

### Segment reporting of the ProSiebenSat.1 Group

EUR k	Free TV			Segment Diversification	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	-17.351	801.861
External revenues	452.276	214.679	666.955	134.906	- / -	801.861
Internal revenues	12.260	1.778	14.038	3.313	-17.351	- / -
EBITDA Recurring	115.806	54.355	170.161	32.510	1.029	203.700

#### Geographical allocation

	German Speaking	B/NL	Nordic	CEE	Transitions	Total consolidated financial statement Q2 2008
Revenues	524.180	112.654	136.819	46.262	-18.054	801.861
External revenues	508.857	112.654	134.088	46.262	- / -	801.861
Internal revenues	15.323	- / -	2.731	- / -	-18.054	- / -

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	Segment Free TV German-speaking	Segment Free TV International	Total Free TV *			
Revenues	510.045	- / -	510.045	57.700	-16.134	551.611
External revenues	495.802	- / -	495.802	55.809	- / -	551.611
Internal revenues	14.243	- / -	14.243	1.891	-16.134	- / -
EBITDA Recurring	149.148	- / -	149.148	9.837	111	159.096

\* consolidated

### Segment reporting of the ProSiebenSat.1 Group

EUR k	Free TV			Segment Diversification	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	-36.371	1.530.931
External revenues	869.411	390.694	1.260.105	270.826	- / -	1.530.931
Internal revenues	28.147	3.190	31.337	5.034	-36.371	- / -
EBITDA Recurring	173.432	81.873	255.305	36.523	333	292.161

#### Geographical allocation

	German Speaking	B/NL	Nordic	CEE	Transitions	Total consolidated financial statement H1 2008
Revenues	1.020.949	199.316	267.408	79.585	-36.327	1.530.931
External revenues	988.271	199.316	263.759	79.585	- / -	1.530.931
Internal revenues	32.678	- / -	3.649	- / -	-36.327	- / -

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EUR k	Free TV			Segment Diversification	Transitions	Total consolidated financial statement H1 2007
	Segment Free TV German-speaking	Segment Free TV International	Total Free TV *			
Revenues	966.456	- / -	966.456	121.766	-35.428	1.052.794
External revenues	934.361	- / -	934.361	118.433	- / -	1.052.794
Internal revenues	32.095	- / -	32.095	3.333	-35.428	- / -
EBITDA Recurring	219.857	- / -	219.857	21.381	-18	241.220

\* consolidated