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## Press Release

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### ProSiebenSat.1's German TV Group to Undergo Strategic Reorganization

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- **Sat.1, ProSieben and kabel eins all to be headquartered in Munich**
- **Relocation plan affects 350 Berlin employees**
- **Every Berlin employee affected will get job offer in Munich or appropriate severance package**
- **Matthias Alberti to join Andreas Bartl as Managing Director of German Free TV Holding in Munich**
- **Guido Bolten to be Managing Director at Sat.1 as of January 1, 2009**
- **N24 and Sat.1 central editorial services, headed by Dr. Torsten Rossmann, to be the Group's most important editorial center of competence in Berlin**
- **Jürgen Hörner new Managing Director at kabel eins as of January 1**
- **SevenOne Media and SevenOne Interactive to be merged; SevenOne departments in Berlin to move to Munich**
- **All administrative functions to be centralized in Munich**
- **Group communications to be pooled centrally**
- **225 jobs to be cut throughout Group**

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**Munich, November 13, 2008.** The Executive Board of ProSiebenSat.1 Media AG decided on November 11 to prepare the TV Group's companies in Germany for the challenges of the coming years, in an extensive forward-looking program. The reorganization will involve the German Free TV and Sales units, and the Corporate holding company.

Said Guillaume de Posch, CEO of ProSiebenSat.1 Media AG: "Ever since ProSiebenSat.1 Media AG took over the SBS Broadcasting Group in the summer of 2007, it has been Europe's second-largest TV corporation. In a difficult market environment, we have begun a process of integration which decisively improves the Group's market position, as has been shown most recently by the results for the third quarter. Now, in Germany, our largest and most important market, we are setting our course for the future. Our four free TV stations – Sat.1, ProSieben, kabel eins and N24 – are the heart of our Group. We will do all we can to strengthen these stations, so as to safeguard their success with audiences and advertisers for the long term. We're already on the right track: our audience share is stable at roughly 30 percent, and we believe we can do even better than that. To achieve that goal, we are putting all our operations in Germany on a sounder footing. The competitiveness of our German free TV stations is the foundation for our sustained success in the market. Sat.1, ProSieben and kabel eins will work together in Munich. This year, in a major investment, we have rebuilt N24 at Potsdamer Platz in Berlin into Europe's most up-to-date news station. Together, N24 and the Sat.1 corporate editorial department have made Berlin the Group's most important



site for journalism. We are making a major effort to cushion the impact of these changes on our employees. Every Berlin employee affected will get a job offer in Munich or an appropriate severance package. We hope that many of our staff will make the move to Munich.”

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### **German Free TV**

By June of next year, Sat.1, ProSieben and kabel eins will all be located together in a new structure in Munich, thus combining all the German Group's general-interest stations in a single building at a single site. Sat.1 and all support functions will be relocated from Berlin. The plan affects a total of 350 employees.

Said Andreas Bartl, the Executive Board Member for German Free TV at ProSiebenSat.1 Media AG: “Having Sat.1, ProSieben and kabel eins all together in Munich – that's the most important decision we've ever made in the German market. We now have the chance to provide the best possible programming for each station jointly. The daily exchange of ideas, the networked use of our programming resources, the boost in team spirit, and our shared vision will allow us to fully realize the immense potential of this family of stations. Some may think of Unterföhring as just a suburb, but the concentration of creative TV makers here has no equal anywhere else in Germany. In combination with our colleagues in Berlin, we'll create a peerless powerhouse of content.”

Matthias Alberti will become the co-Managing Director of German Free TV Holding. Effective January 1, the new head of Sat.1 management will be Guido Bolten, hitherto the Managing Director at kabel eins. Dr. Torsten Rossmann, who chairs the management at N24, will also remain a part of Sat.1 management until June of next year. Effective January 1, Guido Bolten will be succeeded as Managing Director of kabel eins by Jürgen Hörner, formerly Vice-Managing Director at ProSieben. (See the end of this release for career highlights.)

Said Andreas Bartl: “I'm delighted at being able to build up our family of stations in Munich with teammates I've known for so long. Matthias Alberti is the man who, with Torsten Rossmann, put Sat.1 back on its feet at a stable 11 percent audience share. The fact that we'll be working together to make all our stations even more successful is an important sign for our stations. Guido Bolten has made kabel eins Germany's most innovative second-generation TV station. This year he earned the station its highest audience shares ever. His creativity will provide valuable new impetus for Sat.1. Jürgen Hörner is a seasoned programming strategist, and will contribute new ideas to expand the programming successes at kabel eins.”

N24 will remain in Berlin, as will the central editorial department of Sat.1, which will be converted into a GmbH of its own. Dr. Torsten Rossmann, as head of the management at N24, will have overall responsibility for both units at the Berlin location. Berlin, with 450 employees, will remain the Group's most important production location, and its journalistic center of competence.



## **Sales**

There will also be changes in Sales operations. Plans call for combining SevenOne Media and SevenOne Interactive in a new structure, with teams handling responsibilities in both areas. Because of the rising demand for integrated campaign concepts, both companies will benefit from being more closely intermeshed, which will make them better able to meet the market's needs.

Said Klaus-Peter Schulz, Chief Sales & Marketing Officer at ProSiebenSat.1 Media AG: "More and more clients and agencies are planning campaigns that make use of two or more media. Our services range from conventional TV to online, video on demand, mobile TV, podcasts, and in-game advertising. We view ourselves as facilitators for creative ideas that give brands expression through audiovisual media. To make the most of that potential, we have to work in a more integrated way. That's not a matter of corporate forms, but of offering our clients the best services in return for their advertising spends. Thanks to the move, we're looking forward to working significantly more efficiently at the interfaces among programming, marketing, sales and communications."

## **Diversification**

The Diversification activities associated with Sat.1 will be moved to Munich. Online editorial services for N24 will be reassigned from SevenOne Intermedia to N24, and will operate out of N24's offices at Potsdamer Platz. The activities of 9Live and the rest of SevenOne Intermedia will be moved to Munich.

## **Corporate holding company**

All of the ProSiebenSat.1 Group's holding-company functions in Germany will be headquartered in Munich. Group communications will also be brought together as a part of the same process. The Corporate, Financial, Sales, Diversification and PSP Communications departments will all be integrated into the holding company.

## **Personnel**

The new program will make the Group significantly more competitive amid a difficult environment. It will result in a loss of 225 jobs across all departments – about 3 percent of the Group's roughly 6000 employees, or about 7 percent of the roughly 3000 who work in Germany.

## **Career highlights**

**Matthias Alberti** (born 1963) has been a Managing Director at Sat.1 since January 2007, and has chaired the company since January 2008.

In parallel with his university studies in the natural sciences in Darmstadt, he was also a director's assistant at a variety theater and for various TV productions. He worked for RTL from 1994 to 2002, initially as an editor in Development Variety, then as editor-in-chief for Light Entertainment, and then, starting in 1997, as head of Shows and Executive Producer for special projects.



He was appointed head of Light Entertainment in July 2000. He joined Sat.1 in the same capacity in October 2002. In April 2004 he was appointed Vice-Managing Director at the station. He has been Managing Director since January 2007, and assumed the chair when the company's management was restructured on January 1, 2008.

**Guido Bolten** (born 1961) has been a Managing Director at kabel eins since January 2006.

After studying journalism in Cologne, he began his career in 1986 as head of sports at Radio Gong in Nuremberg. After stopovers at SWF 3 and as deputy editor-in-chief of the state-wide private radio station Antenne Bayern, Bolten made the change to television in 1991. He worked as a commentator and anchorman at Tele 5 and ProSieben. In 1993, he took over as editor-in-chief at DSF in Munich. In 1996 he joined Plaza Media, where he was in charge of various productions as editorial director. From 1997 to 2000, he headed the Information & Magazines department at kabel eins, before taking over as editor-in-chief of Information & Magazines at ProSieben.

**Dr. Torsten Rossmann** (born 1963) been a Managing Director at N24 since December 2003, and a Managing Director at Sat.1 since December 2007.

He has been with the ProSiebenSat.1 Group since 1995. As corporate spokesman, his duties included heading the communications and marketing campaign for the IPO of the former ProSieben Media AG in 1997, and the communications efforts surrounding the merger between ProSieben Media AG and Sat.1 in 2000. Additionally, as head of the Corporate Office he also assisted the Executive Board and Supervisory Board from 2000 onward. In 2003, he moved to Berlin as the Managing Director of N24. Since 2007, he has also been a member of management at Sat.1, where he is in charge of Information & Magazine, Marketing and Controlling. Following university studies in political science at the University of Hamburg and a research associateship at its Media and Policy center, he first worked as a journalist for such organizations as NDR radio, various newspapers, and the industry newspaper "text intern."

**Jürgen Hörner** (born 1965) has been head of program scheduling since January 2006, and Vice-Managing Director of ProSieben since January 2008.

He has also been in charge of Programming Strategy since July 1 of this year, and is thus also responsible for managing production. Trained as a book dealer, he joined ProSieben in 1993 while still pursuing American and Slavic Studies at the university. He worked at ProSieben as a content editor in feature films until 1999, when he moved as an editor to program scheduling. He took charge of that department in 2000, and became manager of Planning and Programming Information in 2003. In 2004, he moved to kabel eins as head of Program Scheduling and deputy to then-programming manager Thilo Proff.