

# Segment Information

## Segment Information of ProSiebenSat.1 Group Q2 2017

EUR m	Segment Broadcasting German-speaking	Segment Digital Entertainment	Segment Digital Ventures & Commerce	Segment Content Production & Global Sales	Total Segments	Other/ Eliminations	Total consolidated interim financial statements
	Q2 2017	Q2 2017	Q2 2017	Q2 2017	Q2 2017	Q2 2017	Q2 2017
Revenues	562	114	229	107	1,013	-51	962
External revenues	529	108	227	89	953	9	962
Internal revenues	34	6	1	18	60	-60	-/-
EBITDA	205	8	35	12	260	-1	258
Adjusted EBITDA	208	7	45	12	272	-1	270

EUR m	Segment Broadcasting German-speaking	Segment Digital Entertainment	Segment Digital Ventures & Commerce	Segment Content Production & Global Sales	Total Segments	Other/ Eliminations	Total consolidated interim financial statements
	Q2 2016	Q2 2016	Q2 2016	Q2 2016	Q2 2016	Q2 2016	Q2 2016
Revenues	564	116	158	97	936	-50	886
External revenues	541	110	152	77	880	6	886
Internal revenues	24	6	6	20	56	-56	-/-
EBITDA	206	19	25	10	259	-2	258
Adjusted EBITDA	201	16	29	11	256	-2	254

## Segment Information of ProSiebenSat.1 Group H1 2017

EUR m	Segment Broadcasting German-speaking	Segment Digital Entertainment	Segment Digital Ventures & Commerce	Segment Content Production & Global Sales	Total Segments	Other/ Eliminations	Total consolidated interim financial statements
	H1 2017	H1 2017	H1 2017	H1 2017	H1 2017	H1 2017	H1 2017
Revenues	1,102	217	459	207	1,985	-114	1,872
External revenues	1,031	205	457	168	1,860	11	1,872
Internal revenues	71	12	2	40	125	-125	-/-
EBITDA	321	4	80	21	426	-5	421
Adjusted EBITDA	345	5	92	21	463	-5	458

EUR m	Segment Broadcasting German-speaking	Segment Digital Entertainment	Segment Digital Ventures & Commerce	Segment Content Production & Global Sales	Total Segments	Other/ Eliminations	Total consolidated interim financial statements
	H1 2016	H1 2016	H1 2016	H1 2016	H1 2016	H1 2016	H1 2016
Revenues	1,079	215	313	173	1,780	-92	1,688
External revenues	1,034	205	302	141	1,681	7	1,688
Internal revenues	45	10	12	33	99	-99	-/-
EBITDA	332	18	60	14	424	-4	420
Adjusted EBITDA	332	15	66	15	429	-4	424

## Entity-wide disclosures

Geographical breakdown	Geographical breakdown												Total consolidated interim financial statements	
	GER		US		AT/CH		Scandinavia		UK		Others		Q2 2017	Q2 2016
	Q2 2017	Q2 2016	Q2 2017	Q2 2016	Q2 2017	Q2 2016	Q2 2017	Q2 2016	Q2 2017	Q2 2016	Q2 2017	Q2 2016		
External Revenues	728	683	99	79	78	71	43	42	10	9	4	2	962	886

Geographical breakdown	Geographical breakdown												Total consolidated interim financial statements	
	GER		US		AT/CH		Scandinavia		UK		Others		H1 2017	H1 2016
	H1 2017	H1 2016	H1 2017	H1 2016	H1 2017	H1 2016	H1 2017	H1 2016	H1 2017	H1 2016	H1 2017	H1 2016		
External Revenues	1,445	1,314	181	146	137	127	89	82	13	15	7	4	1,872	1,688