

## RTL Nederland

### Financial results

The Dutch net TV advertising market was estimated to be up strongly, by 17.0 per cent, in the first half of 2022 with RTL Nederland performing better than the market. Accordingly, RTL Nederland's revenue increased by 19.8 per cent to €303 million (H1/2021: €253 million). This resulted in a significantly higher Adjusted EBITA of €86 million (H1/2021: €54 million).

### Audience ratings

**RTL Nederland's** channels' combined prime-time audience share in the target group of viewers aged 25 to 54 was up to 34.5 per cent in the first half of 2022 (H1/2021: 33.1 per cent), ahead of the public broadcasters (29.0 per cent) and Talpa TV (20.4 per cent). RTL Nederland increased its lead over Talpa TV to 14.1 percentage points (H1/2021: 13.4 percentage points).

RTL Nederland's flagship channel, **RTL 4**, registered an average audience share of 22.4 per cent in the target group of shoppers aged 25 to 54 (H1/2021: 20.5 per cent). Popular programmes included the new format *Lago di Beau*, plus *De Verraders*, *Make Up Your Mind*, *Kopen Zonder Kijken*, *Married At First Sight* and the news and magazine formats *RTL Nieuws*, *RTL Boulevard* and *Editie NL*.

RTL Nederland's streaming service, **Videoland**, recorded paid subscriber growth of 6.2 per cent compared to 30 June 2021 and registered 1.079 million paying subscribers at the end of June 2022 (end of June 2021: 1.016 million). Videoland's growth was largely driven by the fourth season of the Videoland original series *Mocro Maffia* and the reality format *Temptation Island*, both of which are exclusively available on Videoland in the Netherlands.