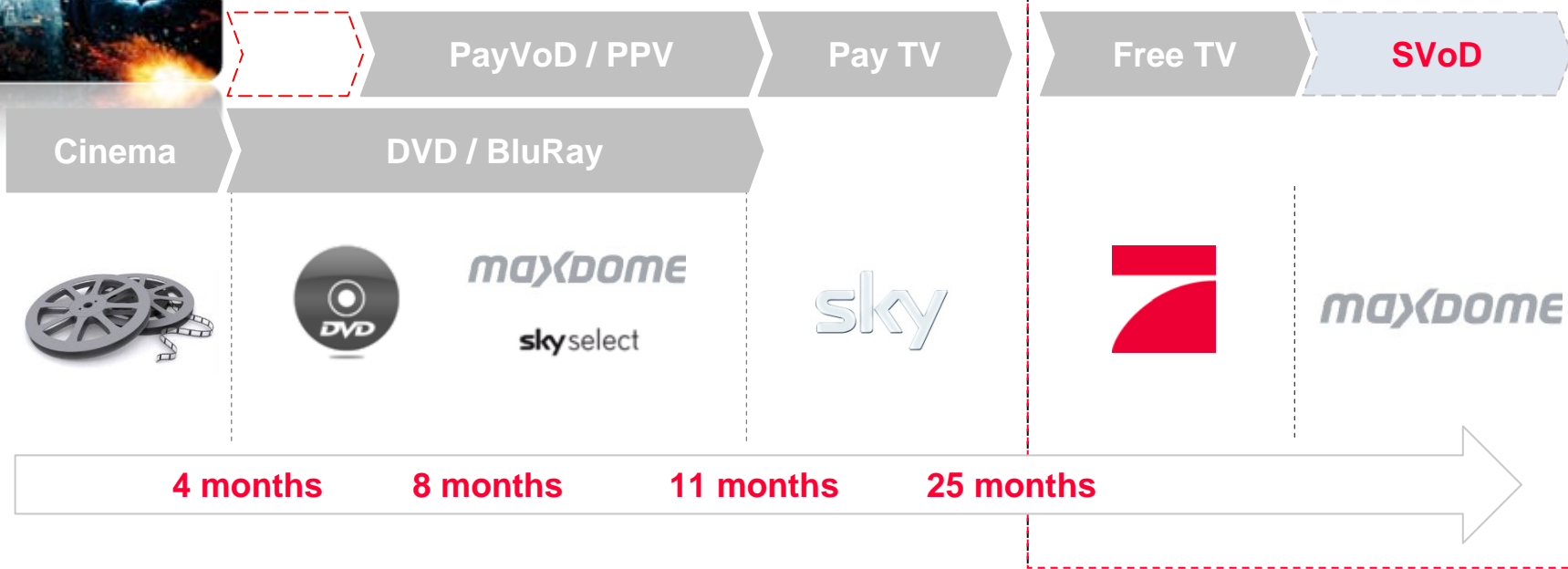
# Full content bouquet including series, documentation and music

Series	Documentation	Comedy	Kids	Music
 Preview	 360° - Die GEO reportage	 Ladykracher	 SpongeBob Schwammkopf	 James Blunt
 Preview	 NATIONAL GEOGRAPHIC CHANNEL	 STROMBERG	 Familie Feuerstein	 MICHAEL JACKSON NUMBER ONES
 Preview	 Discovery On Demand	 alles atze	 TOM & JERRY	 Katie Melua
 Preview	 ANIMAL PLANET	 Pastoralea	 Moral Orel [adult swim]	 PINK
 Preview	 Wild Water World	 SOUTH PARK	 Bob Baumeister	 COLDPLAY
 Preview	 BBC	 Swisch reloaded	 Pippi Langstrumpf	 NICKELBACK
 Preview	 WIR WAREN SOLDATEN HISTORY	 HAUSMEISTER Krause Preview	 SABER RIDER AND THE SKY SHERIFFS	 BRITNEY SPEARS GREATEST HITS: MY PREROGATIVE



# Example of exclusive content windowing with “The Dark Knight”

EXAMPLE





## New maxdome marketing campaign on air since mid September

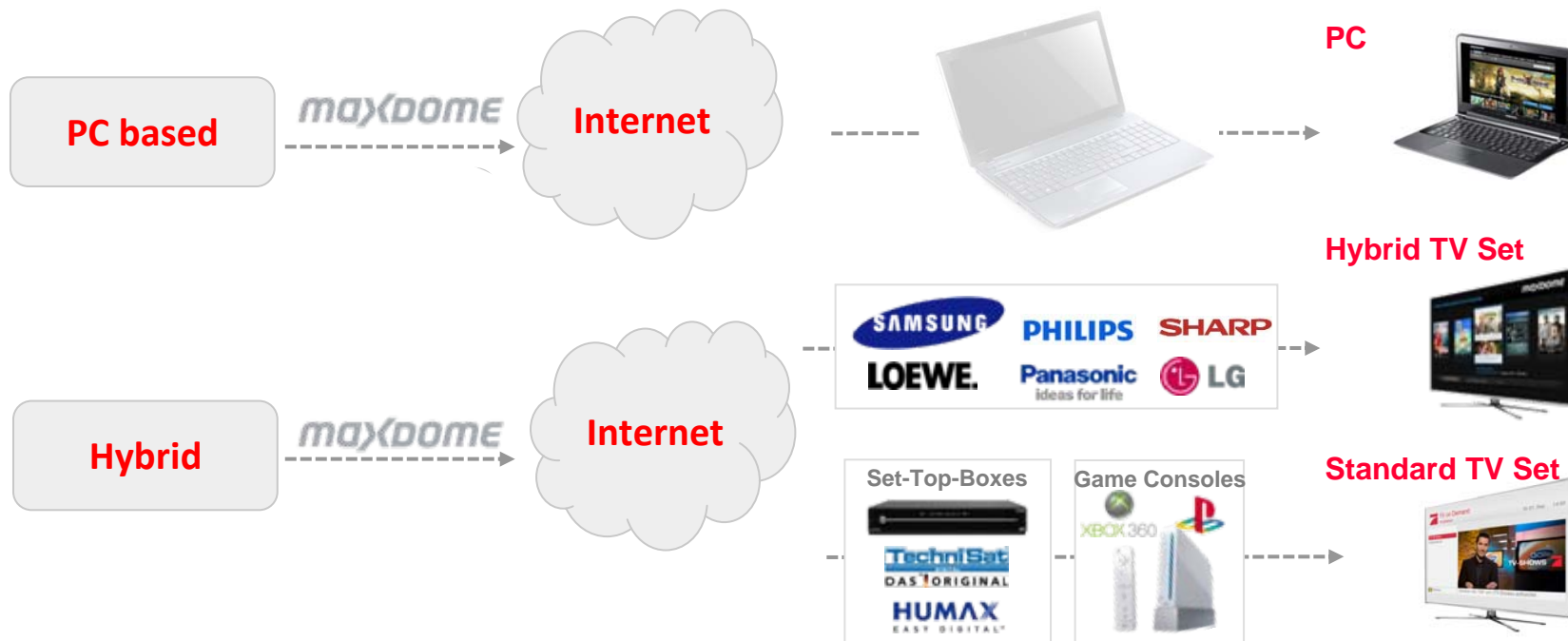




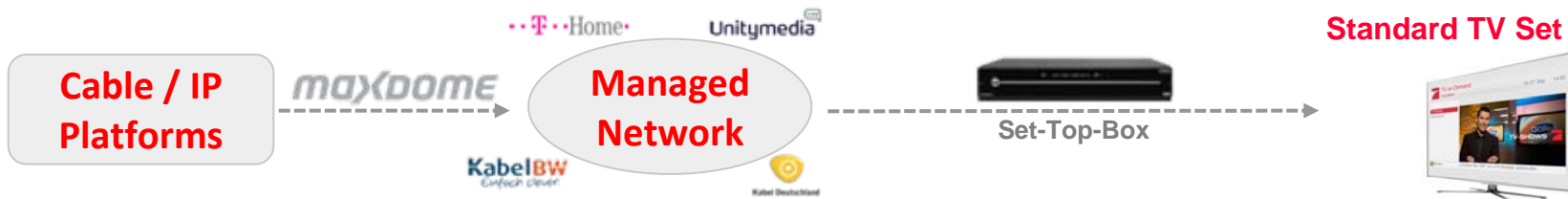


# maxdome occupies all distribution channels

Over-the-Top (OTT)



Managed Platforms





## maxdome has partnerships with major OEMs of hybrid TV sets and set-top boxes

Launched in Q2 11

**SAMSUNG**



Launched in Q1 10

**LG**



Launch in Oct 11

**PHILIPS**



Launch in Q4 11

**SHARP**



Launch in Oct 11

**LOEWE.**



Launch in Q4 11

**Panasonic**  
ideas for life



Launch in Q4 11

**TOSHIBA**



Launched in Q1 11

**TechniSat**  
DAS ORIGINAL

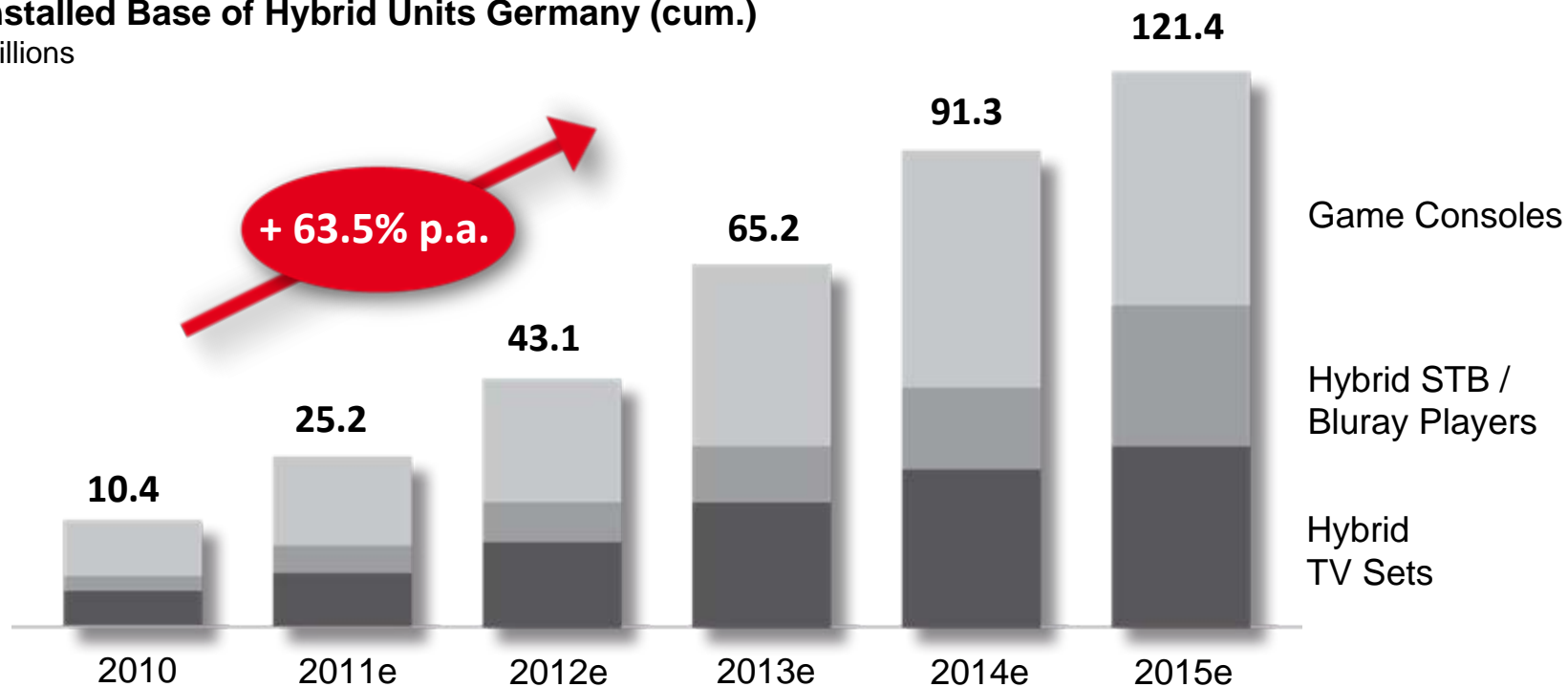


- More than 100 TV sets / STB models
- More than 3m devices in the market
- More than 60% of all Hybrid TV sets



## Penetration of hybrid devices will grow significantly in the next few years

**Installed Base of Hybrid Units Germany (cum.)**  
Millions



**70% of the installed base of TV Sets, STB, Bluray Players and Game Consoles will be hybrid by 2015**



**maxdome will secure its leading position in the Pay VoD market**

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**1** Constantly roll-out new product features

**2** Exploit linear to VoD conversion (HbbTV)

**3** Evaluate European partnerships

# Agenda





## kabel eins classics: The very best movies and series of all times



### Positioning

The only Pay TV channel dedicated to classic movies and favourite series from past decades is bringing back memories in all of us. Classics never get old – their fascination lasts for a lifetime.

### Target Group

29-59 years, male skew

### Program

- Classic Movies
- Classic Series



## Sat.1 Comedy: 24 hours laugh out loud comedy



### Positioning

Life is hard enough. Sat.1 Comedy brings you the very best of ProSiebenSat.1 Comedy series and shows blended with a selection of successful US comedy formats. Laughing guaranteed!

### Target Group

29-49 years, male skew

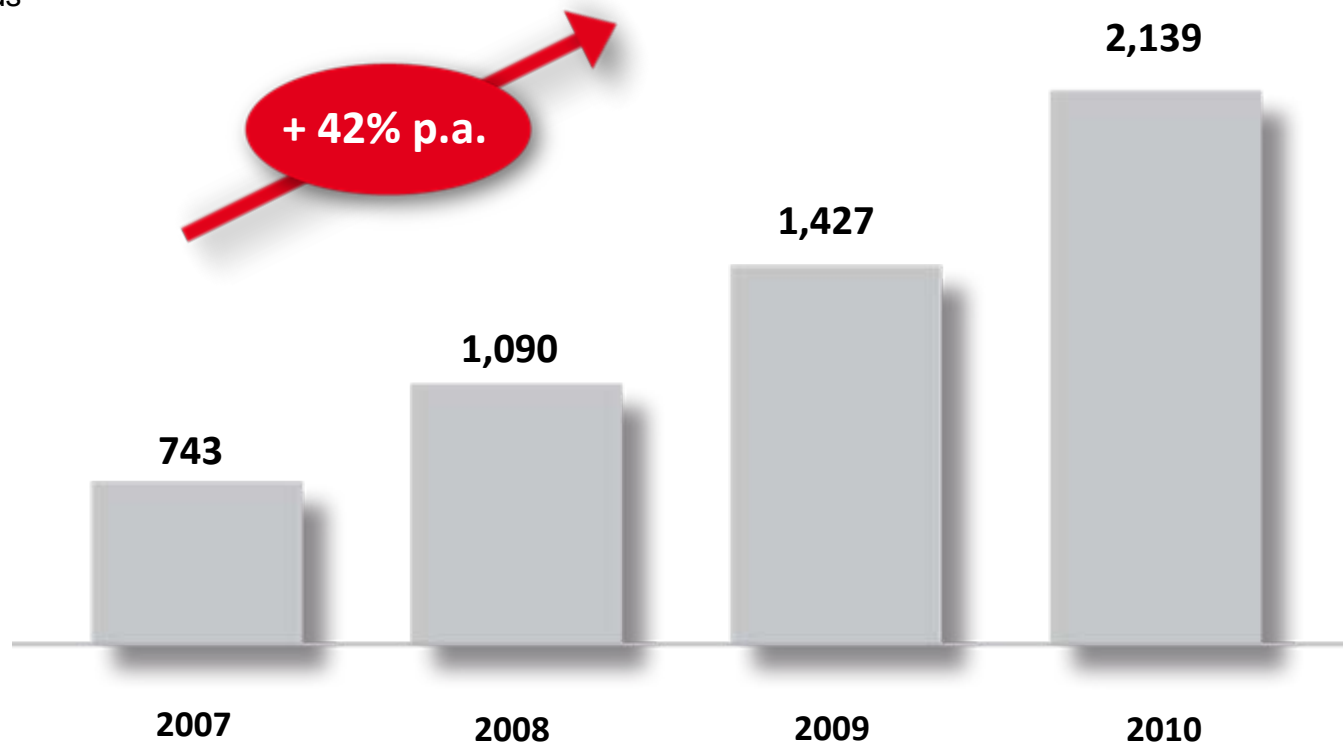
### Program

- Sitcoms and Comedy series
- Comedy and sketch-shows
- Late Night Shows
- Comedy Blockbuster

# P7S1 Pay TV subscriber growth driven by entering basic pay packages of cable, IP and satellite platforms



**P7S1 Pay TV Subscribers<sup>1</sup>**  
Thousands

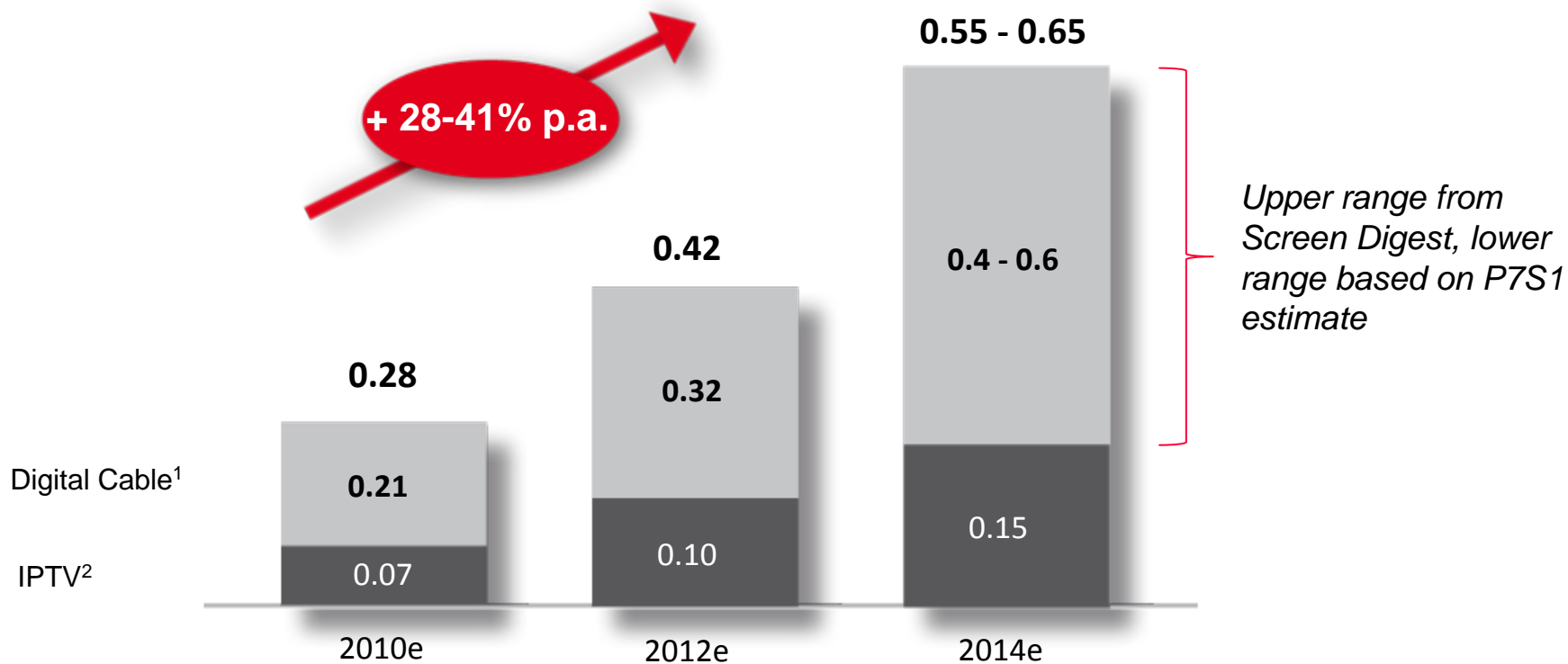






# Pay TV market is expected to continue growth

## German Pay TV Market w/o Sky EUR billions





## P7S1 will exploit growth potential by offering HD and the launch of ProSieben Fun

Further growth driven by

### Improvement of existing channels

- Content enrichment and repositioning of channels
- Higher CPS for HD channels due to better quality and consumer demand for HD in the market
- Increased migration from SD to HD in the next years expected

 **CLASSICS** HD

 **SAT.1**  
*emotions* HD

### Launch of third pay TV channel (SD and HD)

- Distribution of ProSieben Fun is currently negotiated with major distribution partners
- ProSieben Fun presents P7S1 show and entertainment highlights including exclusive content and first runs, current movies and series, fun sports and music events

 **FUN** HD

# ProSieben Fun: The little but edgy brother of ProSieben



## Positioning

Germany's most popular TV brand enters the Pay TV market. The essence of ProSieben Entertainment with first airings of unique and fresh content e.g. Germany's next Topmodel and time shift on selected shows – only on ProSieben FUN!

## Target Group

14-39 years

## Program

- Event- and Entertainment Shows
- Sitcoms and Comedy Series
- Fun Blockbuster
- Music Events
- Fun Sports

# SAT.1 Emotions: German television for the heart



## Positioning

Being the only channel focusing on local and heart warming fiction, SAT.1 Emotions brings you 1-day previews of the most beloved SAT.1 telenovelas & daily soaps and first runs of SAT.1 movie events!

## Target Group

14-49 years, female

## Program

- Telenovelas, Daily Soaps
- Female Hit-Series
- TV and Event Movies
- Hollywood Blockbuster



## P7S1 will further leverage its pay product portfolio



**1** Roll-out improved / new channels

**2** Constantly evaluate new channel concepts



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