



Business Performance Q2 and H1 2007

Guillaume de Posch, Chief Executive Officer

Lothar Lanz, Chief Financial Officer

Munich, August 22, 2007



Agenda



- Highlights First Six Months 2007
- Financial Statements Q2 and H1 2007
- Outlook: Further expansion of the pan-European Group
- Appendix



ProSiebenSat.1 Group: Business performance on track

EUR m	Q2 2007	Change Q2 2006	H1 2007	Change H1 2006
Revenues	551.6	+0.1%	1,053	+3.6%
EBITDA	158.8	+2.6%	240.8	+6.8%
EBITDA margin	28.8%	+0.7%pt	22.9%	+0.7%pt



SBS Broadcasting Group: Strong performance

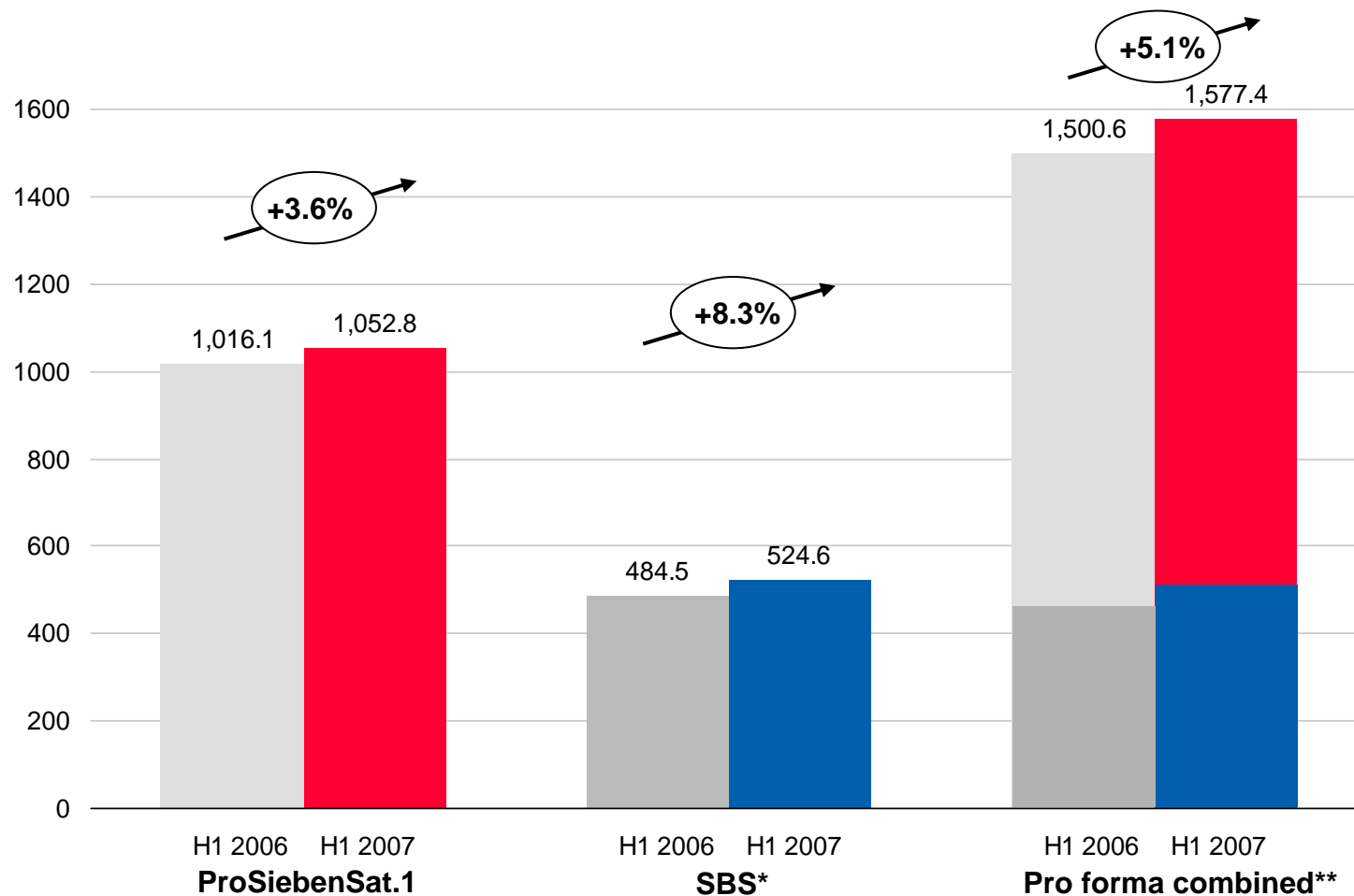
EUR m	Q2 2007	Change Q2 2006	H1 2007	Change H1 2006
Revenues	281.7	+4.3%	524.6	+8.3%
Recurring EBITDA*	83.3	+16.1%	119.5	+30.0%
EBITDA margin	29.6%	+3.0%pt	22.8%	+3.8%pt

SBS Broadcasting Group standalone, without ProSiebenSat.1. SBS figures as reported by SBS (unaudited). SBS will be consolidated from Q3 2007 onwards.
*Recurring EBITDA: EBITDA before non-recurring items (exceptionals).



Pro forma combined: Substantial increase in revenues

A new dimension in growth: ProSiebenSat.1 benefits from SBS revenue growth rates. In EUR m



*All pro forma figures. SBS figures as reported by SBS (unaudited). SBS will be consolidated from Q3 2007 onwards.

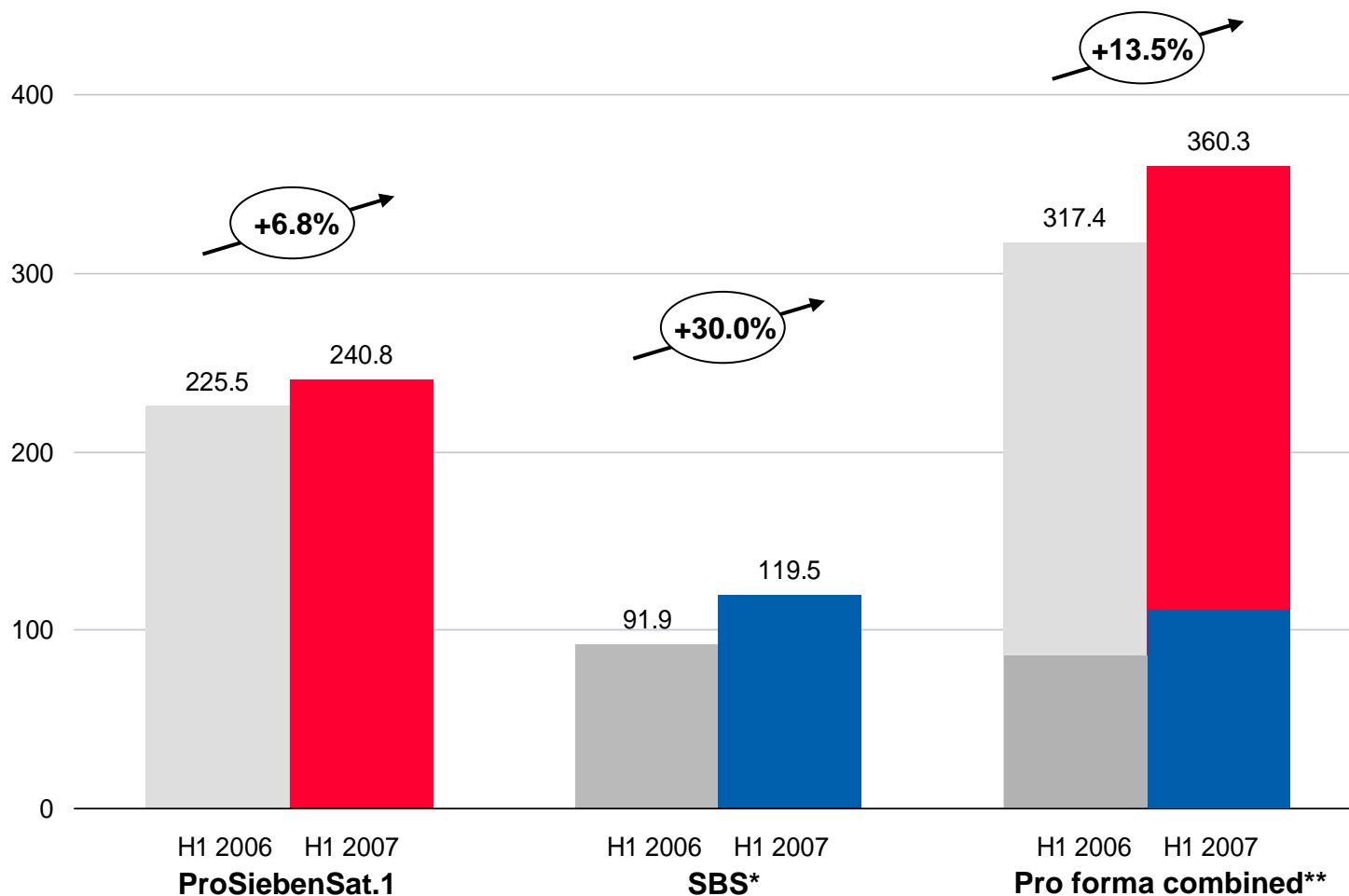
**All pro forma figures before consolidation effects and purchase price allocation adjustments.





Pro forma combined: Significant increase in EBITDA

A new dimension in growth: ProSiebenSat.1's EBITDA will improve with SBS. In EUR m



*Recurring EBITDA: EBITDA before non-recurring items (exceptionals). SBS will be consolidated from Q3 2007 onwards.

**All pro forma figures before consolidation effects and purchase price allocation adjustments.

SBS figures as reported by SBS (unaudited).

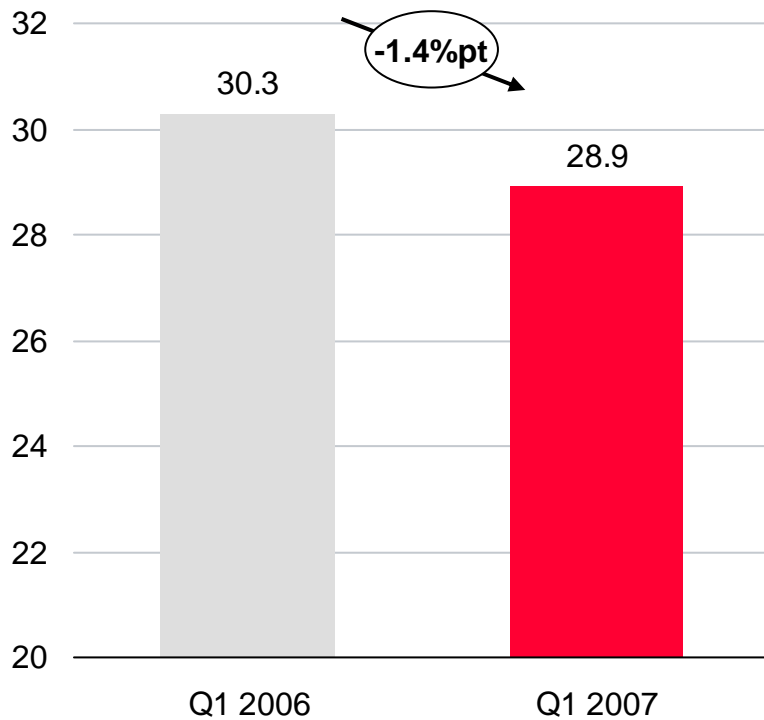




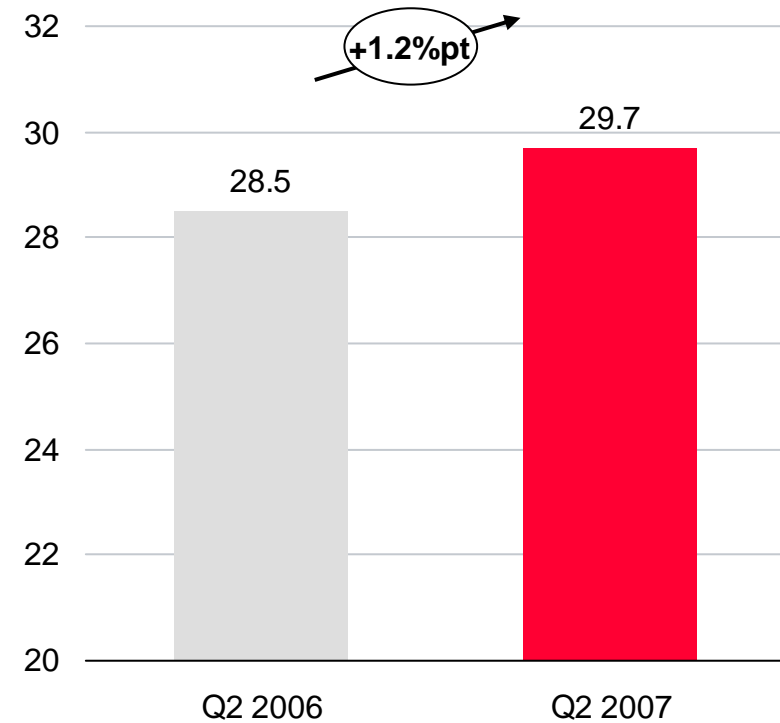
ProSiebenSat.1 audience shares with upward trend

Good performance in Q2 2007: ProSiebenSat.1 Group improves market share to 29.7 percent. In percent

Q1 Audience share



Q2 Audience share







Source: AGF/GfK Fernsehforschung / pc#tv aktuell / SevenOne Media Marketing & Research. Basis: Germany + EU, Mo.-Sun., 03:00-03:00h, Viewers aged 14-49.
*Sat.1, ProSieben, kabel eins, N24, 9Live.



Successful programs of Group's stations in Q2 2007

Top 5 programs of the stations in Q2 2007. Audience share in key demographic (14 – 49 years)

	<ul style="list-style-type: none">▪ Sat.1 UEFA CUP Live-Finale (20.1%)▪ Navy CIS (up to 19.0%)▪ Pretty Woman (17.4%)▪ Die Dreisten Drei – Die Comedy-WG (up to 16.8%)▪ Noch ein Wort und ich heirate dich (15.4%)
	<ul style="list-style-type: none">▪ Die Hard: With a Vengeance (33.6%)▪ Schlag den Raab (up to 31.5%)▪ Germany's next Topmodel – by Heidi Klum (up to 29.8%)▪ Shrek 2 (22.2%)▪ POPSTARS on stage (up to 18.7%)
 kabel eins	<ul style="list-style-type: none">▪ Abenteuer Leben Extra – Das große Fressen (13.8%)▪ Mein neues Leben (up to 10.9%) / Mein neues Leben XXL (up to 8.7%)▪ Ghost Whisperer (up to 10.2%)▪ Promi-Quiz Taxi (up to 9.6%)▪ Medium (up to 9.4%)
	<ul style="list-style-type: none">▪ Morgenreport (up to 4.3%)▪ Kronzuckers Kosmos (up to 3.9%)▪ N24 Live: Coverage of G8 summit, Heiligendamm (up to 3.7%)▪ Links-Rechts (up to 2.2%)▪ Börse am Mittag (up to 1.7%)



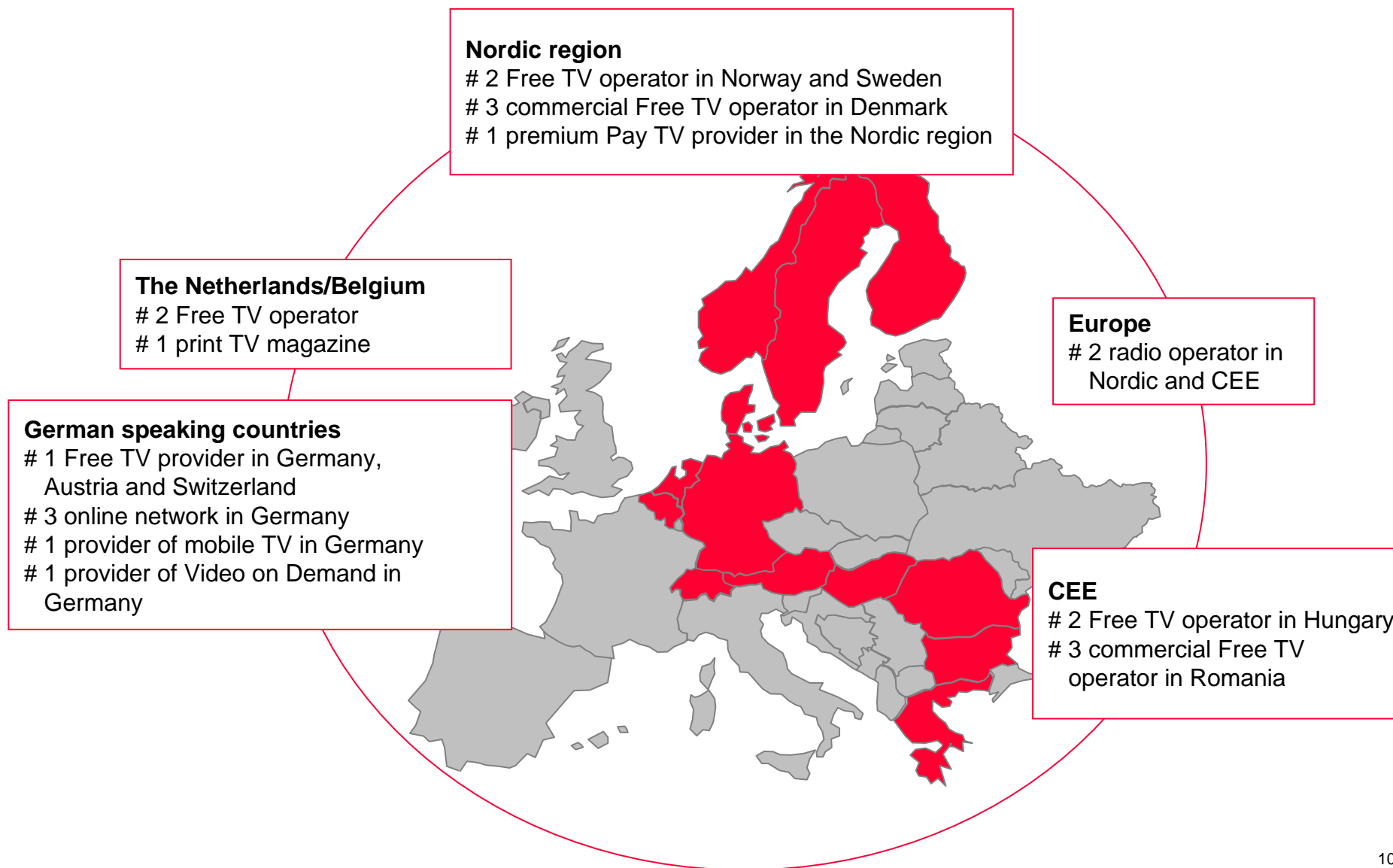
Acquisition of SBS: Successful completion of the transaction

ProSiebenSat.1 acquires 100 percent of SBS Broadcasting Group.

- ProSiebenSat.1 acquires 100 percent of SBS Broadcasting Group from SBS shareholders
- Transaction value of EUR 3.3 bn
- Share purchase agreement signed on June 27, 2007
- Closing on July 3, 2007
- Integration started in July 2007
- New Group organization in place in August 2007
- Consolidation from Q3 2007 onwards
- Transaction is expected to have a positive financial impact on ProSiebenSat.1 Group including enhanced sales growth, profitability as well as earnings per share and ROIC accretion over time
- Telegraaf Media Group has an option to acquire a minority share of ProSiebenSat.1 common stock from Lavena Holding 5 in mid-2008



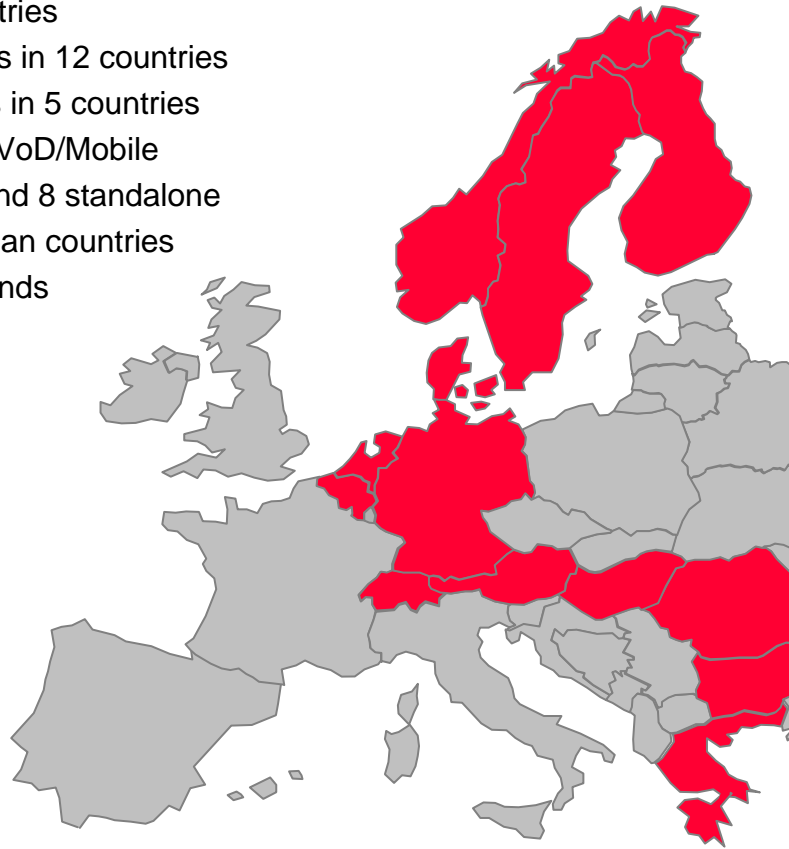
The new Group: Strong market position in Europe



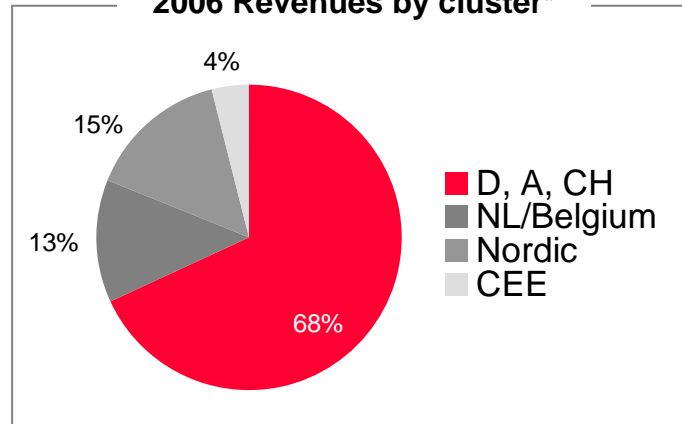
Diversification of revenues, less dependency on single markets



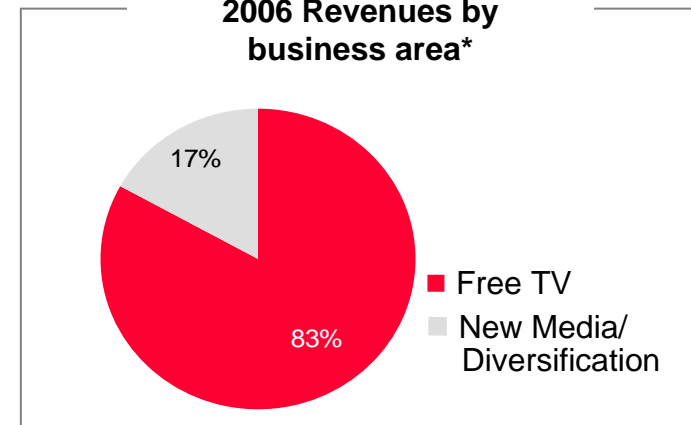
- Activities in 13 countries
- 24 Free TV channels in 12 countries
- 24 Pay TV channels in 5 countries
- New Media: Online/VoD/Mobile
- 22 radio networks and 8 standalone stations in 7 European countries
- Print in the Netherlands



2006 Revenues by cluster*



2006 Revenues by business area*



*Pro forma combined.

Agenda



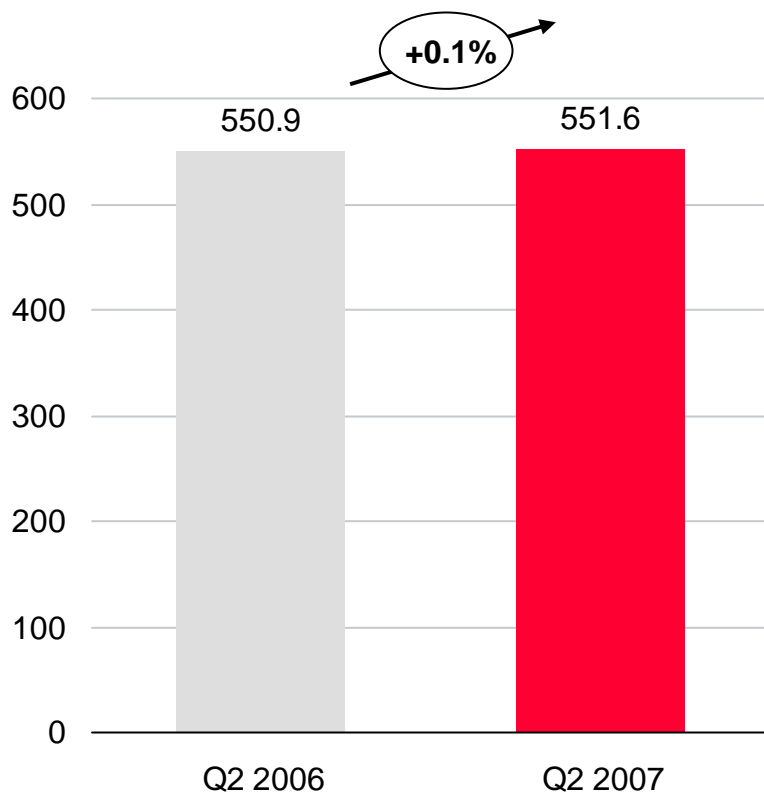
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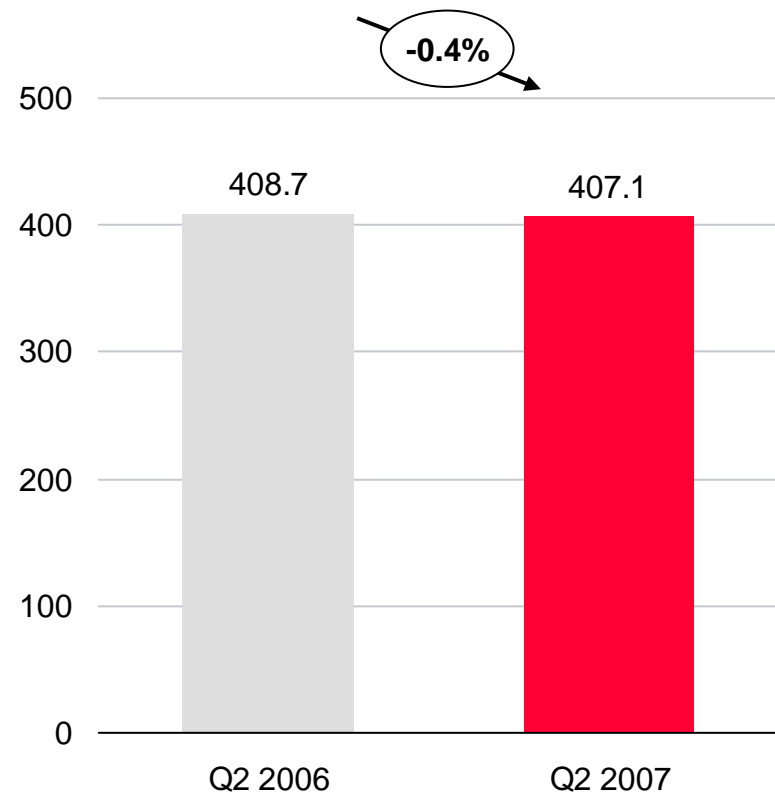
ProSiebenSat.1 Group: Revenues and costs

Stable Q2 2007 revenues despite World Cup effect in 2006. Continuing cost control. In EUR m

Revenues



Costs

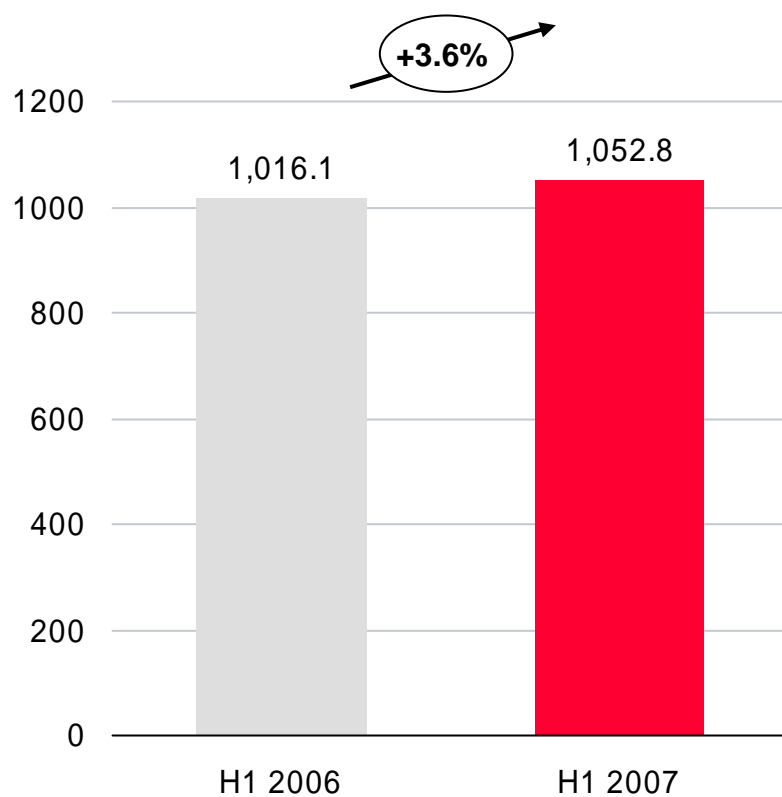




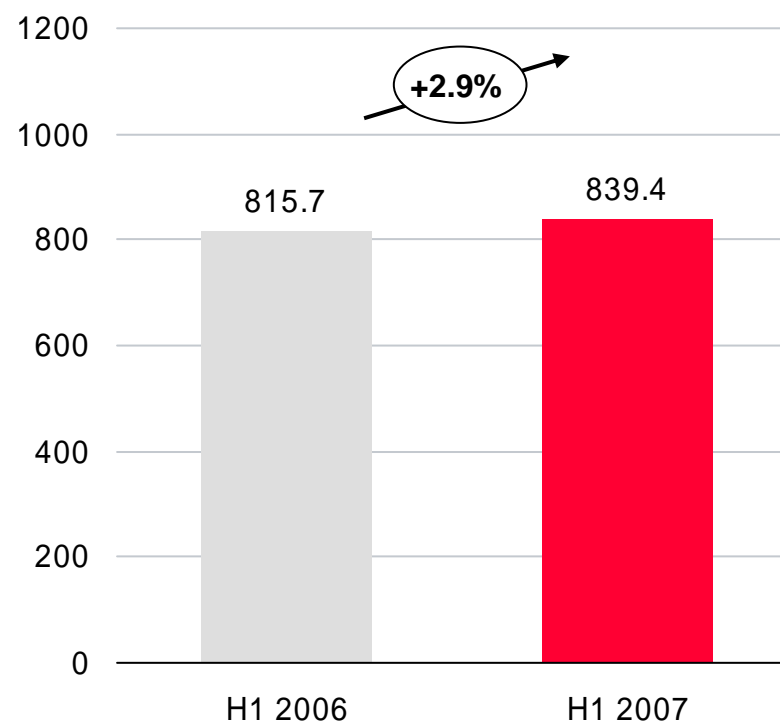
ProSiebenSat.1 Group: Revenue increase in H1 2007

Higher TV ad sales and growth in diversification unit. Cost increase below revenue increase. In EUR m

Revenues



Costs

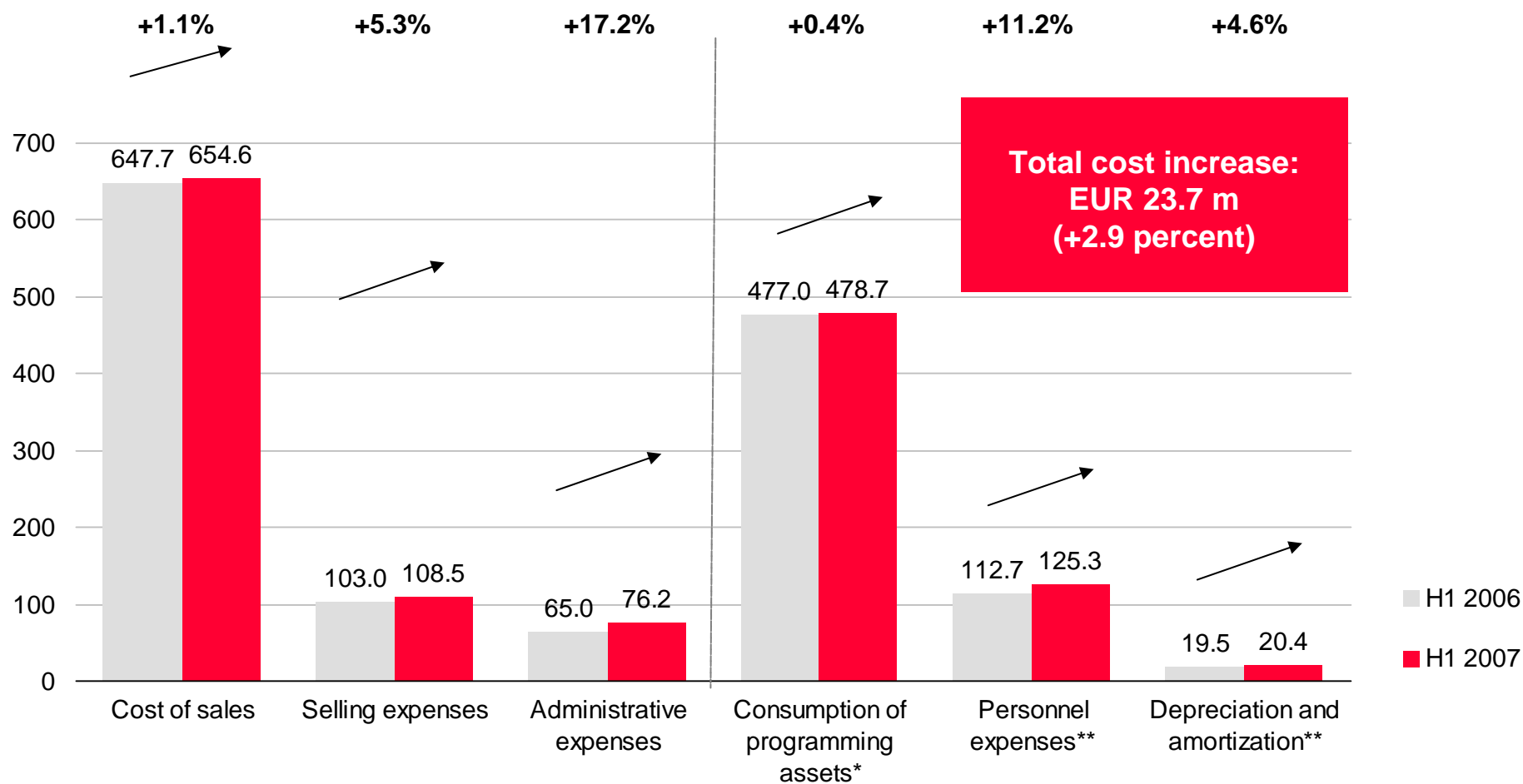


ProSiebenSat.1 Group standalone, without SBS.

ProSiebenSat.1 Group: H1 2007 with moderate cost increase



Higher personnel expenses plus increase in expenses for programming and materials. In EUR m



ProSiebenSat.1 Group standalone, without SBS *Included in cost of sales/ **Included in cost of sales, selling expenses and administrative expenses



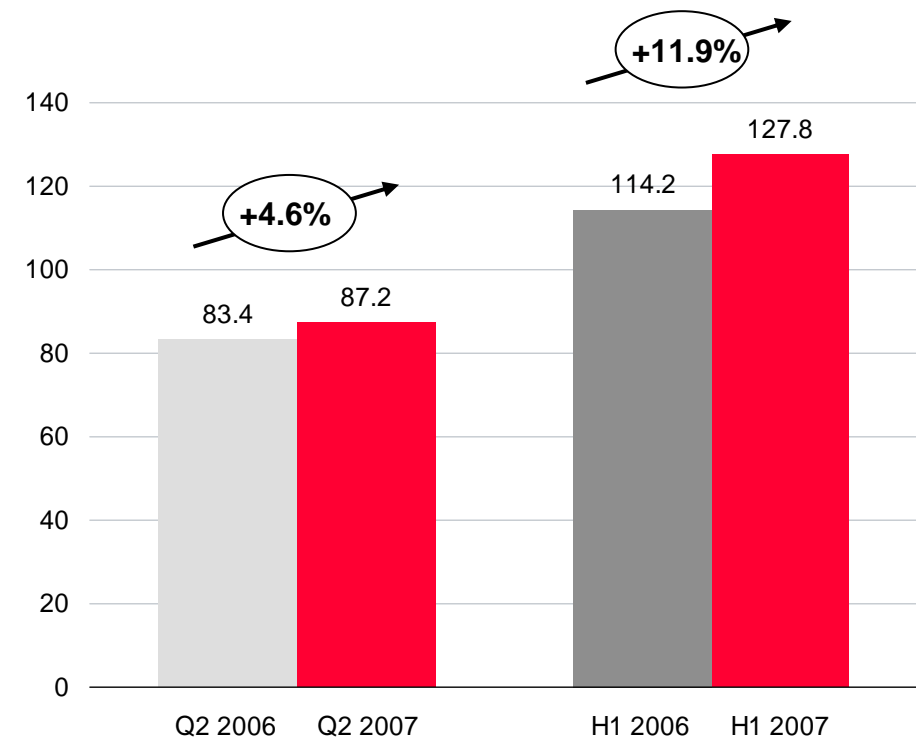
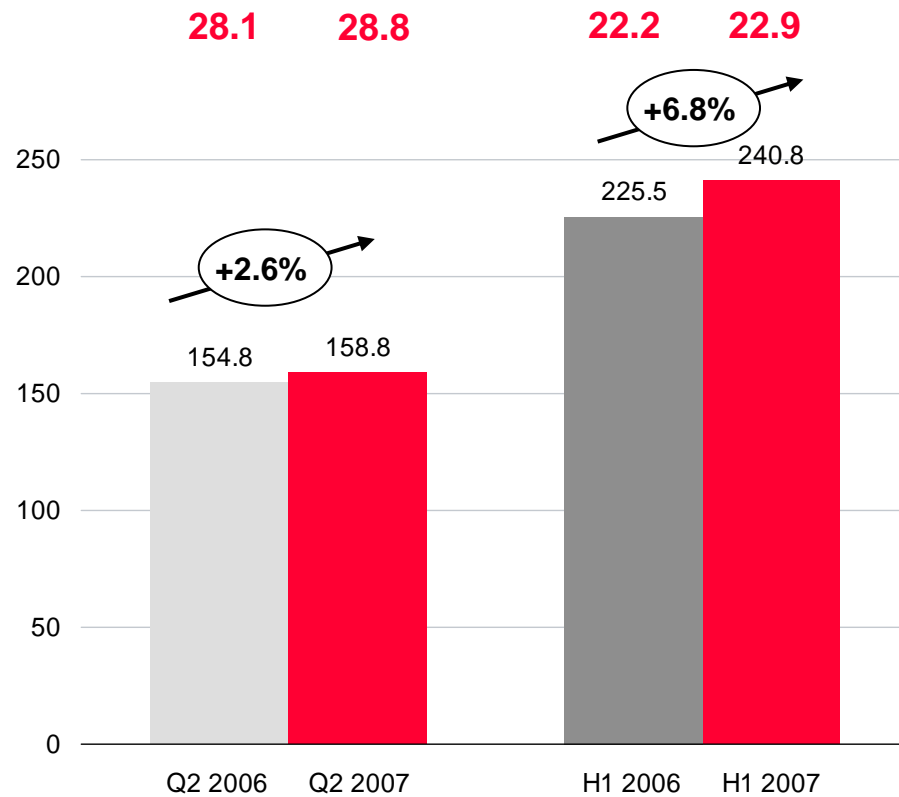
ProSiebenSat.1 Group: Earnings up in Q2 and H1 2007

The consolidated profit mainly benefits from an improved financial profit. In EUR m

EBITDA

EBITDA margin In percent

Consolidated profit



ProSiebenSat.1 Group standalone, without SBS.



ProSiebenSat.1 Group: H1 2007 – key figures

	H1 2007 EUR m	H1 2006 EUR m	EUR m	Changes in percent
Revenues	1,052.8	1,016.1	36.7	3.6
EBITDA	240.8	225.5	15.3	6.8
EBIT	220.4	206.0	14.4	7.0
Pre-tax profit	211.1	186.6	24.5	13.1
Consolidated profit	127.8	114.2	13.6	11.9
Earnings per preference share (IFRS) (in EUR)	0.59	0.53	0.06	11.3
Programming investments	481.7	459.1	22.6	4.9
Free Cash-Flow	150.3	183.8	-33.5	-18.2
Balance sheet total	2,130.6	2,176.2	-45.6	-2.1
Shareholders' equity	1,375.4	1,291.1	84.3	6.5
Equity ratio (in percent)	64.6	59.3	5.3	8.9
Financial result	-9.3	-19.4	10.1	52.1
EBITDA margin (in percent)	22.9	22.2	0.7	3.2
Net financial position [cash (-) / debt (+)]	-26.9	47.2	-74.1	-157.0
Net financial position / LTM*-EBITDA	-0.1x	0.1x	-0.2	-151.7
Employees (average full-time equivalent jobs)	3,062	2,914	148	5.1

ProSiebenSat.1 Group standalone, without SBS. *LTM: Last twelve months.



ProSiebenSat.1 Group: Q2 and H1 – key figures by segment

Key figures In EUR m	Revenues			External revenues			EBITDA			EBITDA margin (in percent)		
	Q2 2007	Q2 2006	Percent	Q2 2007	Q2 2006	Percent	Q2 2007	Q2 2006	Percent	Q2 2007	Q2 2006	Percent
Free TV	510.0	510.5	-0.1	495.8	495.9	-/-	147.8	139.8	5.7	29.0	27.4	5.8
Transaction TV	20.9	22.7	-7.9	20.4	22.3	-8.5	1.4	5.9	-76.3	6.7	26.0	-74.2
Other Diversification	37.4	38.2	-2.1	35.4	32.7	8.3	9.5	9.5	-/-	25.4	24.9	2.0

	H1 2007	H1 2006	Percent	H1 2007	H1 2006	Percent	H1 2007	H1 2006	Percent	H1 2007	H1 2006	Percent
Free TV	966.5	935.6	3.3	934.4	909.9	2.7	218.4	195.8	11.5	22.6	20.9	8.1
Transaction TV	48.5	48.9	-0.8	47.5	48.1	-1.2	8.3	14.7	-43.5	17.1	30.1	-43.2
Other Diversification	74.5	68.7	8.4	70.9	58.1	22.0	14.1	15.4	-8.4	18.9	22.4	-15.6



ProSiebenSat.1 Group: Q2 and H1 – key figures by station

Key figures In EUR m	Revenues			EBITDA			EBITDA margin (in percent)			Pre-tax profit		
	Q2 2007	Q2 2006	Percent	Q2 2007	Q2 2006	Percent	Q2 2007	Q2 2006	Percent	Q2 2007	Q2 2006	Percent
Sat.1	210.3	231.1	-9.0	53.7	64.4	-16.6	25.5	27.9	-8.6	56.4	65.1	-13.4
ProSieben	200.1	192.0	4.2	55.9	51.7	8.1	27.9	26.9	3.7	54.9	51.4	6.8
kabel eins	72.5	66.6	8.9	27.0	20.4	32.4	37.2	30.6	21.6	26.5	20.1	31.8
N24	24.0	22.5	6.7	4.6	3.0	53.3	19.2	13.3	44.4	4.6	2.8	64.3

	H1 2007	H1 2006	Percent	H1 2007	H1 2006	Percent	H1 2007	H1 2006	Percent	H1 2007	H1 2006	Percent
Sat.1	414.5	425.2	-2.5	96.5	98.0	-1.5	23.3	23.0	1.3	100.5	97.9	2.7
ProSieben	370.7	348.1	6.5	62.2	58.6	6.1	16.8	16.8	- / -	61.4	58.8	4.4
kabel eins	136.6	122.4	11.6	46.7	31.8	46.9	34.2	26.0	31.5	46.4	31.6	46.8
N24	46.9	42.8	9.6	8.0	5.0	60.0	17.1	11.7	46.2	8.1	4.7	72.3

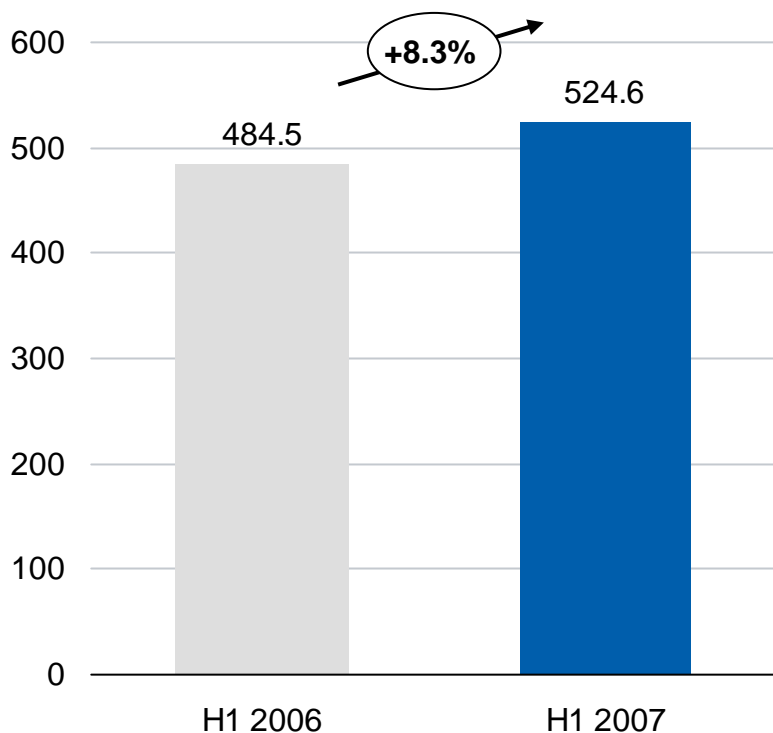
ProSiebenSat.1 Group standalone, without SBS.

SBS Broadcasting Group: Strong increase in revenues & EBITDA

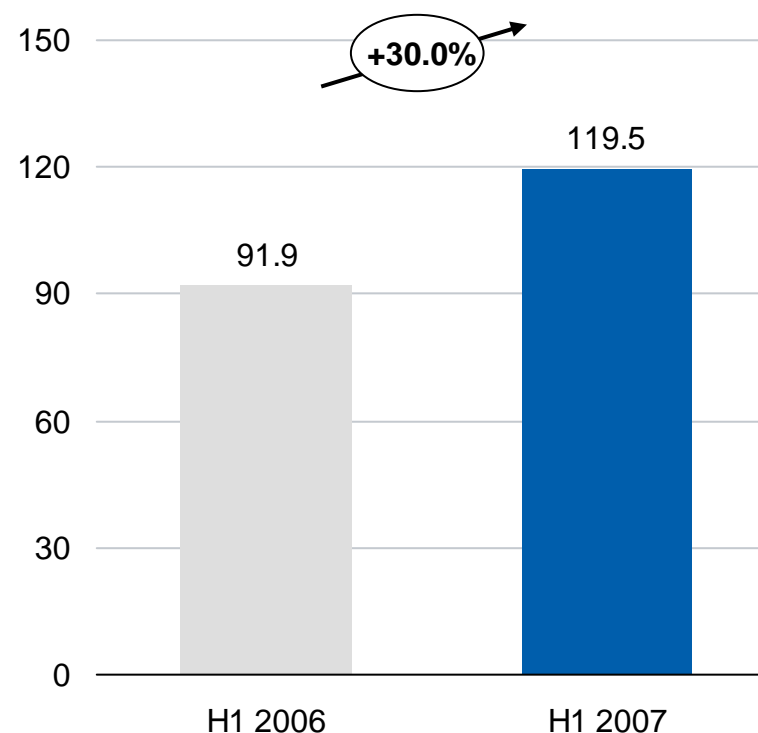


Consolidation of SBS by ProSiebenSat.1 from July 2007 onwards. In EUR m

Revenues



Recurring EBITDA*



SBS Broadcasting Group standalone, without ProSiebenSat.1. SBS figures as reported by SBS (unaudited).
*Recurring EBITDA: EBITDA before non-recurring items (exceptionals).



SBS Broadcasting Group: Q2 and H1 – split by segment

	Revenues EUR m	EUR m	Changes in percent	Recurring EBITDA* EUR m	EUR m	Changes in percent
	Q2 2007	Q2 2006		Q2 2007	Q2 2006	
Free TV	204,3	193,4	5,6	61,9	55,2	12,1
Pay TV	34,7	36,0	-3,6	11,6	7,9	46,8
Radio	24,3	22,9	6,1	6,5	6,1	6,6
Print	17,7	16,7	6,0	6,3	6,0	5,0
Corporate	0,6	1,2	-50,0	-3,1	-3,4	8,8
Total	281,7	270,2	4,3	83,3	71,8	16,0
	H1 2007	H1 2006		H1 2007	H1 2006	
Free TV	374,8	342,6	9,4	97,5	75,1	29,8
Pay TV	71,5	72,4	-1,2	4,5	8,9	-49,4
Radio	43,3	39,1	10,7	8,6	7,5	14,7
Print	33,7	30,4	10,9	12,1	9,7	24,7
Corporate	1,3	-/-	-/-	-3,2	-9,4	66,0
Total	524,6	484,5	8,3	119,5	91,9	30,0

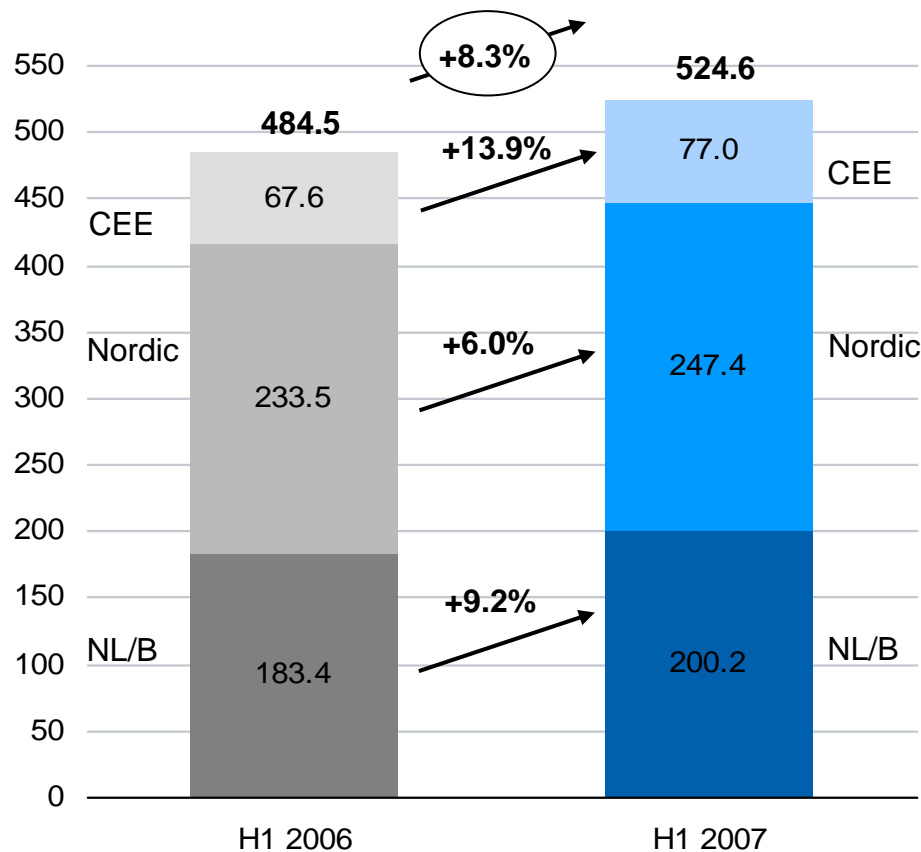
SBS Broadcasting Group standalone, without ProSiebenSat.1. SBS figures as reported by SBS (unaudited).
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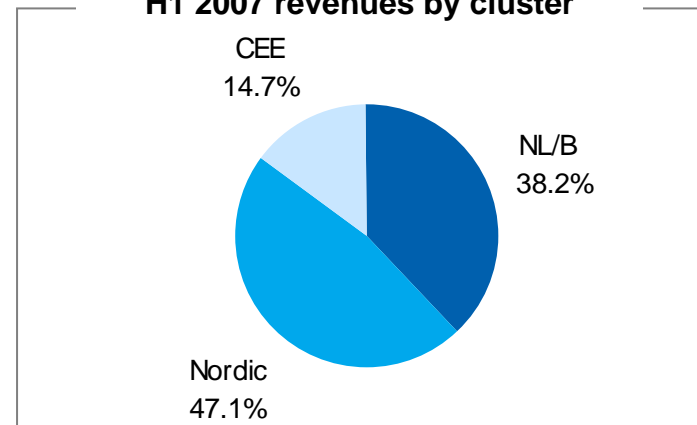
SBS Broadcasting Group: Dynamic growth in all regions

Nordic countries with largest revenue share, Eastern Europe with increasing share. In EUR m

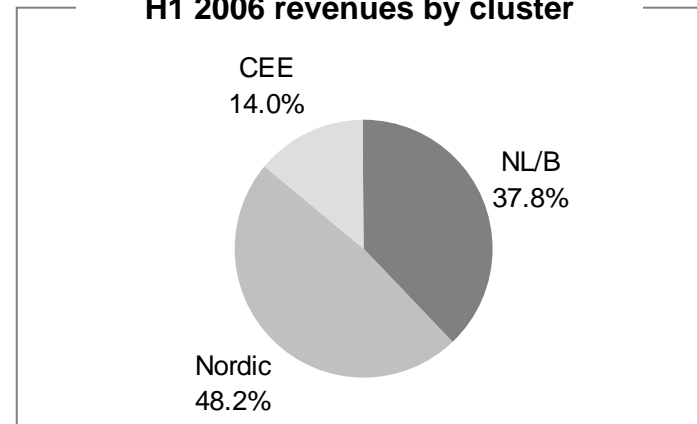
Revenues



H1 2007 revenues by cluster



H1 2006 revenues by cluster



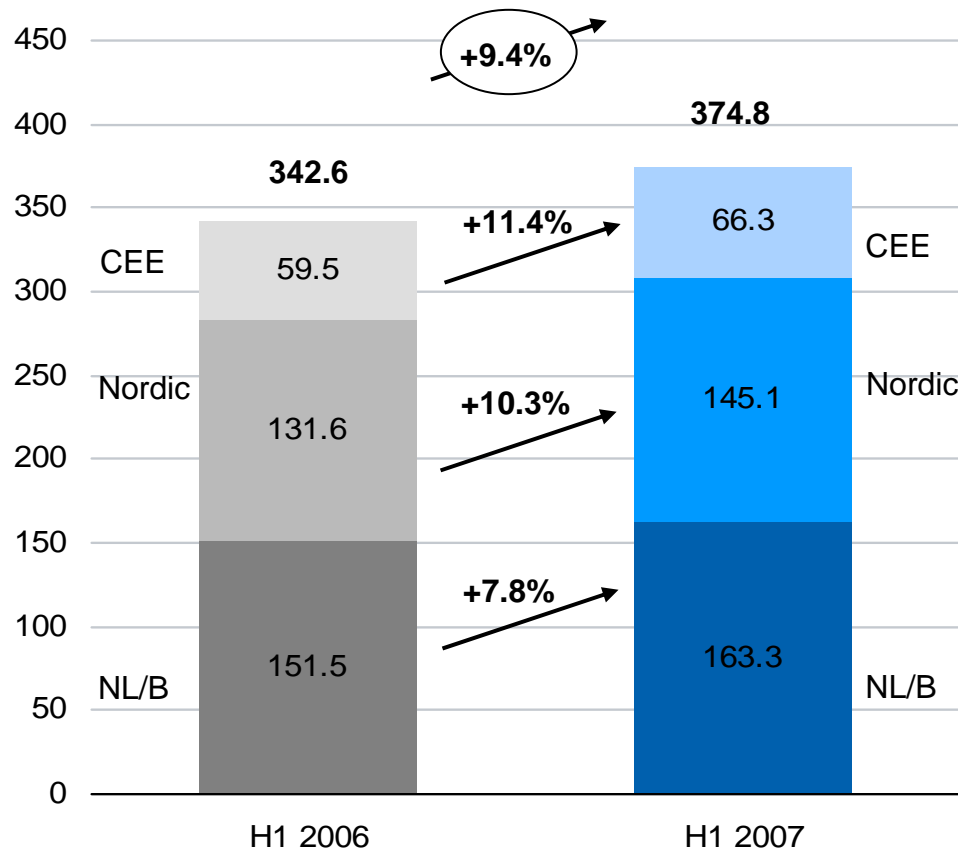
SBS Broadcasting Group standalone, without ProSiebenSat.1. SBS figures as reported by SBS (unaudited).

SBS Broadcasting Group: Strong growth of Free TV revenues

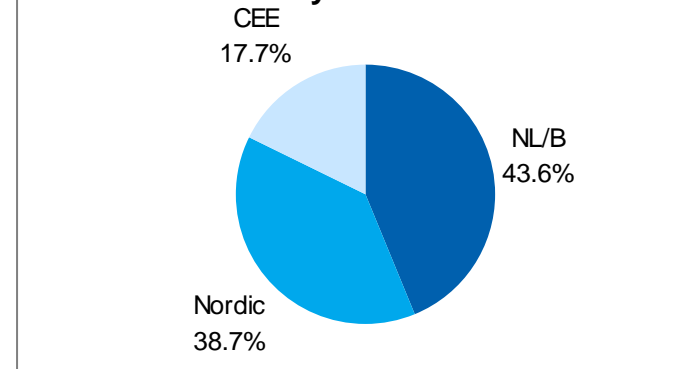


Free TV revenue increase in all SBS regions with superior growth rates compared to Germany. In EUR m

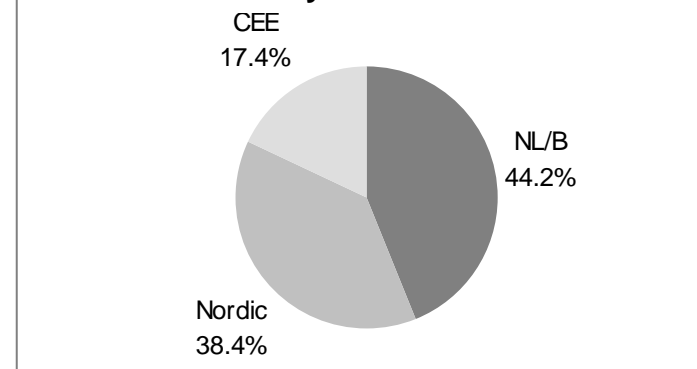
External revenues



H1 2007 external revenues by cluster



H1 2006 external revenues by cluster

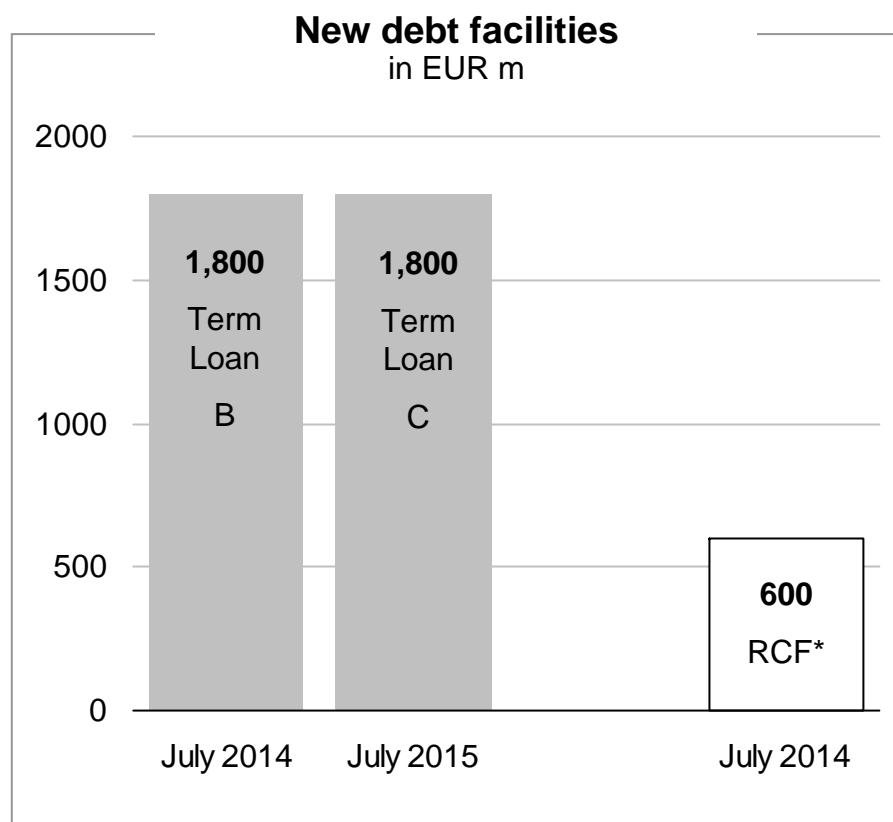


SBS Broadcasting Group standalone, without ProSiebenSat.1. SBS figures as reported by SBS (unaudited).



SBS financing successfully completed end of June 07

SBS transaction is fully debt-financed. The increased debt level leaves sufficient headroom for further operative and strategic expansion. Financing closed and hedged.



The transaction was financed via a long term senior secured credit facility:

- Financing is fully underwritten by 8 mandated lead arrangers and successfully syndicated.
- The loan agreement includes term loans of EUR 3.6 bn as well as a new revolving credit facility of EUR 600 m.
- Attractive initial margin of 1.75/1.875 percent p.a. for Term Loan B and C respectively.
- The term loans cover the SBS purchase price, the refinancing of existing SBS debt, transaction costs and the early redemption of the EUR 150 m ProSiebenSat.1 notes**.
- Around 80 percent of term loans are hedged into fixed interest rates with interest rate swaps.
- Net debt as per closing on July 3, 2007 was EUR 3.35 bn. Pro forma combined leverage as per June 30, 2007 is 4.5x.

*Revolving Credit Facility. **The EUR 150 million notes were redeemed early on August 1, 2007.

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ProSiebenSat.1 Group: A new dimension in strategy

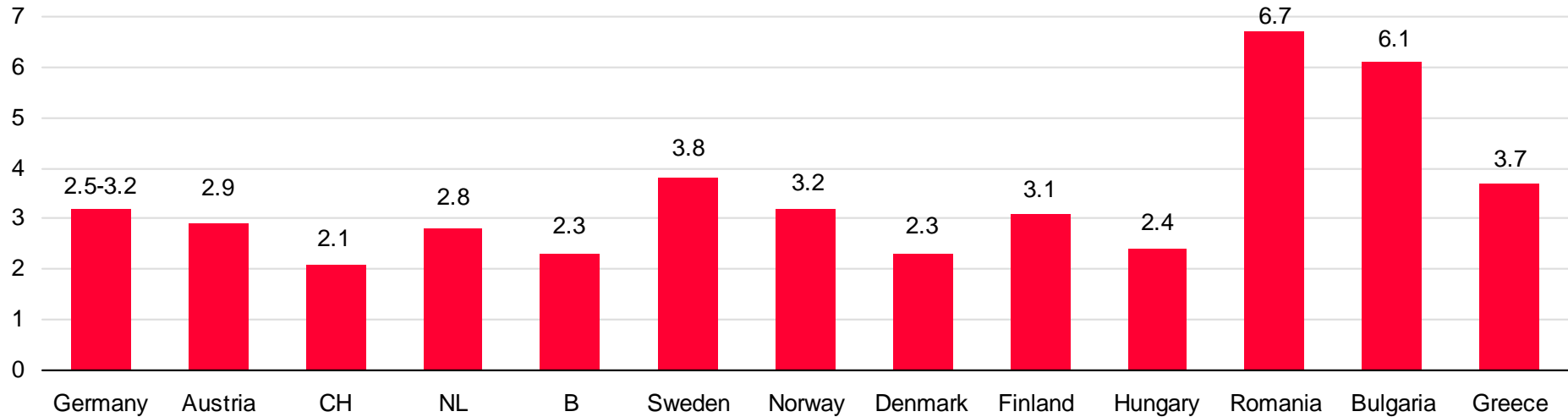


- Further increase in revenues and earnings coupled with continued cost control and integration effects
- Close the gap to the margins of the Top 5 media groups with a mid-term margin goal of between 25 and 30 percent

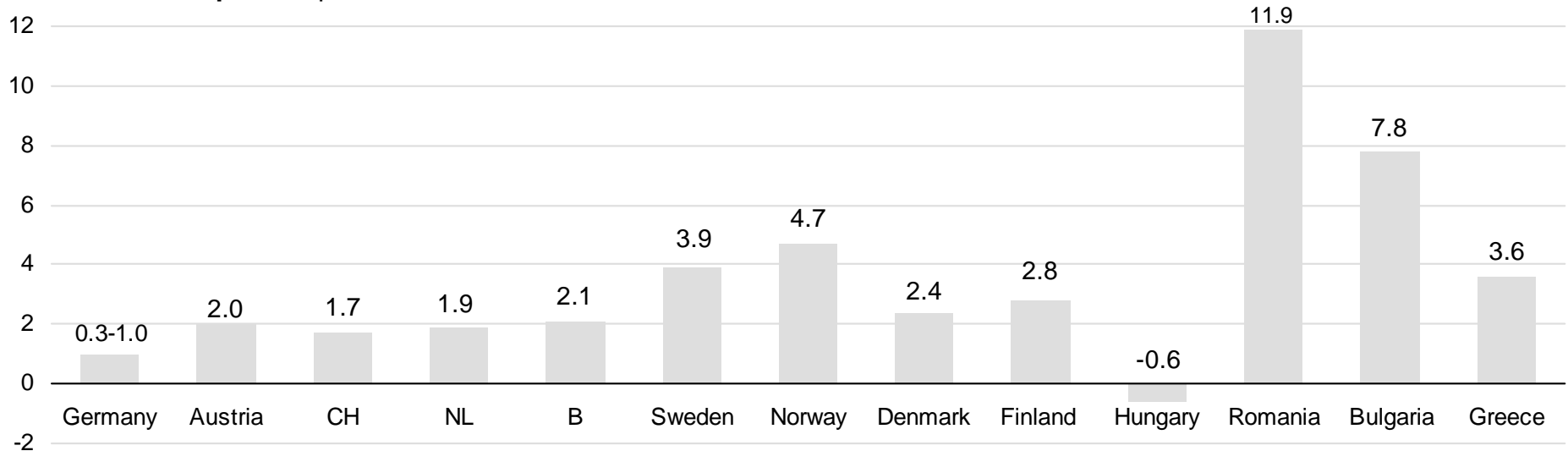


Positive outlook for European economies in 2007

Real GDP in percent



Private Consumption in percent



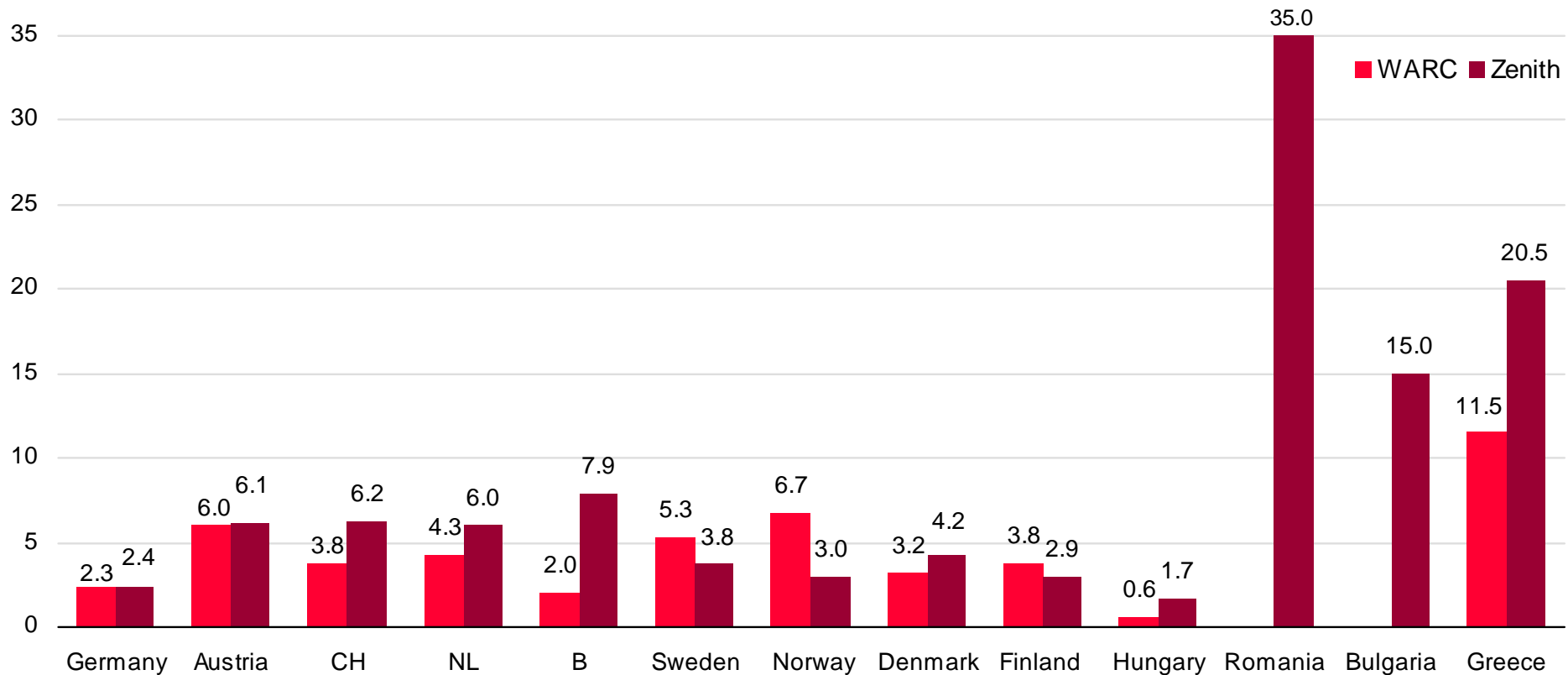
Positive outlook for European TV advertising markets in 2007



German speaking countries as the Groups largest market will account for 70 percent of ad revenues.

TV Ad spend (Net)

Change 07 vs 06 in percent



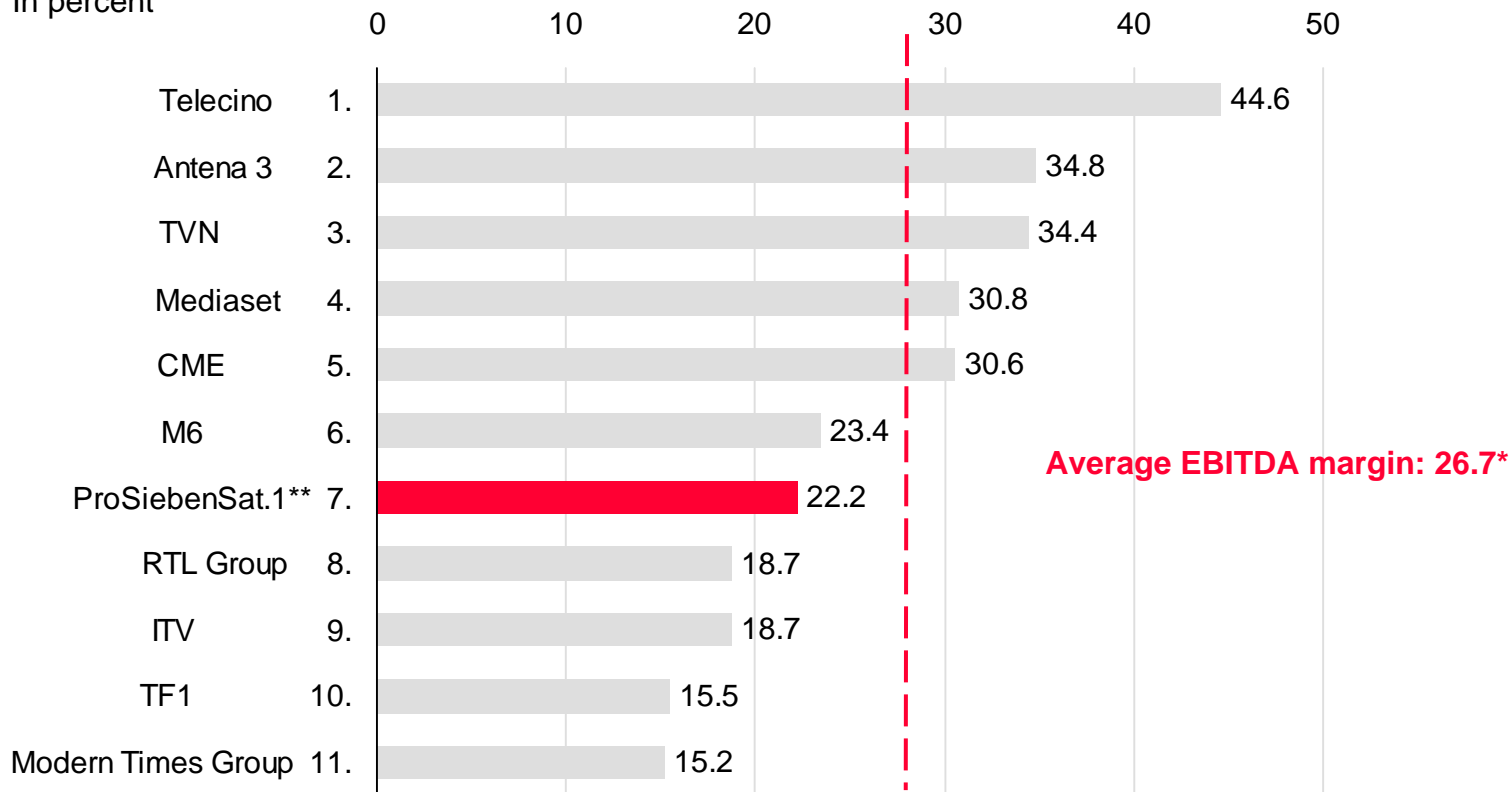
Sources: WARC, ZenithOptimedia, figures extensively harmonised on a net base, but still several methodical differences between countries and sources.



ProSiebenSat.1 Group: Ranking position in lower mid

EBITDA margin 2006

In percent



- Scale and efficiency effects
- Margins in Southern and Eastern Europe above average



**Target for the new Group:
Close the gap to the Top 5 of peer group**



Group expansion: 1. Strengthening Free TV and content



Group-wide activities

- Total programming expenses of EUR 1.6 billion in 2007
- Increased investments in own productions
- New „Group Content“ unit
- Focus on high-quality programming
- Back-to-back productions to start in 2008
- Expansion of program sourcing relationships with European and US suppliers
- Extension of pan-European advertising sales



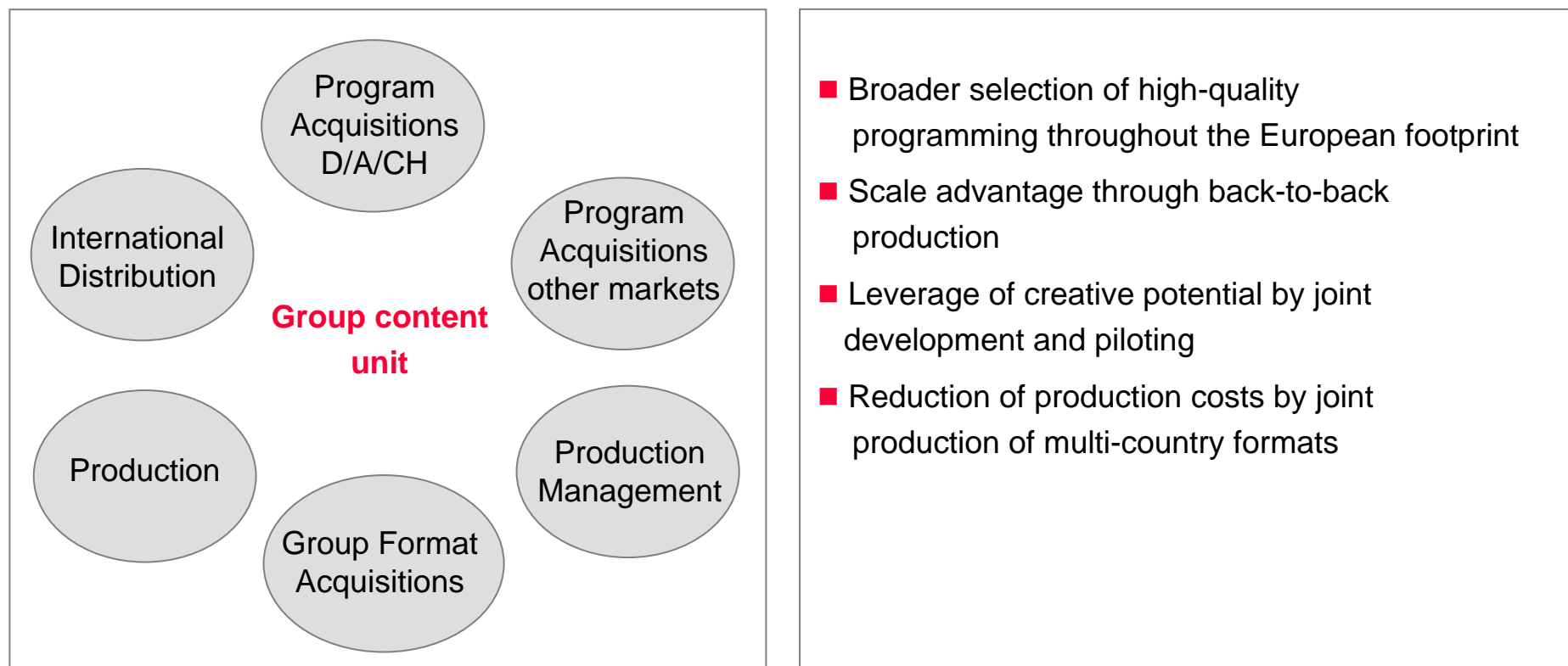
Germany

- Upcoming season with 50 percent more program debuts than 2006 season
- Number of projects under development has tripled
- Large investments in German productions
- Sat.1 with record number of program developments
- N24 to become Europe's most modern news channel



Group expansion: 1. Strengthening Free TV and content

Increased content generation power: The new Group content unit.





Group expansion: 1. Strengthening Free TV and content



Action plan Sat.1: Increase performance of the station and regain viewer confidence.

Strong commitment to German production with ~ 60% of total programming expenses

Expenses for news/information in 2007 stable vs. 2006

More attractive content: live sports events & TV productions

Focus on quality programming for family audience

Original Sat.1 fiction programming

- Original Sat.1 productions such as „Zodiak – Der Horoskop Mörder“ starring “Verliebt in Berlin”-Star Alexandra Neldel
- 10 premieres in the autumn of Top Sat.1-Movies with stars such as Bettina Zimmermann, Walter Sittler or Sophie Schütt
- New Sat.1-series “Deadline” with Heio von Stetten, Katharina Thalbach and Sonsee Neu
- Return of R.I.S. – 2nd season

Original Sat.1 family entertainment

- Great family entertainment like the new knowledge show „Das weiß doch jedes Kind“ with Cordula Stratmann (up to 22.5%)
- Emotional and exciting family entertainment in “ShowDown” with Wigald Boning
- Popular game show “Volltreffer – Schiffe versenken” with Hugo Egon Balder
- “Jetzt wird eingelocht – Das Promi-Minigolf-Turnier” with Hugo Egon Balder and Hella von Sinnen
- In “Das Wiedersehen” (WT) Sat.1 re-unites 5 friends who were separated after school
- Kai Pflaume in a new run of the classic “Nur die Liebe zählt” and in “Träume werden wahr”

Movie and series highlights

- Premium films and Free TV premieres like „Miss Undercover 2“, “Terminal” or “Closer”
- New seasons of first-class US series „NCIS“ and „Criminal Minds“

Sports highlights

- UEFA Champions League

Access prime time

- New shows



Group expansion: 1. Strengthening Free TV and content

Programming highlights in the third quarter and in the upcoming months.



- New seasons of successful US series such as „LOST“, „Desperate Housewives“ and „Grey’s Anatomy“
- Exciting show highlights such as „Survivor - Überwinde. Überliste. Überlebe“
- TV events „made by ProSieben“ featuring Stefan Raab
- Hollywood blockbusters such as „Ocean’s Twelve“ and „Kill Bill 2“



kabel eins




- Best family entertainment with innovative shows such as „Männer allein daheim“ (up to 11.5) and „Der Glücksvollzieher“ (up to 6.2%)
- New seasons of popular „Promi Quiz Taxi“ and US mystery series such as „Ghost Whisperer“
- „Best movies of all times“ such as „Cruel Intentions“, „Copland“ and „The Heist“



- Current news and background on all relevant events, around the clock
- Extensive stock market coverage
- Launch of primetime TV magazine in cooperation with „Süddeutsche Zeitung“ (up to 0.8%)
- New documentaries such as „Diana – Her true story“ (August 25, 2007)
- Special events such as „Live earth“ concerts (July 7, 2007; up to 8.5 %)



Group expansion: 1. Strengthening Free TV and content

	<p>Austria</p> <ul style="list-style-type: none">■ Acquisition of Free TV station PULS TV■ Further development of PULS TV	
	<p>Norway</p> <ul style="list-style-type: none">■ Start of FEM in Norway, a Free TV channel targeting women aged between 20 and 35 years (September 2007)	

Group expansion: 2. Expansion of online and digital services



	<p>Group-wide activities</p> <ul style="list-style-type: none">■ International roll-out of games platform www.sevengames.com in Q4 2007■ Evaluation of further services for international roll-out
	<p>Germany</p> <ul style="list-style-type: none">■ Acquisition of wer-weiss-was.de, Germany's largest knowledge online platform■ Further enlargement of the Group's online network ProSiebenSat.1 Network■ Start of NeunTV, advertising financed window on 9Live for female target group
	<p>Croatia</p> <ul style="list-style-type: none">■ Internationalization of 9Live: After expanding in Spain and Turkey in the first half-year 2007 9Live starts cooperation with RTL Televizija in Croatia and the Arabic LBC Group (Q3 2007)



Group expansion: 3. Create a leading operational platform

Leadership in broadcast and IT technology

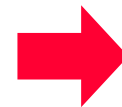
Broadcast Technology Center



High-performance, technological infrastructure for the pan-European Group

- Evaluation of possibilities
 - Internal solution with significant new investments
 - Strategic partnership to benefit from pan-European external know-how
- Review in progress
- First decision to be expected in fall

N24 plus



Making N24 Europe's most modern news channel

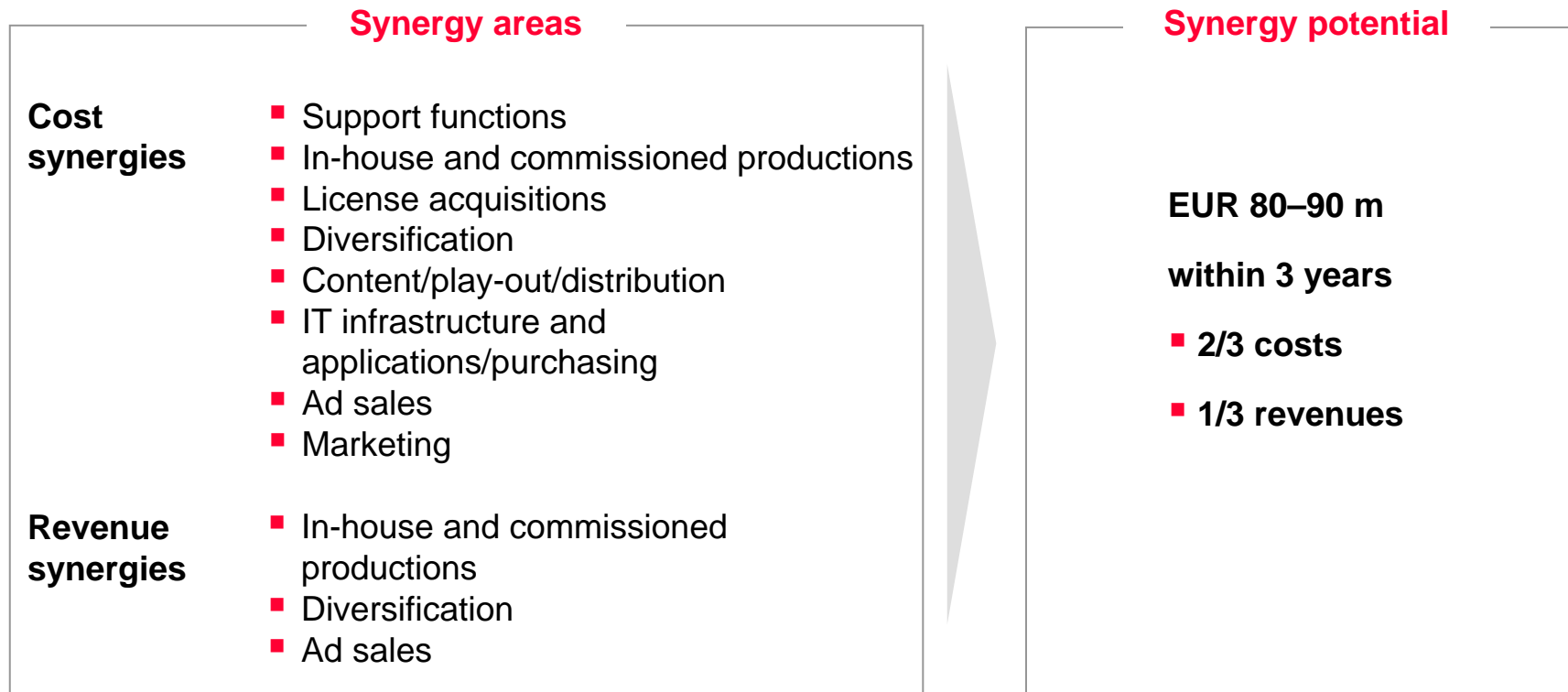
- Innovative technological platform
- Strong investment into pioneering technology
- Development of N24 into a multimedia brand
- Expansion of market leadership in news
- Central role as news provider for all stations of the Group
- New building in Berlin
- Planning phase to start in fall
- New technology director Frank Meißner responsible for technological set-up
- Platform to be operational from 2009



ProSiebenSat.1 Group: 3. Create a leading operational platform



Significant synergy potential: Synergy areas and potential within the next three years.





Strong SBS performance supports expansion of ProSiebenSat.1

- **ProSiebenSat.1 half year figures on track**
 - Consolidated revenues increase 3.6 percent to EUR 1.053 billion
 - EBITDA grows 6.8 percent to EUR 240.8 million

- **SBS Broadcasting Group half year figures reports strong set of figures**
 - Revenues up 8.3 percent to EUR 524.6 million
 - EBITDA to grow by 30.0 percent to EUR 119.5 million

- **ProSiebenSat.1 growth to be accelerated by SBS**
 - Pro forma growth of combined Group 5.1 percent
 - Pro forma EBITDA of combined Group up 13.5 percent

- **Further expansion of the new Group**
 - Increased focus and investment in programming
 - New TV station, FEM, ready to debut in Norway
 - 9Live expanding to Croatia
 - N24 to become Europe's most up-to-date news channel
 - Acquisition of online portal "wer-weiß-was.de"
 - European Group intends to be technology leader

Agenda



- Highlights First Six Months 2007
- Financial Statements Q2 and H1 2007
- Outlook: Further expansion of the pan-European Group
- Appendix



SBS standalone: Q2 and H1 – key figures

Group overview

In EUR m	Q2 06	Q2 07	H1 06	H1 07
Total revenues	270.2	281.7	484.5	524.6
Cost of Sales	-147.8	-150.7	-294.5	-304.9
Gross profit	122.3	131.0	190.0	219.7
SG&A*	-50.6	-47.7	-98.0	-100.1
Recurring EBITDA	71.8	83.3	91.9	119.5
EBITDA margin	26.6%	29.6%	19.0%	22.8%
Non recurring expenses	-2.8	-16.6	-4.1	-18.3
EBITDA	69.0	66.8	87.8	101.2

EBITDA reconciliation

In EUR m	Q2 06	Q2 07	H1 06	H1 07
Recurring EBITDA	71.8	83.3	91.9	119.5
Reorganisation	-0.9	-12.1	-0.9	-12.5
Advisory	-1.2	-2.9	-2.0	-3.6
Other non recurring	-0.7	-1.6	-1.2	-2.2
EBITDA	69.0	66.8	87.8	101.2

SBS figures as reported by SBS (unaudited). *Includes corporate expenses.

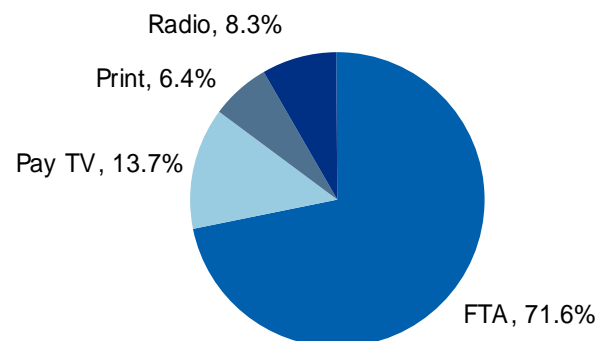


SBS standalone: Q2 and H1 – key figures by segment

External revenue split by segment

In EUR m	Q2 06	Q2 07	H1 06	H1 07
FTA	193.4	204.3	342.6	374.8
C-More	36.0	34.7	72.4	71.5
Radio	22.9	24.3	39.1	43.3
Print	16.7	17.7	30.4	33.7
Corporate	1.2	0.6	0.0	1.3
Revenues	270.2	281.7	484.5	524.6

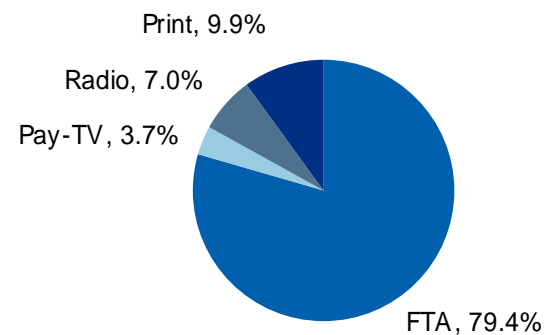
H1 07 revenue split by segment*



Recurring EBITDA contribution by segment

In EUR m	Q2 06	Q2 07	H1 06	H1 07
FTA	55.2	61.9	75.1	97.5
C-More	7.9	11.6	8.9	4.5
Radio	6.1	6.5	7.5	8.6
Print	6.0	6.3	9.7	12.1
Corporate	-3.4	-3.1	-9.4	-3.2
Recurring EBITDA	71.8	83.3	91.9	119.5

H1 07 EBITDA split by segment*



SBS figures as reported by SBS (unaudited). *Excluding corporate.

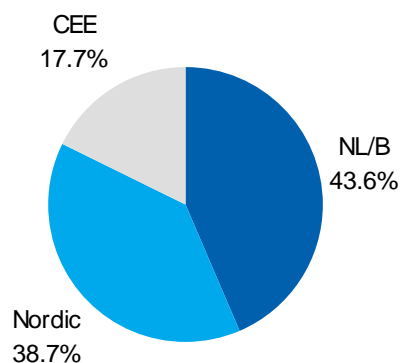


SBS standalone: Q2 and H1 - Free TV overview

Revenue split by cluster

In EUR m	Q2 06	Q2 07	H1 06	H1 07
NL/Belgium	87.8	92.8	151.5	163.3
Nordic	69.5	74.7	131.6	145.1
CEE	36.1	36.8	59.5	66.3
Total	193.4	204.3	342.6	374.8

H1 07 revenue split by cluster



Audience share by country (prime time)

In percent	Q2 06	Q2 07	H1 06	H1 07
Netherlands ⁽¹⁾	23.6	25.9	24.3	25.3
Norway ⁽²⁾	14.7	13.4	14.2	13.7
Sweden ⁽³⁾	15.1	16.6	15.0	15.5
Denmark ⁽⁴⁾	7.5	7.3	7.6	7.2
Belgium ⁽³⁾	19.2	19.2	17.5	18.2
Hungary ⁽⁴⁾	29.9	26.2	30.5	26.0
Romania ⁽³⁾	6.7	8.7	6.3	8.6

Source: Company information.

Note: Audience share indicated for commercial time (Including "The Voice" in the relevant countries)

(1) Share of viewing in 20-49 years target group.

(2) Share of viewing in 12-44 years target group.

(3) Share of viewing in 15-44 years target group. Romania quarterly data based on Urban population.

(4) Share of viewing in 15-50 years target group except Hungarian data which are based on 18-49 years target group.



SBS standalone: Q2 and H1 - other operations overview

C-More revenue

In EUR m	Q206	Q207	H106	H107
Total	36.0	34.7	72.4	71.5

Subscribers

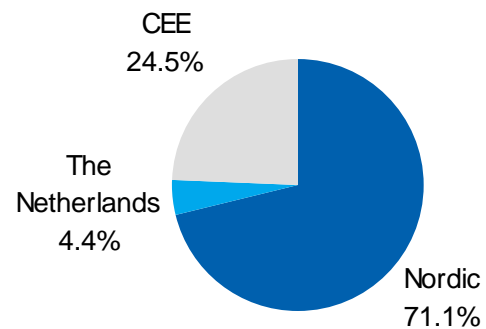
*1,000

	H106	H107
Sweden	435	461
Norway	224	241
Denmark	70	74
Finland	115	126
Total	844	902

Radio revenue

In EUR m	Q206	Q207	H106	H107
Total	22.9	24.3	39.1	43.3

H1 07 revenue split by cluster



Print revenue

In EUR m	Q206	Q207	H106	H107
Total	16.7	17.7	30.4	33.7

Circulation

*1,000

	H106	H107
Veronica	1,002	1,003
TV Sat.	47	45
Total	1,049	1,048



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