

Segment reporting of the ProSiebenSat.1 Group in Q2

EUR k	Free TV			Segment Diversification	Total Segments	Transitions	Total consolidated financial statement Q2 2009
	Segment Free TV German-speaking	Segment Free TV International	Total Free TV				
Revenues	439.410	185.297	624.707	87.539	712.246	-18.284	693.962
External revenues	424.617	184.934	609.551	84.411	693.962	- / -	693.962
Internal revenues	14.793	363	15.156	3.128	18.284	-18.284	- / -
EBITDA Recurring	127.272	55.689	182.961	18.320	201.281	-151	201.130

Geographical breakdown

EUR k	German Speaking	B/NL	Nordic	CEE	Total consolidated financial statement Q2 2009
External Revenues	472.857	102.229	86.808	32.068	693.962

EUR k	Free TV			Segment Diversification	Total Segments	Transitions	Total consolidated financial statement Q2 2008
	Segment Free TV German-speaking	Segment Free TV International	Total Free TV				
Revenues	464.536	216.457	680.993	138.219	819.212	-17.351	801.861
External revenues	452.276	214.679	666.955	134.906	801.861	- / -	801.861
Internal revenues	12.260	1.778	14.038	3.313	17.351	-17.351	- / -
EBITDA Recurring	115.806	54.355	170.161	32.510	202.671	1.029	203.700

Geographical breakdown

EUR k	German Speaking	B/NL	Nordic	CEE	Total consolidated financial statement Q2 2008
External Revenues	508.857	112.654	134.088	46.262	801.861

Segment reporting of the ProSiebenSat.1 Group H1

EUR k	Free TV			Segment Diversification	Total Segments	Transitions	Total consolidated financial statement H1 2009
	Segment Free TV German-speaking	Segment Free TV International	Total Free TV				
Revenues	839.931	339.890	1.179.821	175.016	1.354.837	-33.896	1.320.941
External revenues	813.399	338.880	1.152.279	168.662	1.320.941	- / -	1.320.941
Internal revenues	26.532	1.010	27.542	6.354	33.896	-33.896	- / -
EBITDA Recurring	195.373	68.754	264.127	30.733	294.860	94	294.954

Geographical breakdown

EUR k	German Speaking	B/NL	Nordic	CEE	Total consolidated financial statement H1 2009
External Revenues	914.453	185.346	165.078	56.064	1.320.941

EUR k	Free TV			Segment Diversification	Total Segments	Transitions	Total consolidated financial statement H1 2008
	Segment Free TV German-speaking	Segment Free TV International	Total Free TV				
Revenues	897.558	393.884	1.291.442	275.860	1.567.302	-36.371	1.530.931
External revenues	869.411	390.694	1.260.105	270.826	1.530.931	- / -	1.530.931
Internal revenues	28.147	3.190	31.337	5.034	36.371	-36.371	- / -
EBITDA Recurring	173.432	81.873	255.305	36.523	291.828	333	292.161

Geographical breakdown

EUR k	German Speaking	B/NL	Nordic	CEE	Total consolidated financial statement H1 2008
External Revenues	988.271	199.316	263.759	79.585	1.530.931