

REALITATEA CAȚAVENCU

www.gruprc.ro

Realitatea–Cațavencu is Romania’s premium media organization, spanning television networks, radio stations, publishing, and new media. Privately held group of companies, founded in 2001, Realitatea–Cațavencu encompasses some of the country’s most trusted and respected brands.

The first in Romania to align its over 20 products according to target audience criteria into 4 divisions: **quality, business, lifestyle** and **new media** as well as two strategic structures: a **content agency** and **digital signage** operations.

The prestige of the group is maintained by its 2100 employees, of which over 1000 are journalists, including some of the most gifted and valuable political and economical analysts in the country. Since 2004, Realitatea TV has received several prestigious national awards, including “Best News Program” and “Best Talk-show”.

With 56.5 mil € turnover in 2008, Realitatea–Cațavencu achieved an increase of 41% against the financial results of 2007.

REALITATEA CATAVENCU

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Quality Division



Cotidianul.



Business Division



MONEY
ACCELERATING SUCCESS

Lifestyle Division

romantica

CineStar★

ActionStar★

ComedyStar★

GOLD
GOLDEN HIT TV

24-FUN

tabu

super
bebe*

aventuri
la pescuit

Bucătăria
pentru
toti

News Agency



New Media

f5 divizia new media
REALITATEA CATAVENCU
www.f5web.ro

Digital signage

monopolytv

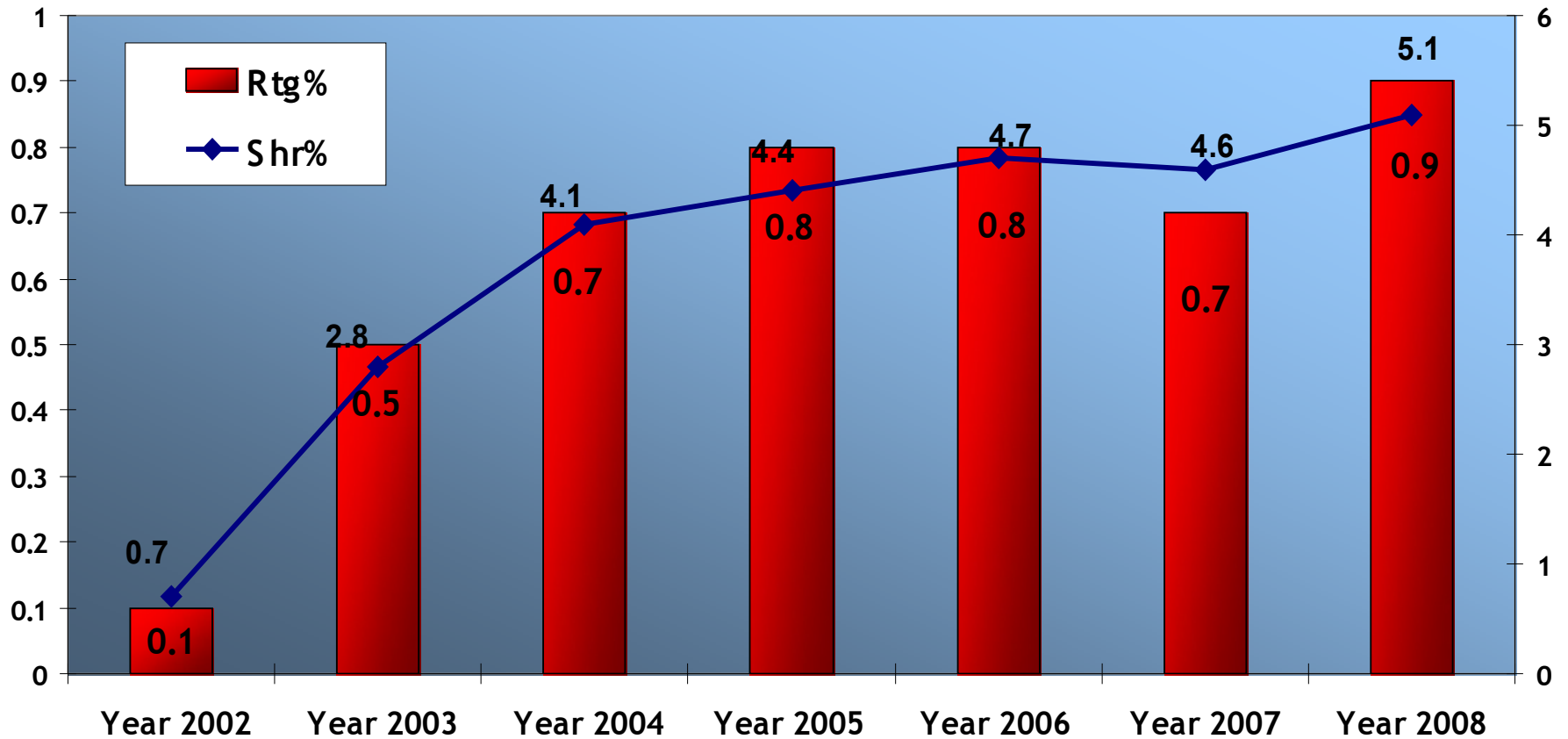




Realitatea TV - the most reliable news brand and the information leader of all Romanians

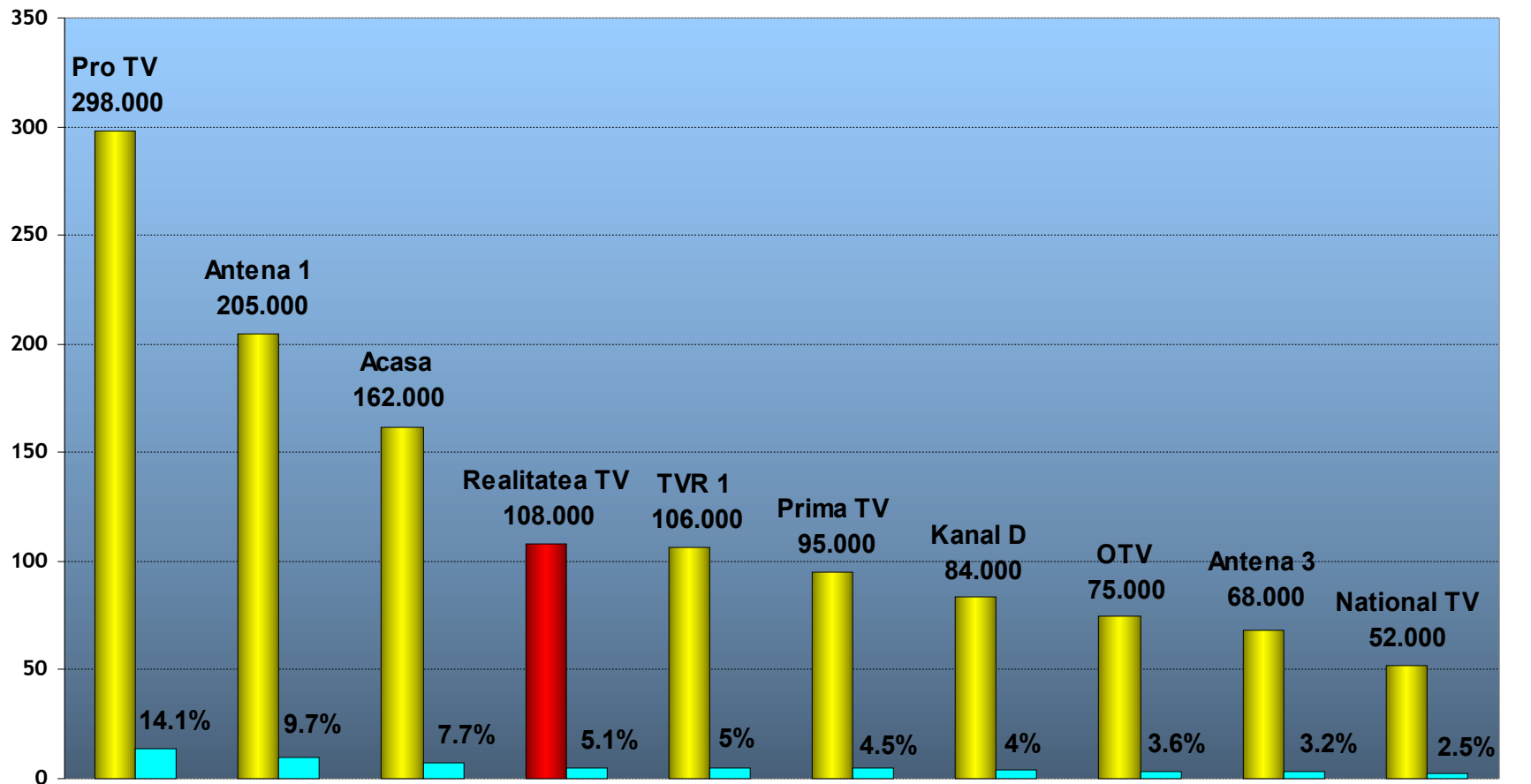
- The main 24 h national news and analysis channel since 2001, constantly reinforcing its leadership of the market; for the last 7 years, it has shown the most aggressive share increase on the market.
- A power player, defining the country's political and social agenda – the campaigns championed by the station impact the governmental decision-making process.
- Targeted to 25+ viewers of medium to high education and income;
- Distributed via terrestrial, cable and satellite, it is the 4th TV station on TTV, with a market share of 5,1%;
- 56% news and 14% local programming (mainly talk-shows).

**REALITATEA TV - RTG% & SHR% WHOLE DAY URBAN
2002 - 2005 - 2006 - 2007- 2008**



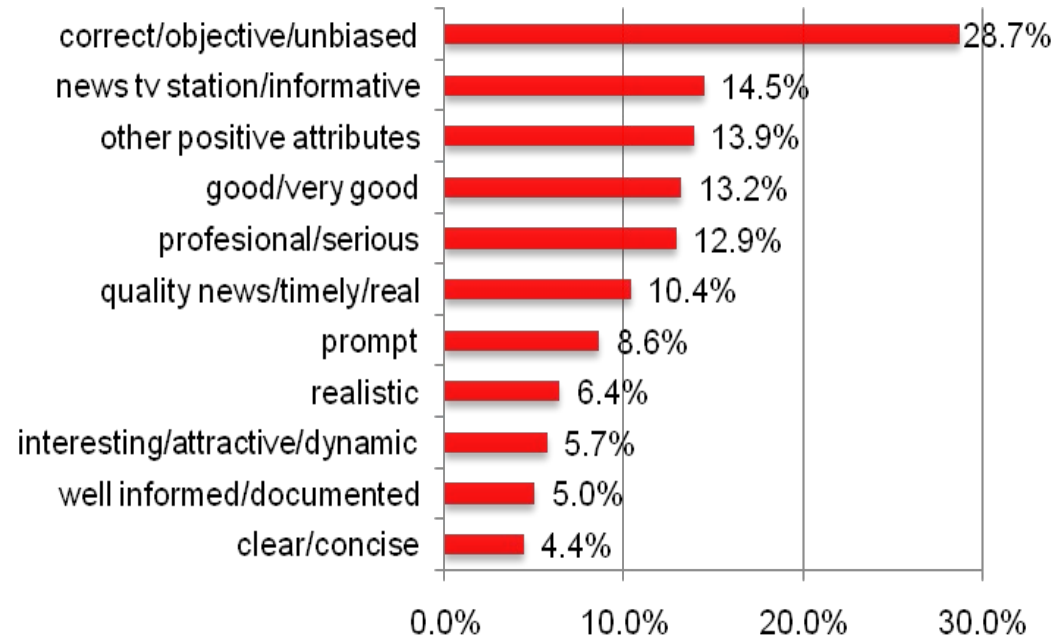
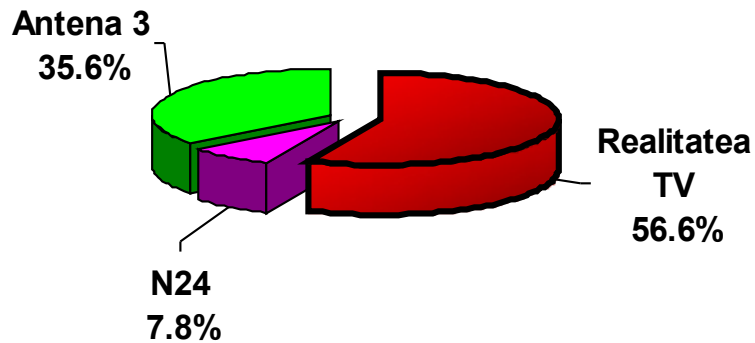
2008 Top 10 Romanian TV stations
in audience and market share

RTG (000)



SHR%

Urban News Stations Market, 2008



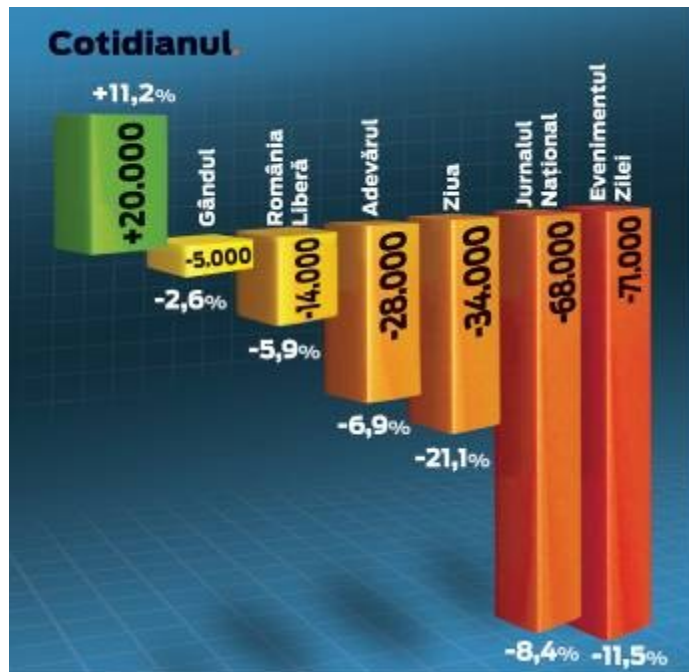
Cotidianul.

- The daily newspaper of the elite.
- Fast-paced, focused on economics, society, politics and culture.
- Hard news, inspired writing and the best op-ed in the country for the middle-upper class and the creative class.
- Targeted to a readership of urban **25- 45 year-olds**, of high education and income.
- Recipient of the most coveted Romanian Press Club Awards.

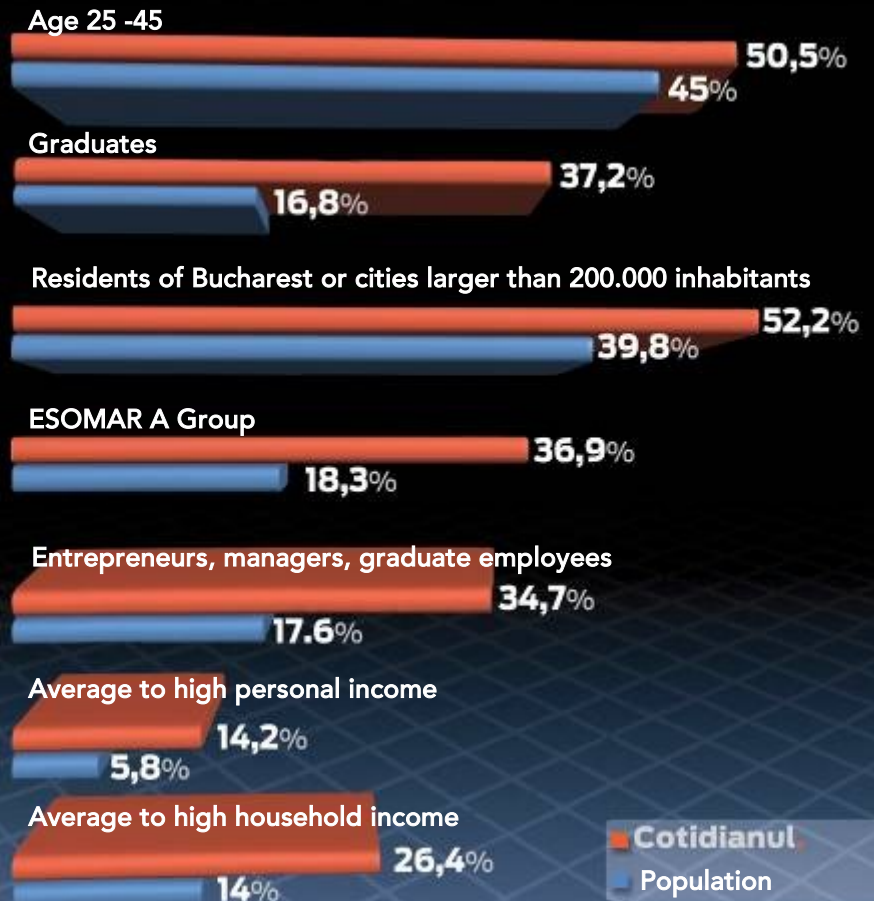


Cotidianul had the sixth consecutive increase in its readership in the last 3 years against a decending market trend.

Average circulation: 23,000 copies
Readership: up to 210.000



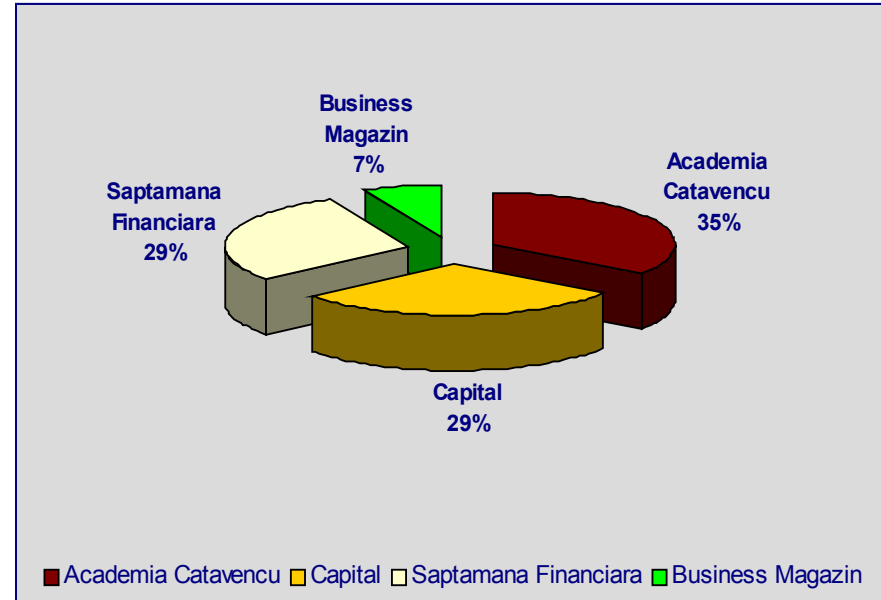
The demographic profile of the readearship of Cotidianul vs. the average urban population





Academia Catavencu attracts 35% of the weekly publications readership, that is 290.000 readers.

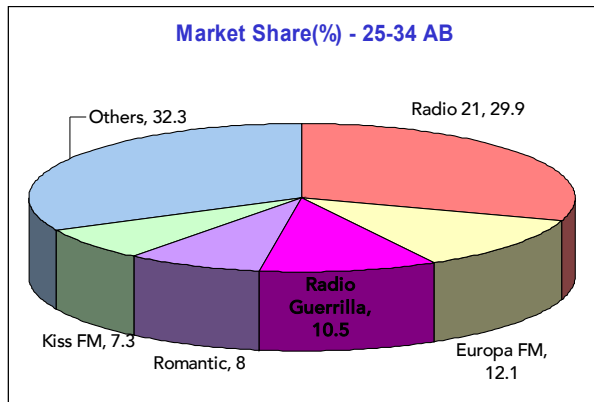
Quality weeklies market share (19-49 year-olds)



- The most influential press brand in Romania and the only information weekly on the market.
- Weekly, since 1990, **Academia Cațavencu** offers the smartest political and social satire to its main target: open-minded, socially and politically active, 19-49 year-old opinion leaders, highly educated and of medium to high income.
- Circulation: 48.500 copies



63.000 unique visitors per month on the radio's website



- The premium, niche radio of 25-34 year-olds of high education and income;
- Positioned as a quality local alternative to mainstream radio ever since the launch in 2004, with a program mix of 70% music and 30% of news, advertising and special programming.
- It builds on a network of 26 local stations to cover 50% of the urban reach (a potential audience of 6.000.000).
- Although a niche radio, it comes third in all audience surveys, with an average market share of 10,5% overall and a morning show with a market share of 12,5%.
- **53,6%** of the audience is highly educated – the highest percentage in the Bucharest radio market;
- the highest average revenue / family member in the Bucharest radio market;
- **52,3%** of the audience is made by entrepreneurs, top management and highly educated individuals – the highest percentage in the Bucharest radio market.



The first Romanian business news channel

- Provides 24-hour real-time business and financial headlines coverage of the Romanian business environment and an overview of world markets;
- Launched in May, 2006 to address an audience of 35+ men of high income and education - decision makers and trendsetters;
- The Money Channel stands for premium business television, operating at the highest standards of reporting and analysis;
- The Money Channel takes pride in responsibly bringing together captains of industry, investors, entrepreneurs, analysts along with audience interested in following and understanding the various aspects of economic reality.



The premium daily business newspaper of 30-40 year-old men, of high education and of medium to high income, with a circulation of 20.000 copies.

A complex multi-platform business news tool featuring daily newsletters for each industry, a mobile site, and the online news portal www.standard.ro.

Business Standard connects its readers to:

- the news defining the current Romanian business environment
- **effective and useful tips & tricks for managing their personal finance**
- pertinent and focused analyses and forecasts of Romanian business leaders
- **the best business intelligence resource**

REALITATEA CĂTAVENCU

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MONEY EXPRESS
ACCELEREAZĂ SUCCESUL



Weekly business magazine covering the hottest issues and offering extensive analysis in partnership with some of the world's most prestigious journalistic communities.

Launched in April 2007 with a circulation of 15.000 copies, it quickly became an appreciated and respected business weekly.

The magazine is issued every Tuesday and includes 72 -100 pages with analysis, features, review & preview, comments and striking approaches on the hottest business topics of the day.

Besides editorial content made by a renowned team of dedicated journalists and contributions from analysts and editors of The Money Channel, Money Express closed and exclusive partnership with NEWSWEEK magazine, including stories printed in real time and reprinting comments of the renowned analyst Fareed Zakaria.

CineStar★

ActionStar★

ComedyStar★

romantica

The newest brand in the Realitatea-Catavencu group, Cinestar is a payTV package consisting of three premium film channels.

CineStar is the lead channel of the package, broadcasting blockbuster productions, as well as festival darlings. **ActionStar** is focused on action films, targeted mainly at the male audience. **ComedyStar** is a guaranteed laugh, with titles that please a wide range of tastes.

Cinestar promises quality, uninterrupted entertainment for every member of the family. Just *Open your eyes and dream!*

Part of Realitatea-Catavencu since March 2007, **Romantica** is positioned as "The human emotion television channel" and is dedicated to 35+ urban women.

Romanian member of the Zonemedia network, with a line-up combining local and international talk-shows, novellas and classic series.

The leader of the upmarket glossy women's monthly magazines, catering to smart, active, self-assured young women, **Tabu** is "the most courageous magazine for women."

- Targeted to 26-35 urban women, of average to high education and income
- **100.000** unique readers and **167.000** readers / edition
- **26.6%** of the readership is highly educated
- **24,6%** of the readership is employed in management positions or in entrepreneurship
- **36.8%** of the readership has average to high income



24-FUN

The best city guide in Romania, with a network of 11 local editions. Distributed weekly, free of charge to a main readership of young, socially active people with money to spend and a desire to go out.

Bucataria pentru Toti (Cooking for all)

A monthly mass market magazine, democratizing gastronomy. It caters to medium to highly educated 25-45 year-old women, of medium to high income.

Aventuri la Pescuit (Fishing Adventures)

The only glossy angling magazine on the market, issued monthly. Targeted to 25-45 year-old men, of high education, and of medium to high income.

Superbebe (Superbaby)

Upmarket monthly glossy parenting magazine. Main target: 25- 35 year-old women, medium to high education, medium to high income. Mothers-to-be or mothers of 0-3 years old babies.





- Founded in January 2009, to support the strategic expansion of the group through web development and services, online publishing, e-commerce and interactive sales.
- It encompasses under a unique leadership all the new media resources of the group, be they editorial, marketing, sales or technical.
- With a business plan to generate growth both organically and through partnerships, F5 presently controls several leading Romanian online enterprises: **Xipe Interactive** (which it founded with **Senior Interactive**), **Free Road** (with **Tree Works**), **Sellerator** and **Buyology** (with **Kondiment Group**) and **Blue Idee** (with the two local entrepreneurs).
- A team of **130**, which includes over **80 online journalists** and **30 web developers**.



- News agency established in July 2006 to provide information tailored for professionals in the media, and corporate markets with an emphasis on Energy, IT & Telecom, Financial & Banking services;
- Publisher of annual corporate markets and macroeconomics reports;
- Leading Romanian 3G mobile content provider, in alliance with the largest mobile telephone network;
- The unique provider of “ready to broadcast” video flow, in partnership with Realitatea TV;
- ISO 9001 certified by LRQA as of October 2007.



- The only company on the Romanian media and advertising market to deliver an innovative type of communication: in-store advertising.
- Using data transmitting via satellite, the In-Store TV System adapts TV programmes for screening purposes in public places. The transmission is made with the „Loop Time” system: the schedule is repetitive and it has a pre-established length depending on consumer behaviour in certain areas.
- Last year Monopoly Media launched Zoom, an innovative audio-video network in all the tube stations of the nation’s capital, bringing news and entertainment to a steady segment of the population, and setting up the context for the creation of local communities.