

Segment reporting of the ProSiebenSat.1 Group in Q4

EUR m	Segment Free TV German-speaking	Segment Free TV International	Segment Diversification	Subtotal segments	Eliminations	Total consolidated financial statements Q4 2010
Revenues	624,4	242,4	114,0	980,8	-26,7	954,1
External revenues	599,1	241,9	113,1	954,1	- / -	954,1
Internal revenues	25,3	0,5	0,9	26,7	-26,7	- / -
Recurring EBITDA	260,0	66,5	32,0	358,5	0,1	358,6

Entity-wide disclosures

EUR m	German-speaking	B/NL	Nordic	CEE	Total consolidated financial statements Q4 2010
External Revenues	671,8	128,1	121,6	32,6	954,1

EUR m	Segment Free TV German-speaking	Segment Free TV International	Segment Diversification	Subtotal segments	Eliminations	Total consolidated financial statements Q4 2009
Revenues	566,8	217,9	118,7	903,4	-23,0	880,4
External revenues	547,3	217,1	116,0	880,4	- / -	880,4
Internal revenues	19,5	0,8	2,7	23,0	-23,0	- / -
Recurring EBITDA	210,7	62,4	34,2	307,3	-0,1	307,2

Entity-wide disclosures

EUR m	German-speaking	B/NL	Nordic	CEE	Total consolidated financial statements Q4 2009
External Revenues	625,9	120,6	97,3	36,6	880,4

Segment reporting of the ProSiebenSat.1 Group Q1-Q4

EUR m	Segment Free TV German-speaking	Segment Free TV International	Segment Diversification	Subtotal segments	Eliminations	Total consolidated financial statements Q1-Q4 2010
Revenues	1.936,7	766,5	376,9	3.080,1	-80,1	3.000,0
External revenues	1.862,6	764,2	373,2	3.000,0	- / -	3.000,0
Internal revenues	74,1	2,3	3,7	80,1	-80,1	- / -
Recurring EBITDA	631,3	183,2	91,5	906,0	-0,1	905,9

Entity-wide disclosures

EUR m	German-speaking	B/NL	Nordic	CEE	Total consolidated financial statements Q1-Q4 2010
External Revenues	2.091,7	407,4	398,5	102,4	3.000,0

EUR m	Segment Free TV German-speaking	Segment Free TV International	Segment Diversification	Subtotal segments	Eliminations	Total consolidated financial statements Q1-Q4 2009
Revenues	1.753,8	707,8	369,5	2.831,1	-70,3	2.760,8
External revenues	1.698,0	705,2	357,6	2.760,8	- / -	2.760,8
Internal revenues	55,8	2,6	11,9	70,3	-70,3	- / -
Recurring EBITDA	457,9	158,2	80,4	696,5	0,0	696,5

Entity-wide disclosures

EUR m	German-speaking	B/NL	Nordic	CEE	Total consolidated financial statements Q1-Q4 2009
External Revenues	1.918,0	391,8	335,0	116,0	2.760,8