

SAL. OPPENHEIM

Privatbankiers seit 1789

The logo for PREMIERE, consisting of the word "PREMIERE" in white, uppercase, sans-serif font, centered within a dark red square.

Milan Forum, 14th March 2008

Premiere is the first German Pay-TV company, offering several channels of digital content via satellite and cable.

Nowadays Premiere is the leading pay TV operator in Germany and Austria with about eleven million viewers in about 4.2 million subscriber households. Premiere's focus is consistently on exclusive programming as new feature films, new series and live sports events. Moreover, it is the only German broadcaster offering two special HDTV (high-definition television format) packages for movies, sports and documentaries.

Market Cap.: €1,6bn

Sector: Media

Speaker: Alexander Teschner, CFO
Susan Eckenberg, Head IR