

### Segment reporting of the ProSiebenSat.1 Group in Q3

EUR k	Free TV			Segment Diversification	Total Segments	Transitions	Total consolidated financial statement Q3 2009
	Segment Free TV German-speaking	Segment Free TV International	Total Free TV				
Revenues	347.038	150.020	497.058	75.738	572.796	-13.375	559.421
External revenues	337.306	149.233	486.539	72.882	559.421	- / -	559.421
Internal revenues	9.732	787	10.519	2.856	13.375	-13.375	- / -
EBITDA Recurring	51.818	27.046	78.864	15.487	94.351	20	94.371

#### Geographical allocation

EUR k	German Speaking	B/NL	Nordic	CEE	Total consolidated financial statement Q3 2009
External Revenues	377.613	85.809	72.670	23.329	559.421

EUR k	Free TV			Segment Diversification	Total Segments	Transitions	Total consolidated financial statement Q3 2008
	Segment Free TV German-speaking	Segment Free TV International	Total Free TV				
Revenues	354.412	176.248	530.660	131.842	662.502	-16.012	646.490
External revenues	344.207	174.422	518.629	127.861	646.490	- / -	646.490
Internal revenues	10.205	1.826	12.031	3.981	16.012	-16.012	- / -
EBITDA Recurring	41.783	40.821	82.604	19.330	101.934	1.155	103.089

#### Geographical allocation

EUR k	German Speaking	B/NL	Nordic	CEE	Total consolidated financial statement Q3 2008
External Revenues	396.209	92.981	121.315	35.985	646.490

### Segment reporting of the ProSiebenSat.1 Group Q1-Q3

EUR k	Free TV			Segment Diversification	Total Segments	Transitions	Total consolidated financial statement Q1-Q3 2009
	Segment Free TV German-speaking	Segment Free TV International	Total Free TV				
Revenues	1.186.969	489.910	1.676.879	250.754	1.927.633	-47.271	1.880.362
External revenues	1.150.705	488.113	1.638.818	241.544	1.880.362	- / -	1.880.362
Internal revenues	36.264	1.797	38.061	9.210	47.271	-47.271	0
EBITDA Recurring	247.191	95.800	342.991	46.220	389.211	114	389.325

#### Geographical allocation

EUR k	German Speaking	B/NL	Nordic	CEE	Total consolidated financial statement Q1-Q3 2009
External Revenues	1.292.066	271.155	237.748	79.393	1.880.362

EUR k	Free TV			Segment Diversification	Total Segments	Transitions	Total consolidated financial statement Q1-Q3 2008
	Segment Free TV German-speaking	Segment Free TV International	Total Free TV				
Revenues	1.251.970	570.132	1.822.102	407.702	2.229.804	-52.383	2.177.421
External revenues	1.213.618	565.116	1.778.734	398.687	2.177.421	- / -	2.177.421
Internal revenues	38.352	5.016	43.368	9.015	52.383	-52.383	- / -
EBITDA Recurring	215.215	122.694	337.909	55.853	393.762	1.488	395.250

#### Geographical allocation

EUR k	German Speaking	B/NL	Nordic	CEE	Total consolidated financial statement Q1-Q3 2008
External Revenues	1.384.480	292.297	385.074	115.570	2.177.421