

A Lighthy Association des Télévisions Commerciales européennes Association of Commercial Television in Europe 2010 I ACT Brochure on Healthy Programming





Commitment to the DG Health and Consumers' EU Platform on Diet, Physical Activity and Health



The Association of Commercial Television in Europe (ACT) is a trade association representing the interests of the commercial broadcasting sector in Europe. Formed in 1989, the ACT has twenty-nine member companies active in 34 European countries. Our members are operating more than 400 free-to-air and pay-tv channels and distributing several hundred channels and new services. The ACT members encompass several business models ranging from free-to-air television broadcasters and pay-TV players to platform operators and multimedia groups. By offering a wide range of choice and variety to the viewer, commercial broadcasters are a leading source of entertainment and information to millions of European citizens. For further information, please see: www.acte.be

The Association of Commercial Television in Europe (ACT) welcomes the opportunity to participate in the European Commission's Platform on Diet, Physical Activity and Health. By submitting this brochure, ACT members show their commitment to taking action for a healthier lifestyle and contribute to the EU objective of fighting for healthier European citizens.





I	Table of Contents			
1 -	Introduction by Ross Biggam	, ACT Dire	ector General	
	A view from outside: Expert			
	Cookery & Diet: Interview			
	(France, M6)			
	Sport & Exercise: Testim	onial from E	ritish Cycling	
	(United Kingdom, BSkyB)		•	
	CSR Activities: 'Testimoni		German Health Minister, alth and Cooperation with Schools	
	(Germany, Super RTL)	state for the	and ocoperation with ochools	
	Programmes related to a he Belgium	18 =	Germany	28
	VT4 Komen Eten ("An Almost Perfect Dinner")	ProSieben The Biggest Loser	
	VijfTV De Mostered van Abraham ("Abraham's Mustard")	,	Sat.1 Das Fast Food-Duell – Spitzenkoch geger Lieferservice ("Fast Food Championship")	
	vtm Je Bent Wat He Eet ("You Are What You I		Kabel eins Das Fast Food-Duell – Spitzenkoch geger Lieferservice ("Fast Food Championship")	
	De Perfekte Keuken ("The Perfect Kitche Czech Republic	22	Super RTL Peb & Pebber – Helden Privat ("Heroes at Home")	
	TV Nova Střepiny ("Splinters")		LazyTown – Let's Go	
	Víkend ("Weekend")		Haly	00
	Taranana a Obastí ("Taranana a Osadana		Italy	32
	Tescoma s Chutí ("Tescoma – Cooking with Pleasure")		Italia 1 Cotto e Mangiato ("Cooked and Toasted")	
			Italia 1 Cotto e Mangiato ("Cooked and Toasted") Rete 4 Cuochi Senza Frontiere ("Chiefs Without Frontiers")	
	with Pleasure") Babicovy Dobroty ("Babica's Goodies") Snídaně s Novou ("Breakfast") Koření ("Spices") Miss Aerobic	26	Italia 1 Cotto e Mangiato ("Cooked and Toasted") Rete 4 Cuochi Senza Frontiere ("Chiefs Without Frontiers") Melaverde ("The Green Apple") Vivere Meglio ("Live Better")	
	with Pleasure") Babicovy Dobroty ("Babica's Goodies") Snídaně s Novou ("Breakfast") Koření ("Spices") Miss Aerobic France M6 Un Dîner Presque Parfait	26	Italia 1 Cotto e Mangiato ("Cooked and Toasted") Rete 4 Cuochi Senza Frontiere ("Chiefs Without Frontiers") Melaverde ("The Green Apple")	
	with Pleasure") Babicovy Dobroty ("Babica's Goodies") Snídaně s Novou ("Breakfast") Koření ("Spices") Miss Aerobic France M6	26	Italia 1 Cotto e Mangiato ("Cooked and Toasted") Rete 4 Cuochi Senza Frontiere ("Chiefs Without Frontiers") Melaverde ("The Green Apple") Vivere Meglio ("Live Better") Pianeta Mare ("Planet Sea"))

S.O.S Uroda ("S.O.S Beauty")

Romania

Prima TV Sport, Dieta si o Vedeta ("Sports, Diet & a TV Star")

38

40

44

46

Pro TV
Oana Cuzino ("What's Up Doc?")

Spain

06

08 09

12

14

17

Antena 3
Cuestión de Peso ("Question of Weight")
GPS: Testigo Directo ("Direct Witness")

Antena Nova ¿Qué me pasa Doctor? ("What's Up Doctor?") Portate Bien ("Behave Yourself Well") Oxigeno 3 ("Oxygene 3")

Telecinco 12 Meses, 12 Causas ("12 Months, 12 Causes")

Sweden

TV3 Du Är Vad Du Äter ("You Are What You Eat") Superstars

United Kingdom

BSkyB

Skyride

The Feelgood Factor Britain's Biggest Loser Feelgood factor Awards

Nickelodeon

Nicktrition



1 - Introduction

by Ross Biggam

ACT Director General



Ross Biggan

Being fit and healthy has become a central feature of people's lives today. Shows and programmes broadcast by commercial channels all over Europe respond to the growing demand for information and entertainment about how to eat healthily and become or stay fit.

The **2010 ACT Brochure on "A Healthy Audience"** gives an insight into the programmes broadcast by our channels in their different markets. Like last year when we issued our first Brochure to respond to our commitment under the **European Commission's Platform on Diet, Physical Activity and Health**, we have again been impressed by the amount of programmes that exist across Europe.

HEALTHY PROGRAMMING | 2010

For this year's edition, we have looked at even more markets than last year, including now **ten markets**: Belgium, Czech Republic, France, Germany, Italy, Poland, Romania, Spain, Sweden and the United Kingdom.

The conclusion is simple: **People like to watch programmes related to a healthier lifestyle** and tune in by thousands and even millions every day to watch programmes advising them how to do sports in an efficient way and what and how to eat so as to stay healthy and slim.

By showing these programmes and engaging with viewers, television can thus contribute to a healthier lifestyle of European citizens.

But we did not only look at more markets and programmes than last year, we also asked other stakeholders in the debate, including governments, for their opinion. You will see an interesting interview with the **French Chef Cyril Lignac** and a fascinating report about **BSkyB's successful cooperation with the British Cycling organisation** and finally, the **German Secretary of State Julia Klöckner** commenting on a cooperation between the broadcaster and the Government to promote a healthy lifestyle among kids.

In terms of programmes themselves, we found out that **cookery shows** are of great interest to viewers in basically all markets, in particular in countries like France, Italy or Spain, where people were historically used to the healthy Mediterranean diet but increasingly this is coming under pressure from "fast" or unhealthy food.

Another format we see in several European markets are contest-style programmes like "You are what you eat" or "The biggest loser" where teams of people compete with each other to lose weight. These programmes are so successful that they are shown in several European markets and travel throughout Europe being adapted to the local needs.

Other programmes include **medical advice** about how to lead a healthy lifestyle as well as programmes targeted at a special **audience like children or women** broadcast either on generalist or thematic channels. Finally, we see several of these programmes being integrated in daily morning shows in forms of **short episodes** so that leading a healthy lifestyle becomes part of everyday life – attracting a wider audience, across all social and demographic groups.

All programmes have one characteristic in common: People are interested in them, often they actively participate in them and they like to watch them. The power of television can thus help as a positive tool to communicate messages about healthy eating and a healthy lifestyle.

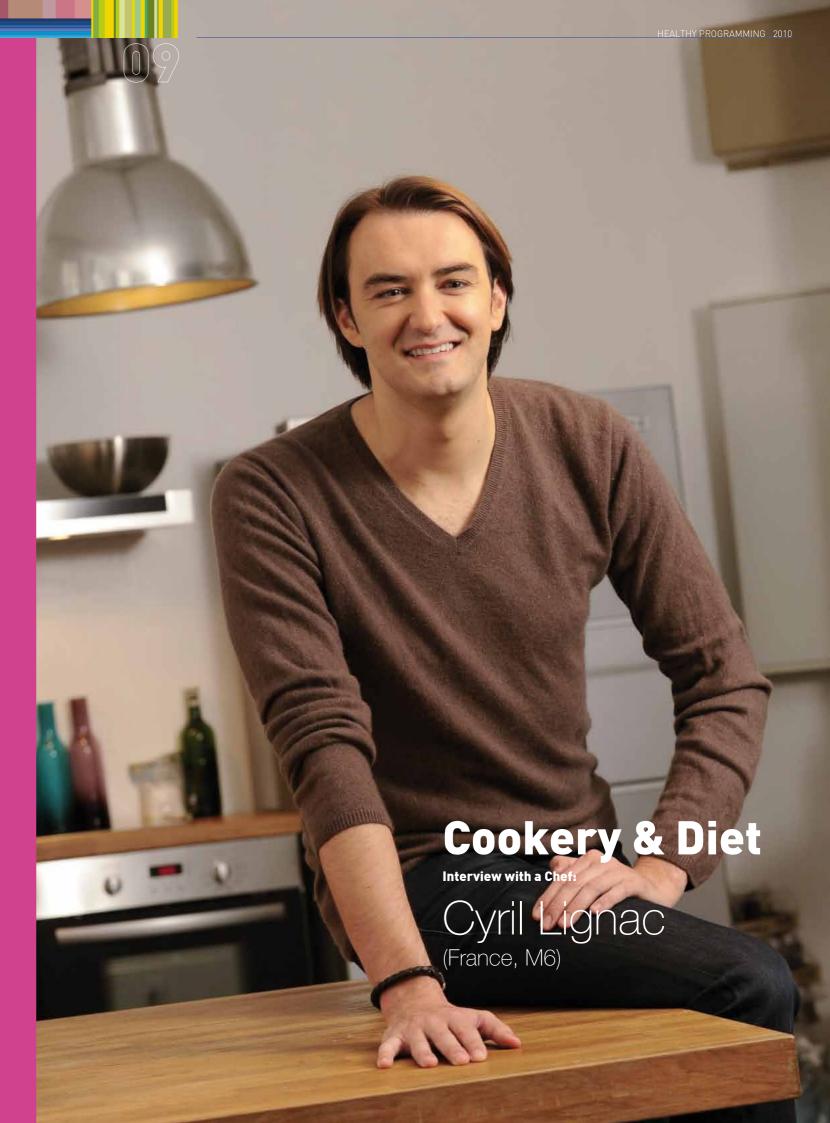
We can contribute more effectively to the debate at European level by giving examples of our channels' programming rather than discussing yet again the reasons why there should not be any further bans on advertising. Bans are counter-productive. By contrast, engaging with our viewers, listening to what they want and ask for, and delivering such content in an entertaining and informative way – that is what we do on a daily basis in a variety of European markets – allows campaigners for a healthier lifestyle positively to harness the power of television.

It is against this background that we want to recall why our channels produce or broadcast these programmes – firstly, because people are interested in the issue of health and nutrition and secondly, because the programmes themselves appeal to the audience and meet their tastes and needs

2 - A view from outside:

Experts Speak About Healthy Programming

How can commercial broadcasters engage with citizens and governments for a healthy lifestyle? We have asked around in France, the UK and Germany and had very positive feedback. French Chef Cyril Lignac has become one of the leading figures in French TV interacting with viewers in several cookery shows today. When cooperating with British Cycling for the "Skyride" tour in London, Glasgow and Manchester, thousands of people joined in to do sports. Finally, children programme "Peb & Pebber" broadcast by Super RTL matched in well with the German Government's National Action Plan and a nation-wide school primary contest engaged pupils all over the country to be active during breaks.



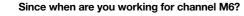
HEALTHY PROGRAMMING I 2010

0 11

Cookery & Diet

Interview with a Chef:

Cyril Lignac (France, M6)



It has been five years now that we work together with confidence on food shows' concepts which have learnt how to evolve according to viewers wishes. It thus has been possible for me to make discover my job as a Cook Chef in various programmes: "Yes Chef!", "Chef, the Recipe", "The Chef Fights Back" or also judge in "An Almost Dinner".

Is there a real expectation from the audience?

Until now, TV shows on food were only simple cooking classes which taught how to cook a recipe well. With M6, culinary programmes found a new inspiration. Between magazines and entertainment, these shows are viewers-friendly teeming with tips and advice. They are true food guides that one can use every day. And that was what the audience wished, to be accompanied, informed while having fun.



What kind of expertise / experience do you bring to the programme?

Cooking is more than a job, it is a passion!
I start with this observation: French people like eating, but they lack time, money and know-how to cook. I try to give solutions to cook healthier, lighter and more balanced, but always with pleasure and in a less expensive way. I am here to take them along in the 'Chef Fights Back' but also to judge talented amateurs discovered in 'An Almost Perfect Dinner'.

Is there an impact of the broadcast of food programming on TV on children's behaviour?

TV has an impact on children and parents! When I participated to the documentary 'Viva the Canteen', on M6, I realised how the French canteens work and how children eat. They do not touch on vegetables, eat continually snacks and love fast-foods.

"Television is a mirror of society, it allows the audience to realise the efforts to make in terms of eating."

In your opinion, what is the role of television towards viewers?

Television has an educational role to play: it informs and raises awareness of its audience. As a generalist and family TV channel, M6 chose to accompany the viewers in their daily life and to make them aware of the issues related to their health. TV shows on cooking are part of transmitting our heritage to our citizens.

Many diseases are generated by unhealthy food and obesity. Television is a mirror of society, it allows the audience to realise the efforts to make in terms of eating. Children feel concerned as soon as we listen to them, as we try to understand and to teach them.







Sport & Exercise

Testimonial from a Sport Organisation:

British Cycling







In 2008, British Cycling were delighted to secure a new media partnership and sponsored programme with BSkyB to help change the culture of cycling in the UK. During that year we designed a new campaign called *'inspiration to participation'* to reach all parts of the UK through a grass roots cycling participation programme, aiming to get a further 1 million people on their bikes by 2013.

In 2009 we engaged stakeholders at Central Government level including Department of Health, Department for Culture, Media and Sport and Department for Transport, the Local Authority sector and communities in a number of key cities to create high level and local ownership of a new brand...skyride. This grass roots participation programme is designed to reach out to families who are inactive, help change their attitude to cycling and sustain their interest in cycling and being active.

This programme is billed as one of the UK's biggest 2012 Olympic and Paralympic Legacy programmes in the UK. With Sky we are seeking to achieve what no other National Governing Body of Sport has achieved. We are using the inspirational effect of our elite athletes and Team Sky (newly sponsored professional racing team) to inspire people to get on their bikes, have fun and be healthy. Other sports bodies have attempted this, but evidence suggests there is discourse between the elite success and participation. With the insight, media expertise and ability to communicate the right messages we achieved what no other sports body achieved in our first year of the campaign.

In 2009 we attracted 110,000 people into cycling through a mass participation bike ride (skyride) in 5 city locations supported by over 200 local rides (skyride local) led by 240 trained professionals geared up to work with families and new cyclists. With the profile of the sport and the skyride programme, BSkyB have helped exceed our government targets for participation, reaching new audiences in a way that we have not been able to do before our partnership.

The impact of the *skyride* and the reputation of the brand is now reaching more local authorities and public health professionals as they seek to join our campaign, adopt the brand and get the nation active and healthy.

To achieve this we have worked closely with Sky on three key areas that have been successful in our first year.

- Relentless focus on knowing your customers. We researched the barriers to cycling and designed the products and marketing plans to address these.
- Deliver a great product the cycling experience that overcomes the barriers and inspires people to cycle more, track the customers as they change behaviour.
- Market the campaign and cycling experience in a creative and inspirational way, create brand affinity with our new audience and potential investors to expand the programme.

As a partnership, we now have a great customer insight and we are set to increase our market penetration by 220% in 2010.

It has been a challenging and rewarding year with Sky. A new partner, new programme, a very different culture and exciting ways of reaching new people and getting the nation active. In 2009 it was the most talked about grass roots programme in the UK with coverage in national, regional and local media reaching new levels. This was delivered alongside innovative digital and marketing activity.

The London skyride attracted at least **60,000 people** to a traffic free bike ride in the **centre of London**. The positive feedback was relentless and was billed by the media and cycling fraternity as the world's biggest bike ride. In **Manchester** we changed the atmosphere of the city with a similar city road closure event. As a leading Councillor from the City Council said

"We have hosted major sporting and participation events in the city for years and I have never seen an event like this where thousands of people can participate in the same event across 3 generations.

Usually some watch and others participate, but the skyride caters for all ages and all levels of ability, we have never seen anything like it."



This partnership has created a step change in the way British Cycling do business, we look forward to the next phase of the campaign and making a further difference to the health of the nation.

CSR Activities

The Toggo Sports Pausenspiele 2009, on Super RTL

Launch of sports initiative in German schools

SUPER RTL Super RTL (RTL Germany)









From 1 September to 31 November 2009, Super RTL in Germany has been running a nationwide primary-school contest aimed at getting pupils excited about getting more exercise during breaks. Sport is known as to strengthen students' motor, social and interpersonal skills and to create the necessary conditions for better concentration in the classroom.

The contest called on primary-school pupils to join their friends or their whole class in developing active games for playtime. Their teachers were also allowed to provide support and advice as needed. The ideas were submitted to Super RTL as a written description, photo, video or collage – kids were invited to let their imagination run wild, as long as the activity is a sporting one.

Finally, there were three grand-prize winners. Kardinal von Galen School in Emsdetten sent in a very elaborately produced video in which they presented various activities, including playtime with music and 'Disco playtime', in which the kids bring their own music and demonstrate dance moves to their schoolmates. St. Martinus School in Hildesheim submitted an impressive presentation showing how the class uses a "Band der unbegrenzten Möglichkeiten" (Elastic Band of Unlimited Opportunities) for all sorts of things from crafts to swinging to tug of war. Fritz Erler School in Wöllstadt created toys and sports equipment from everyday and waste materials and provided a detailed documentation of this with numerous photographs.

Peb & Pebber on Super RTL

Julia Klöckner

Parliamentary State Secretary of the Federal Ministry of Food, Agriculture and Consumer Protection:

Julia Klöckner, Parliamentary State Secretary of the Federal Ministry of Food, Agriculture and Consumer Protection (Christian Democrats), with Peb & Pebber at the International Green Week in Berlin – in real size:



'These are exactly the messages, which the Government pursues with its National Action Plan "In Form": the right diet, lots of sports and above all fun in a healthy lifestyle. With their messages and content Peb & Pebber effectively help to promote these!"

Skyride, on BSkyB

Andy Burnham

Former UK Secretary of State for Health (13 August 2009):



'The Department of Health will work with both of these partners over the next six months to develop a model for a national programme of additional cycling opportunities in line with the local Skyride initiative. So in effect, we want to achieve for cycling what the cross-Government Free Swimming programme has done for swimming – to create simple, consistent and easy-to-access opportunities for as many parts of the country as possible."

17

3 - Programmes related to a healthier lifestyle

Commercial broadcasters all over Europe take action to promote a healthier lifestyle. On the following pages, you will find a selection of programmes related to this objective which are being shown on various channels in 10 European countries. The countries include Belgium, Czech Republic, France, Germany, Italy, Poland, Romania, Spain, Sweden and the United Kingdom.

For each programme you will find a short description and detailed information about the audience share, target group, length and number of episodes as well as the transmission day and time.





Belgium



Komen Eten ("An Almost Perfect Dinner")

VT4 (ProSiebenSat.1 Group)



"An Almost Perfect Dinner" is a canny blend of hosting, dining room decoration skills and cooking talent, with each contestant striving to astound their guests with their generosity and creativity. The rules of the show are simple. The participants don't know each other, but

take turns to invite each other round for dinner on successive nights of the same week. Each evening's host tries to impress their dinner guests by serving up mouth-watering regional specialities, dishing up infallible family recipes, cooking something truly exotic or just preparing really tasty vegetarian food. Hosts also have to decorate their table and create a pleasant atmosphere, so that all their guests feel at ease and have a good time.

Name of producer:	in-house
Transmission day & time:	Monday - Thursday
Length per episode:	30 minutes
Number of episodes:	68
Target audience:	15 – 44 year-olds
Audience share across the markets:	11%
Total number of viewers:	257,638





De Mosterd van Abraham

("Abraham's Mustard")



Hedonist Gene Bervoets helps famous Flemish people to find out the origins of their favourite dish. This experience provides a lot of tasty ingredients for the brand new VIJFtv programme "Abraham's Mustard".

Name of producer:	Sultan Sushi
Transmission day & time:	Monday
Length per episode:	30 minutes
Number of episodes:	9
Target audience:	15 – 44 year-olds
Audience share across the markets:	6.8%
Total number of viewers:	77,379



Je bent wat je eet ("You are what you eat")

je bent Je eet

Over the past years vtm had the programme "You are what you eat". In 2010 vtm will broadcast a new set season where health guru Sonja Kimpen tries to change people's lifestyle and especially their diet. As a result of this programme, she wrote several books and vtm put 'the most healthy bread' on the market. The "Synergie Bread" has no added flavours, no artificial productions, no extra sugar or unhealthy fats. It is full of vitamines and minerals and is easy to digest.





Vtm De perfecte keuken ("The perfect kitchen") 4 seasons

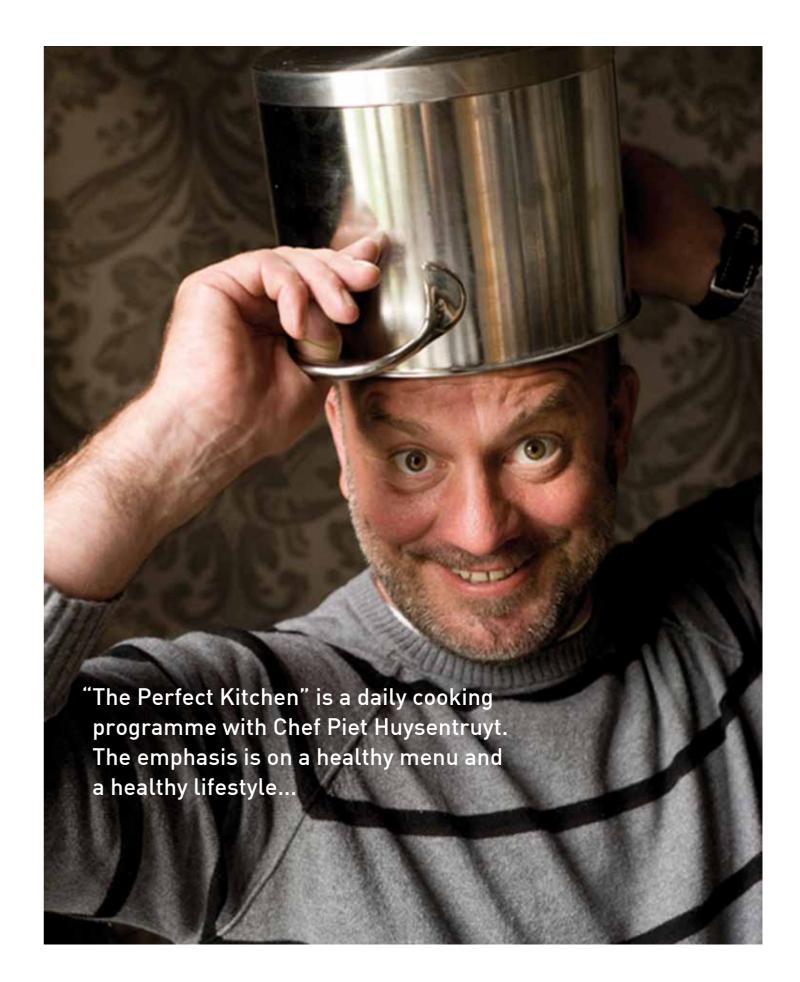


'The Perfect Kitchen' is a daily cooking programme with Chef Piet Huysentruyt. A few times a year he dedicates a whole week to a special theme, where the emphasis is on a healthy menu and a healthy lifestyle:

- The diabetes week
- Cooking without gluten
- The soy week



Name of producer:	WWCC-Anja Schellekens	
Transmission day Monday to Friday, 5.30 pm and rerun the next working day: 00.45 pm		
Length per episode:	8 minutes	
Number of episodes:	every working day	
Target audience:	18 – 54 year-olds	
Audience share across the markets:	Season 1: 28.1% / Rerun season 1: 24.2% Season 2: 28.1% / Rerun season 2: 23.5% Season 3: 23.6% / Rerun season 3: 22.4% Season 4: 21.6% / Rerun season 4: 19.8%	
Total number of viewers:	Season 1: 195,375 / Rerun season 1: 107,285 Season 2: 200,775 / Rerun season 2: 99,674 Season 3: 165,439 / Rerun season 3: 106,035 Season 4: 142,069 / Rerun season 4: 93,218	







CZECH REPUBLIC



Střepiny ("Splinters")

A journalistic magazine focused on the most significant events of the previous week which covers healthy life style in form of reports. It also covers a cooperation with Government in terms of reports about Ministry of Health of the Czech Republic and other governmental institutions.

Name of producer:	Andrea Němcová, Stanislav Brunclík
Transmission day & time:	every Sunday at 10 pm
Length per episode:	20 minutes
Target audience:	15 – 54 year-olds
Audience share across the markets:	46.74 % in target group 15-54 year-olds (44.8% in 15+ year-olds)
Total number of viewers:	796,000 in target group 15-54 year-olds (1,355,000 in 15+ year-olds)





Víkend ("Weekend")

Popular TV magazine of TV News which brings interesting reports, commemorates important historical moments or interesting persons from across the world and covers a healthy life style in form of reports.

HEALTHY PROGRAMMING | 2010

Name of producer:	Jiří Podzimek
Transmission day & time:	every Monday at 9 pm
Length per episode:	35 minutes
Number of episodes:	52 in 2009
Target audience:	15 – 54 year-olds
Audience share across the markets:	46.6 % in target group 15-54 year-olds (41.21% in 15+ year-olds)
Total number of viewers:	887,000 in target group 15-54 year-olds (1,434,000 in 15+ year-olds)



Tescoma s Chutí ("Tescoma - Cooking with Pleasure")

A cooking show full of tips, advice, original and healthy recipes.

Name of producer:	David Holý
Transmission day & time:	every weekday in the morning show "Breakfast" and once again at 11.10 am
Length per episode:	5 minutes
Number of episodes:	52 in 2009
Target audience:	15 – 54 year-olds
Audience share across the markets:	42.62 % in target group 15-54 year-olds (41.08% in 15+ year-olds)
Total number of viewers:	83,000 in target group 15-54 year-olds (126,000 in 15+ year-olds)



Babicovy Dobroty ("Babica's Goodies")

A cooking show based on the personality of charismatic cook Jiří Babica.

Name of producer:	David Holý
Transmission day & time:	every Saturday at 6 pm
Length per episode:	35 minutes
Target audience:	15 – 54 year-olds
Audience share across the markets:	41.63 % in target group 15-54 year-olds (41.82% in 15+ year-olds)
Total number of viewers:	434,000 in target group 15-54 year-olds (886,000 in 15+ year-olds)





n⊗va Snídaně s Novou ("Breakfast")

Morning show of TV Nova which offers news, reports and interviews with participation of interesting guests. Covers a healthy life style in thematic interviews.

Name of producer:	Martin Novotný
Transmission day & time:	every weekday at 5.59 am
Length per episode:	151 minutes
Target audience:	15 – 54 year-olds
Audience share across the markets:	41.21 % in target group 15-54 year-olds (40.70% in 15+ year-olds)
Total number of viewers:	86,000 in target group 15-54 year-olds (145,000 in 15+ year-olds)



nsva Koření ("Spices")

Popular TV magazine which brings "spicy" reports from various areas like medicine, showbusiness, politics, travelling etc. Covers a healthy life style in form of reports.

Name of producer:	Martina Háchová
Transmission day & time:	every Saturday at 6.30 pm
Length per episode:	45 minutes
Target audience:	15 – 54 year-olds
Audience share across the markets:	39.13 % in target group 15 – 54 year-olds (37.89% in 15+ year-olds)
Total number of viewers:	496,000 in target group 15 – 54 year-olds (993,000 in 15+ year-olds)



nova Miss Aerobic

Beauty contest of young sportswomen. Aim of the show is to promote sport and a healthy life style.

Name of producer:	Jiří Podzimek
Transmission day & time:	every Monday at 9 pm
Length per episode:	35 minutes
Number of episodes:	52 in 2009
Target audience:	15 – 54 year-olds
Audience share across the markets:	46.6 % in target group 15 – 54 year-olds (41.21% in 15+ year-olds)
Total number of viewers:	887,000 in target group 15 – 54 year-olds (1,434,000 in 15+ year-olds)









France



Un Dîner Presque Parfait

("An Almost Perfect Dinner")



"An Almost Perfect Dinner" is a competition of a new kind, mixing art to host guests, decoration and culinary talent. Every candidate has to show generosity and creativity to amaze his guests.

Five candidates, living in the same region without knowing of each other, invite themselves to have dinner alternately during a week in order to win the title of the best host.

Every evening, a different candidate receives his opponents. He is being evaluated by the other candidates upon 3 criteria: the quality of cooking, the general atmosphere of the dinner and finally, the care which their host will have brought to the decoration of the table. After 5 days of competition, one of them is crowned champion and wins a €1,000 cheque.

Every week, "An Almost Perfect Dinner" selects a different city: Toulouse, Paris, Lille, Lyon, Montpellier, Strasbourg, Deauville. This gives the opportunity to discover the variety of French regions and specialities.

Name of producer:	Studio 89 productions
Transmission day & time:	weekdays at 5.50 pm
Length per episode:	52 minutes
Target audience:	leader on 4+ year-olds
Audience share across the markets:	16% for 4+, 25.7% housewives under 50 year-olds
Total number of viewers:	2.3 million (January 2010)





M.I.A.M - Mon Invitation A Manger

("Yummy, My Invitation to Eat")



Eating well, eating healthy: "Yummy, My Invitation to Eat" is M6's new culinary show broadcast every Saturday at 20.05 pm. During the programme amateur chefs will compete against Chef Cyril Lignac, challenging him to prepare their favourite recipe as well as they do. However, M.I.A.M, Mon

Invitation A Manger is more than a cook-off. It is also a news magazine on cuisine and food, presenting viewers with the benefits of foods and cooking tips from great chefs. One of the many examples is the section called "What are we eating?", which investigates every aspect of food products, from their origin and seasonality to their method of preparation.



Name of producer:	Kitchen factory
Transmission day & time:	Saturday, 20.05 pm
Length per episode:	35 minutes
Target audience:	4+ year-olds
Audience share across the markets:	9.2% for 4+ year-olds and 18.5% on housewives under 50 year-olds
Total number of viewers:	2 million viewers. First show on 9 January 2010



Le Chef Contre-Attaque ("The Chef Counter-Attacks")





"Working together, we can eat better and for less": That is the premise put forth by celebrity chef Cyril Lignac. M6's chef de cuisine is embarking once again on a crusade against unhealthy eating. On his show, "The Chef Counter-Attacks", he proves that people can eat a balanced diet without spending a fortune.

For Cyril Lignac, cooking is more than a craft, it is a passion and a battle. For several years now, the young chef on M6 has fought for the French to rediscover the pleasure of eating well. He has already sniffed out dining halls, school lunchrooms, company restaurants and housing estates. He visited hundreds of homes and opened almost as many refrigerators to understand why people are cooking less and less today. To him, the facts are clear. On a day-to-day basis, families are lacking time, money or know-how to cook.

Name of producer:	Magnolia et Kitchen Factory
Transmission day & time:	prime-time shows
Length per episode:	90 minutes
Number of episodes:	4 (+ one on 18 January 2010)
Target audience:	4+ year-olds
Audience share across the markets:	10.8% on 4+ year-olds and 16.6% on housewives under 50 year-olds
Total number of viewers:	2.9 million



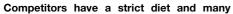
GERMANY



The Biggest Loser

"The Biggest Loser" - the one who loses the most is the winner - is a show monitoring the progress of twelve people as they fight against their weight. Main objectives are to promote a healthy lifestyle and to demonstrate how exercise combined with a healthy diet could help one lose weight in a natural way.

At the start of the show, twelve people from all over Germany team up together to battle with the kilos in two teams. Katarina Witt, the famous German figure skater, helps them and gives instructions.



exercises as daily routine in addition to the weekly challenge assignment. The winning team is the one who has lost most kilos, as demonstrated by the scales.

Name of producer:	tvision GmbH
Transmission day & time:	since 8 January 2009 on Thursdays at 8.15 pm
Length per episode:	45 minutes, first episode and finale: 95 minutes
Number of episodes:	10 plus finale
Target audience:	14 – 49 year-olds
Audience share across the markets:	average 10.5 % (14-49 year-olds)
Total number of viewers:	1.77 million



Categories in "Frühstücksfernsehen" ("Breakfast Television")



Name of producer:	Maz&More GmbH
Transmission day & time:	weekly
Length per episode:	3.30 to 4.30 minutes
Number of episodes:	up to 52 episodes per year and category
Target audience:	14 – 49 year-olds
Audience share across the markets:	average market share 16.4% (14 – 49 year-olds)





Das Fast Food-Duell – Spitzenkoch gegen Lieferservice ("Fast Food Championship")



Famous German chefs help fast food fans to cook in a competition against their favourite fast food supplier to show them that cooking in their own kitchen with the same budget can be faster, healthier, cheaper and simply better than the usual fast food option. Participants and viewers learn a lot of helpful tricks on how to create a healthy, fast and easy meal for every day which the family likes.

HEALTHY PROGRAMMING | 2010

The programme is accompanied by a specific website containing most of the helpful ideas and recipes of the show:

http://www.kabeleins.de/doku_reportage/fast_food_duell/

Name of producer:	Schwartzkopff TV
Transmission day & time:	since 31 March 31 2009: Monday-Friday Access Prime
Length per episode:	33 minutes
Target audience:	30+ year-olds
Audience share across the markets:	231 episodes in 2009; 422 episodes since the launch of the programme
Total number of viewers:	average 5.8 % (14-49 year-olds)



Peb & Pebber - Helden Privat ("Heroes at Home")

Eat, drink, and be active - Super RTL's lovable puppets show up wherever their three favourite pastimes are pursued. They are forever inventing sports and concocting recipes most people would not dream of trying out. With curiosity and a passion for experimenting, coupled with a sense of fun and enjoyment, our two heroes wield their cooking utensils, surprise audiences, with new records, invent games, test whether French Fries will grow if planted, turn every housecleaning into an athletic adventure, all in between saving a world or two. Who are these two miraculous creatures, capable of anything and everything? Meet "Peb & Pebber - Heroes at Home". They playfully teach young TV viewers that sport is fun, a balanced diet



can be delicious, and that, taken together, they provide the necessary strength and energy for a fulfilled life. Who better to communicate this message than two exceedingly energy-laden superheroes all set to take children's hearts by storm?

Name of producer:	Big Smile Entertainment, David Wilms	
Transmission day & time:	Monday-Friday 10.05 am (On-air debut: 10 June 2006)	
Length per episode:	Approx. 5 minutes	
Number of episodes:	2 sets of 15 episodes (30 episodes in total)	
Target audience:	3 – 6 year-olds	
Audience share across the markets:	Children 3-13 year-olds: 25.8 % / Children 3-6 year-olds: 37.4 % Children 7-9 year-olds: 28.2 % / Children 10-13 year-olds: 13.4 % Viewers 3 year-olds and over: 2.8 %	
Total number of viewers:	Children 3-13 year-olds: 40,000 / Children 3-6 year-olds: 20,000 Children 7-9 year-olds: 10,000 / Children 10-13 year-olds: 10,000 Viewers 3 year-olds and over: 100,000	





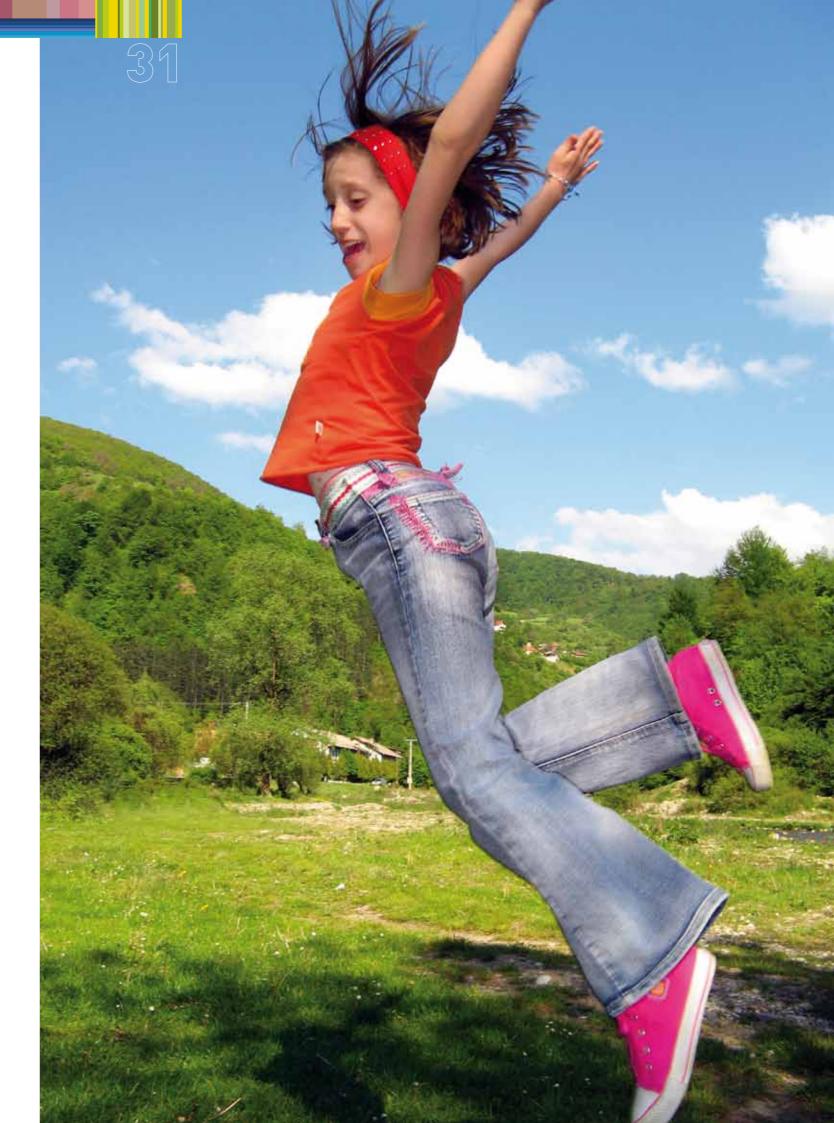
LazyTown – Let's Go

An innovative children's series from Iceland turns kids into active participants. Want to know how to counteract couch-potatodom by watching TV? Or promote exercise and a healthy diet through fun and games? Super RTL makes it possible – with "LazyTown-Let's Go!" Meanwhile Spartacus – the superhero played by Magnus Scheving, a world-class athlete and the Icelandic inventor of the series – manages the near-impossible, devoting his superpowers to making sure that children exercise more, pay attention to healthy eating, and make values like friendship and solidarity a priority.

The children's series tell the adventures of the residents of LazyTown, which has lived up to its name perfectly in the past. But then Spartacus comes to town with his girlfriend Stephanie, and soon couch potatoes and layabouts are nowhere to be found.

Name of producer:	LazyTown Entertainment
Transmission day & time:	Monday-Friday at 11.05 am (On-air debut: 2005)
Length per episode:	24 minutes
Number of episodes:	53 episodes
Target audience:	5 – 9 year-olds
Audience share across the markets:	Children 3-13 year-olds: 28 % Children 3-4 year-olds: 38.5 % Children 5-9 year-olds: 36.4 % Children 10-13 year-olds: 19 % Viewers 3 year-olds and over: 2.3 %
Total number of viewers:	Children 3-13 year-olds: 90,000 Children 3-4 year-olds: 10,000 Children 5-9 year-olds: 50,000 Children 10-13 year-olds: 30,000 Viewers 3 year-olds and over: 180,000











Cotto e Mangiato ("Cooked and Toasted")

Italia 1 (Mediaset Group)



In this programme, the anchor suggests new recipes every day: quick, tasty and inexpensive dishes that satisfy even the most demanding guests.

The anchor teaches how to cook a complete and varied menu, from good risotto to chocolate cake, while revealing the secrets of culinary art.

Name of producer:	Studio Aperto
Transmission day & time:	from Monday to Friday at 12.50 pm and on Saturday at 10.45 pm during the channel's news "Studio Aperto".
Length per episode:	20 minutes
Target audience:	15 – 64 year-olds
Audience share across the markets:	12.58%
Total number of viewers:	551,000





Cuochi Senza Frontiere ("Chiefs Without Frontiers")

Retequattro (Mediaset Group)



On Saturday morning at 11 am, Rete 4 airs a programme of cooking challenges set in the most charming Italian venues. Two makeshift cooks, backed up by the respective fans, compete to conquer the title of best chef of the programme. During the cooking match the competitors have to prepare traditional dishes strictly using the same main ingredient and are judged by a severe jury. The host helps the contenders by giving them practical advice and explains in a simple and amusing way the different phases of the process.

The programme's special correspondent shows the audience the beautiful Italian sites of this cooking challenge between chefs and discovers with them wonderful landscapes, local handicraft and the most interesting tourist places, such as theatres, squares, castles, enchanted gardens and villas surrounded by green areas.

Name of producer:	T. Company
Transmission day & time:	Every Saturday at 11 am
Target audience:	15 – 64 year-olds
Audience share across the markets:	8.77%
Total number of viewers:	661,078 viewers



Melaverde ("The Green Apple")

Retequattro (Mediaset Group)



It is the Sunday appointment of Rete4, at 12.10 pm, with agriculture, natural environment and eno-gastronomic traditions of Italy. The love and interest for the Italian territory

sets the two hosts in a journey around the

country's most striking places, its wine and food culture. A route full of curiosities around tastes and old cooking traditions that brings out the excellence of popular regional cooking and reveals the secrets and history of traditional recipes. The two hosts guide the audience with humour and ease during this voyage of nature and cultural discovery. This programme is one of the most successful programmes of the channel, 12 years of success, thanks to a well-established formula: show the extraordinary Italian wonders together with its little, unique treasures, tradition and talent, love and devotion for old and new trades. It was first aired on 29 March 1998.

Name of producer:	La Sfinge
Transmission day & time:	Every Sunday 12.10 pm
Target audience:	15 – 64 year-olds
Audience share across the markets:	12.9%
Total number of viewers:	1,830,365 viewers







Vivere Meglio ("Live Better")

Retequattro (Mediaset Group)



This talk show is devoted to medicine, psychophysical well-being and quality of life. The programme is made up of different thematic moments with expert guests, demonstrations and videos to offer all the information needed for a healthy lifestyle, in tune with your body. At the beginning, each episode gives information on complex pathologies, thanks to ad hoc participation of medical experts. The various topics are dealt with scientific rigour but with a direct and simple language making it easy to understand the causes, effects and treatments of a disease. The very concept of the programme hinges on the assumption that through proper information it is possible to fight stress that makes us forget some basic rules for our psychophysical health. Thus, not only medicine but also sport, cosmetics, beauty, fitness and domestic economy are part of the programme.

"Vivere Meglio" is a programme of general public interest: it helps viewers to adopt choices that promote health and wellness.

Name of producer:	R.T.I. s.p.a.
Transmission day & time:	Every Saturday at 9.30 am
Target audience:	15 – 64 year-olds
Audience share across the markets:	5%
Total number of viewers:	211,255 viewers



Pianeta Mare ("Planet Sea")

Retequattro (Mediaset Group)

"Pianeta Mare" is realised in collaboration with the Italian Ministry of Agriculture, Nutrition and Forests. Protagonist of the programme is the sea with all its secrets. An important role is played by the world of fishery, together with land products; these two elements represent a winning aspect of the Made in Italy all around the world.

F. Cally	2 2 4	
	Name of producer:	R.T.I. s.p.a.
CONTRACTOR OF THE PARTY OF THE	Transmission day & time:	Every Sunday at 11 am
是一个"	Target audience:	individual targets
	Audience share across the markets:	10.41%
WILLIAM TO	Total number of viewers:	874,309 viewers









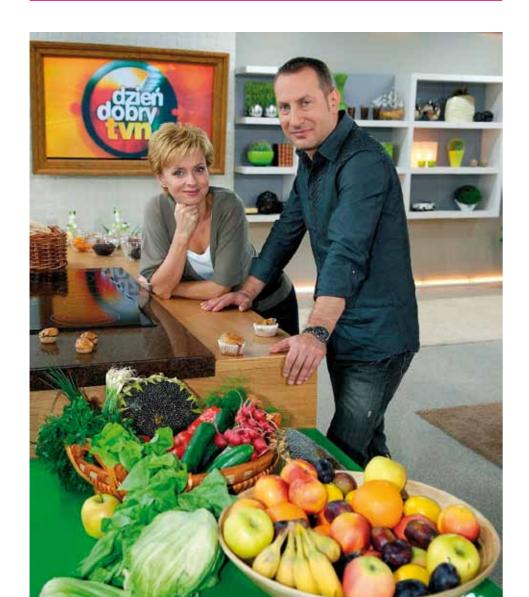


Dzień dobry TVN ("Good Morning TVN")

TVN (TVN S.A Group)

"Good Morning TVN" is the most popular everyday morning show in Poland, devoted to news, entertainment and social issues. Since its first episode in September 2005 it has been dedicating every Saturday and Sunday, 10-minutes-long panels to health issues ranging from diseases prevention and treatment to diets and fitness.

Name of producer:	TVN
Transmission day & time:	Saturday, Sunday between 8.30-10.55 am
Length per episode:	10 minutes
Number of episodes:	416
Target audience:	16 – 49 year-olds
Audience share across the markets:	27.1%
Total number of viewers:	1.8 million





Zdrowie na obcasach ("Health on Hills")



"Health on Hills" is broadcast in TVN Style - TVN's thematic channel focused on life style, health and beauty, aimed at women. The channel reaches 40% of households in Poland. TVN Style's programming offer includes Zdrowie na obcasach "(Health on Hills") fully dedicated to women's health. The programme promotes a healthy lifestyle, prophylactic medical examinations and general health protection.

Name of producer:	TVN
Transmission day & time:	Wednesday 8 pm
Length per episode:	20 minutes
Number of episodes:	24
Target audience:	16 - 49 year-olds
Audience share across the markets:	2.8%
Total number of viewers:	60,000





S.O.S Uroda ("S.O.S Beauty")



"S.O.S Beauty" is a further TVN Style's programming offer devoted to health and beauty. It is an innovative guide for modern women. The hosts of S.O.S Beauty during the programme answer viewers' questions on health and beauty sent via e-mail, text messages and Internet.

Name of producer:	TVN
Transmission day & time:	Sunday 11.30 am
Length per episode:	30 minutes
Number of episodes:	36
Target audience:	16 – 49 year-olds
Audience share across the markets:	1.1%
Total number of viewers:	133,000





Sport, dieta si o vedeta ("Sports, Diet & a TV Star")

"Sports, Diet & a TV Star" is hosted by the fitness coach Florentina Opris, who received the "Best Trainer in Aerobics & Fitness 2009" Award in March 2010, at the 7th edition of the International Congress Estetika & Wellness.

The show is also meant to bring Romanian TV stars closer to the public, by sharing methods to stay fit and healthy. It is an educational programme, as well as an entertaining and engaging talk-show. Fitness tips and tutorials, healthy recipes and an invited star - these are the ingredients of each edition.



Name of producer:	Florentina Opris
Transmission day & time:	Saturday 9 am
Length per episode:	30 minutes
Number of episodes:	ongoing
Target audience:	Urban, 15 – 44 year-olds



Oana Cuzino ("What's Up, Doc?")

Pro TV (CME)



"What's Up, Doc?" brings all the important news and trends in the field of health and lifestyle. Every morning the beautiful doctor from ProTV speaks about health care methods, prevention or beauty tricks, gives advice and offers solutions to viewers.

Name of producer:	Madalina Malaia
Name of the host:	Oana Cuzino
Transmission day & time:	During the ProTV News in the morning
Length per episode:	Between 4 and 10 minutes
Number of episodes:	Broadcast from Monday to Sunday
Target audience:	18 – 49 year-olds
Audience share across the markets:	31.3% market share/ 2009
Total number of viewers:	an average of 200,000 viewers
	1/2



<u>4</u>9





Cuestión de peso ("Question of Weight")



Included in the evening magazine "Tal Cual", this section showed nine volunteers trying to keep a healthy lifestyle in order to lose weight, following the instructions of a nutritionist doctor, a psychologist and a personal trainer.



Full of advice regarding physical exercises and good habits of nutrition, viewers may take part of it home.

Zeppelin TV
Monday to Friday, 4 pm
20 minutes
29
25 – 54 year-olds
8.1%
1,009,000



GPS: Testigo Directo ("Direct Witness")



Based on several reports about current news, this late night programme has dedicated some of its episodes to health. These include for example the one called "Nos Sobran Kilos" on overweight, and "Tabaco: Nos Fumamos La Ley" on tobacco regulation and problems tobacco causes to the body, specially to our lungs.





¿Qué me pasa Doctor? ("What's Up Doctor?")



The well known doctor, Mr. Bartolomé Beltrán, opens its surgery consultation every morning to viewers, giving response and advice to all calls received concerning health, nutrition, body care and mind.

Name of producer:	in-house production
Transmission day & time:	Monday to Friday, 11 am
Length per episode:	30 minutes
Number of episodes:	185
Target audience:	35 – 54 year-olds
Audience share across the markets:	0.5%
Total number of viewers:	11,000



Portate Bien ("Behave Yourself Well")



This is a programme focused on children's psychology and good habits for them. Among the issues covered by the experts are in the set nutrition, body care and mind.



Oxigeno 3 ("Oxygene 3")

Original content and many clever ideas in relation to a healthy lifestyle.

Name of producer:	Notro TV
Transmission day & time:	Monday to Friday, 10 am
Length per episode:	30 minutes
Number of episodes:	70
Target audience:	13 – 34 year-olds
Audience share across the markets:	0.4%
Total number of viewers:	5,000



HEALTHY PROGRAMMING | 2010





12 Meses, 12 Causas Telecinco (Mediaset Group) ("12 months, 12 cou loca")

("12 months, 12 causes")



In December 1999, Telecinco launched a joint initiative "12 Months, 12 Causes" by which it agreed to spend each month part of its content and resources to report about a different social cause throughout the year.

The design and implementation of this initiative is the result of the extensive experience and the commitment made by Telecinco. This commitment was made on a voluntary basis since the beginning of its broadcast in March 1990 through the production and broadcasting of many events, fund-raising programmes dedicated to specific causes. In December 1999, the channel decided to take a further step in its commitment to society by creating this unprecedented initiative in the audiovisual world.

From that moment, Telecinco committed to screen different social issues affecting society, as an effective means of raising awareness for the viewer.

After nine years of operation, this supportive initiative is already a reference in the field of solidarity and social responsibility and is clearly identified with the awareness work carried out with the help of the screen.

Summer has come and for many the urgent desire to look their best. A reality that contrasts with the worrying fact that in Spain more and more citizens are neglecting nutrition, leaving aside the Mediterranean diet and changing to fast food, ready-made meals and excessive calories.

Therefore, through the initiative "12 months, 12 causes", Telecinco dedicates its efforts, to raise awareness "For Healthy Eating" and, through a spot full of humor, launches a warning message:" Watch what you eat".

Another spot, boosting the practice of sports, promoting a healthy lifestyle and underlining the importance of exercising was also screened by Telecinco in the frame of this initiative".











Du Är Vad Du Äter ("You Are What You Eat")



"You Are What You Eat" is a dieting programme using sometimes shock tactics to get the participants to lose weight. In each episode, all food eaten in one week by the person taking part is placed on a table to highlight problem areas of their diet.

Originally a British programme, "You Are What You Eat" has localised versions broadcast by Viasat and aired also in Norway, Denmark, Czech Republic and Hungary.

Name of producer:	Titan
Transmission day & time:	Thursday at 8 pm
Length per episode:	45 minutes
Number of episodes:	5
Target audience:	20 – 59 year-olds
Audience share across the markets:	7%
Total number of viewers:	250,000



Superstars



16 Swedish sport stars compete in nine different sports to find out who is Sweden's ultimate Superstar.

Name of producer:	Meter
Transmission day & time:	Tuesday – Thursday at 8 pm
Length per episode:	45 minutes
Number of episodes:	9
Target audience:	30 – 59 year-olds
Audience share across the markets:	22%
Total number of viewers:	719,000









UNITED KINGDOM



Skyride



In June 2009 Sky, in partnership with British Cycling, launched its cycling campaign called Skyride which aims to get 1 million more people cycling regularly by 2013. The Skyride campaign helps to promote the

benefits of cycling including fitness and health benefits alongside the environmental and financial advantages. The Skyride events aim to show that Cycling is great fun for the whole family, regardless of age or ability. Skyride is also a partner with DoH Bike4Life as part of the Change4Life campaign to tackle child obesity and was a key commercial partner highlighted in Andy Burnham's Physical Activity speech in August 2009.

Across the UK throughout the summer 2009 Skyride city events took place in Manchester, Glasgow, Leicester, Hounslow and London, where the city centre streets were closed to traffic for the day and cyclists could enjoy a traffic free environment with their friends and family. Skyride also included Skyride Local where small group led cycle rides took place every Sunday across each city. Led by fully trained ride leaders from British Cycling, cyclists could discover local cycle routes in their area as well as increasing their confidence on a bike.

These free Skyride events got over 110,000 people on their bikes and trained 250 rider leaders across the Skyride cities.

Transmission day & time:

Tuesday, 6 October 2009 at 9 pm Wednesday, 7 October 2009 at 9 pm Monday, 25 January 2010 Tuesday, 26 January 2010







The Feelgood Factor



Hosted by Eamonn Holmes and Myleene Klass, with a heap of other ITV celebrities supporting and signing up for "The Feelgood Factor" challenge, the show wants you to get involved and get "The Feelgood Factor" by eating better, exercising more, losing weight and raising money for your favourite charity.

Name of producer:	Endemol
Transmission day & time:	31 January 2009 – Saturday at 17.50 pm 23 February 2009 – Monday at 20 pm 28 March 2009 – Saturday at 21.10 pm
Length per episode:	31 January 2009: 60 minutes 23 February 2009: 30 minutes 28 March 2009: 60 minutes
Number of episodes:	3
Target audience:	Housewives / C2DEs
Audience share across the markets:	31 January 2009: 14% 23 February 2009: 12% 28 March 2009: 11%
Total number of viewers:	31 January 2009: 2.8 million 23 February 2009: 3 million 28 March 2009: 2.1 million



Britain's Biggest Loser

The reality show follows a group of contestants living and working together for several weeks to see who can lose the most weight for a cash prize.

Name of producer:	Shine
Transmission day & time:	Tuesdays 16 pm (28 April, 5 May, 12 May, 19 May, 26 May, 2 June, 9 June 2009)
Length per episode:	60 minutes
Number of episodes:	7
Target audience:	C2DEs
Audience share across the markets:	28 April 2009: 11% 26 May 2009: 11% 5 May 2009: 10% 2 May 2009: 13% 12 May 2009: 10% 9 June 2009: 14% 19 May 2009: 11%
Total number of viewers:	28 April 2009: 1 million 26 May 2009: 1 million 5 May 2009: 0.9 million 2 May 2009: 0.9 million 12 May 2009: 0.8 million 9 June 2009: 1.2 million 19 May 2009: 1 million





Feelgood Factor Awards



The "ITV Feelgood Factor Award" is one of the categories in the 2009 "Daily Mirror Pride of Britain" event. Viewers of ITV regional news programmes in England, Wales and Northern Ireland have been invited to nominate inspirational individuals for an award which celebrates those who help others lead healthier and more active lives.

The "ITV Feelgood Factor Award" is the latest stage in ITV's support of the Department of Health's Change4Life campaign and follows on from ITV1 show, The Feelgood Factor.

Name of producer:	ITV Studios
Transmission day & time:	7 October 2009 – Wednesday at 21 pm
Length per episode:	Part of a 120 minutes awards programme
Number of episodes:	1
Target audience:	ABC1
Audience share across the markets:	27%
Total number of viewers:	6.3 million



Nicktrition

Nickelodeon UK's powerful campaign - Nicktrition - was launched in 2005 and proactively developed against a backdrop of growing concern about the health of UK children. Since then the campaign has run with the clear objective to tackle childhood obesity and help educate kids about healthy living.

The Nickelodeon network is in a position to provide information on healthy living in a fun and engaging way by always putting kids first and empowering them to make positive decisions about their lifestyles.

Throughout the last five years, the campaign has included a variety of creative on-air executions, website content, off-air activities and Nicktrition Guides offering healthy recipes, games and activity ideas.

Nicktrition has also continued to deliver high quality creative programming such as:

- Get the Skinny (presented by kids) which explains the benefits of a healthy lifestyle
- Fit Files comprises a series of animations that give viewers clear reasons why they should have a balanced lifestyle
- Let's Just Play emphasises the value of play as a fun and enjoyable form of physical activity
- Yummy Yummy comprises a series of interstitials that shows kids that it is fun to prepare and eat healthy food
- Let's Play is a series of animated interstitials that showed pre-school children that it is fun
- Let's Dance provides children with a fun insight into dances from all over the world, and encourages kids to get active



Nicktrition originally aired across Nickelodeon and Nick Toons to kick-start the campaign. 1,102 Nicktrition spots reached more than two million kids and were seen a total of 9,855,000

HEALTHY PROGRAMMING | 2010

In 2006, Nickelodeon committed to a massive year long campaign to push Nicktrition across all of the Nick UK channels (Nickelodeon, NickToons and Nick Jr). As a result 6,930 Nicktrition spots reached 4,172,000 and were seen a total of 73,469,000 times.

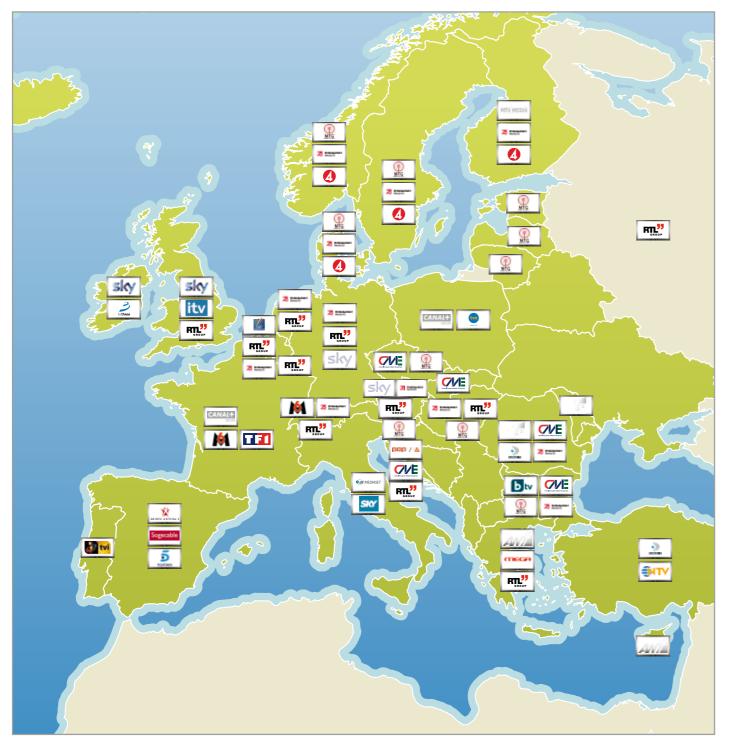
More recently, Nickelodeon joined forces with the Department of Heath's Change 4 Life campaign by including Change4Life messages and branding in bespoke Nicktrition spots, which were launched in July 2009. The spots aim to raise awareness of the importance of healthy eating and having an active lifestyle; amplifying the Department of Health's message through positive endorsement.

www.nick.co.uk/nicktrition



ACT MEMBER CHANNELS

(A) NATIONAL



(B) INTERNATIONAL





Association of Commercial Television in Europe
Rue Joseph II, 9-13, BE-1000 Brussels
Tel: + 32 (0)2 736 00 52 - Fax: + 32 (0)2 735 41 72