

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

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

#### Geographical allocation

	German Speaking	B/NL	Nordic	CEE	Eliminations	Total consolidated financial statements Q3 2008
Revenues	396.590	93.761	121.865	36.031	-1.757	646.490
External revenues	396.209	92.981	121.315	35.985	-/-	646.490
Internal revenues	381	780	550	46	-1.757	-/-

EUR k	Free TV			Segment Diversification	Eliminations	Total consolidated financial statements Q3 2007
	Segment Free TV German-speaking	Segment Free TV International	Total Free TV *			
Revenues	392.738	158.343	551.081	134.845	-17.550	668.376
External revenues	378.287	157.312	535.599	132.777	-/-	668.376
Internal revenues	14.451	1.031	15.482	2.068	-17.550	-/-
EBITDA Recurring	59.738	35.317	95.055	29.934	-189	124.800

#### Geographical allocation

	German Speaking	B/NL	Nordic	CEE	Eliminations	Total consolidated financial statements Q3 2007
Revenues	440.038	86.236	111.732	30.955	-585	668.376
External revenues	440.038	86.236	111.147	30.955	-/-	668.376
Internal revenues	-/-	-/-	585	-/-	-585	-/-

\* consolidated

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

EUR k	Free TV			Segment Diversification	Eliminations	Total consolidated financial statements 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	-52.383	2.177.421
External revenues	1.213.618	565.116	1.778.734	398.687	-/-	2.177.421
Internal revenues	38.352	5.016	43.368	9.015	-52.383	-/-
EBITDA Recurring	215.215	122.694	337.909	55.853	1.488	395.250

#### Geographical allocation

	German Speaking	B/NL	Nordic	CEE	Eliminations	Total consolidated financial statements Q1-Q3 2008
Revenues	1.385.591	293.077	389.273	115.616	-6.136	2.177.421
External revenues	1.384.480	292.297	385.074	115.570	-/-	2.177.421
Internal revenues	1.111	780	4.199	46	-6.136	-/-

EUR k	Free TV			Segment Diversification	Eliminations	Total consolidated financial statements Q1-Q3 2007
	Segment Free TV German-speaking	Segment Free TV International	Total Free TV *			
Revenues	1.359.194	158.343	1.517.537	256.611	-52.978	1.721.170
External revenues	1.312.648	157.312	1.469.960	251.210	-/-	1.721.170
Internal revenues	46.546	1.031	47.577	5.401	-52.978	-/-
EBITDA Recurring	279.595	35.317	314.912	51.315	-207	366.020

#### Geographical allocation

	German Speaking	B/NL	Nordic	CEE	Eliminations	Total consolidated financial statements Q1-Q3 2007
Revenues	1.492.832	86.236	111.732	30.955	-585	1.721.170
External revenues	1.492.832	86.236	111.147	30.955	-/-	1.721.170
Internal revenues	-/-	-/-	585	-/-	-585	-/-

\* consolidated