RTL

Welcome to RTL City
Welcome to Luxembourg

Luxembourg

What about the country ?

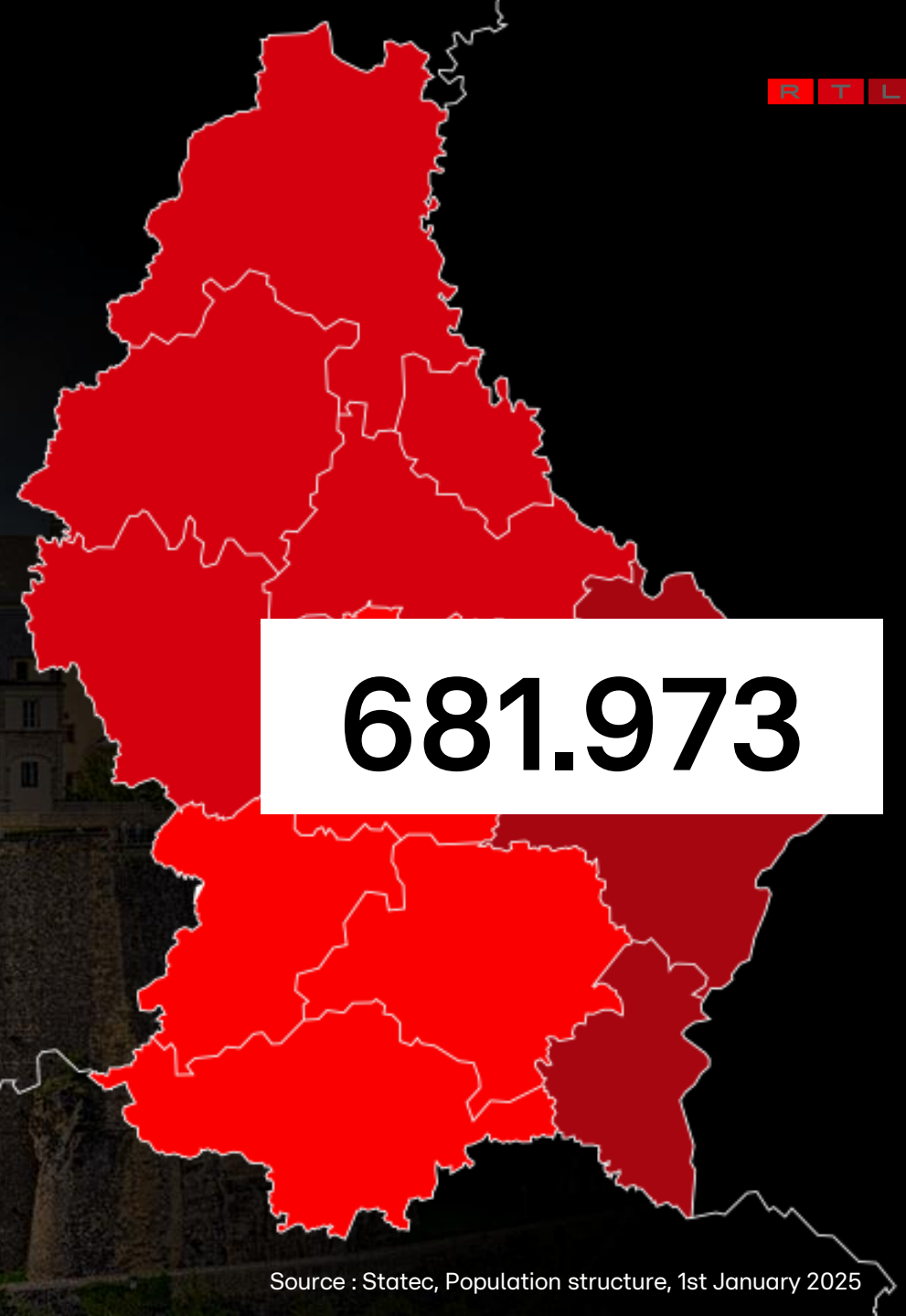
A small country with diverse communities!

Nearly **50%** of the population are foreign residents:

- Portuguese: 14%
- French: 8%
- Italian: 4%
- German: 2%

Over **200,000** cross-border workers every day from France, Belgium, and Germany.

3 official languages!



681.973

Source : Statec, Population structure, 1st January 2025

The Languages of Luxembourg

Luxembourgish (Official)

The national language and a primary identifier of local culture.

French (Official)

Widely used for administration, business, and daily communication.

German (Official)

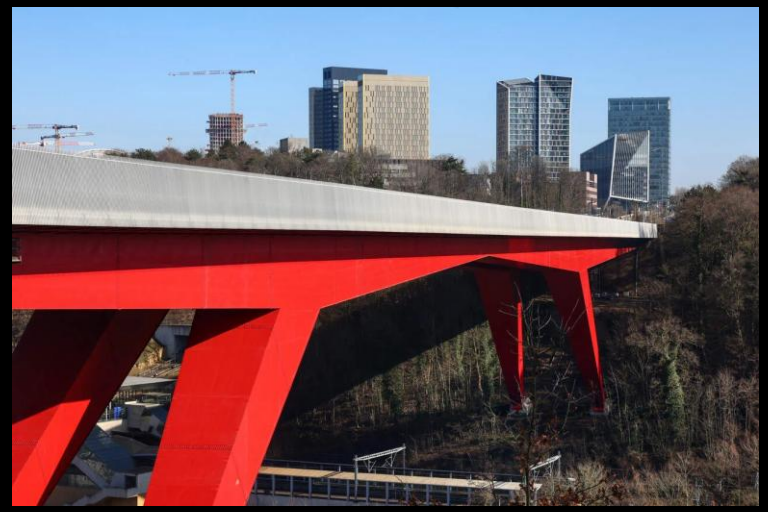
Essential for media and a key language in the education system.

English (Widely Spoken)

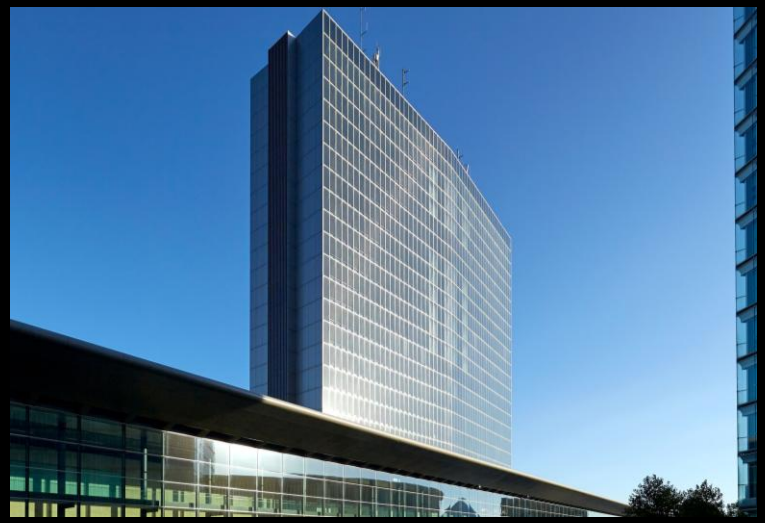
Most residents are proficient in English for international and professional use.

Old Bridge (1861)

New Bridge (1903)



Red Bridge



THE High-Rise

RTL's positioning on the market

RTL

Luxembourg

Brand Structure

RTL

RTL LËTZEBUERG

LU

- Website / App
- TV
- Radio
- Social Media

RTL INFOS

FR

- Website / App
- Social Media

RTL TODAY

EN

- Website / App
- Radio
- Social Media

RTL PLAY

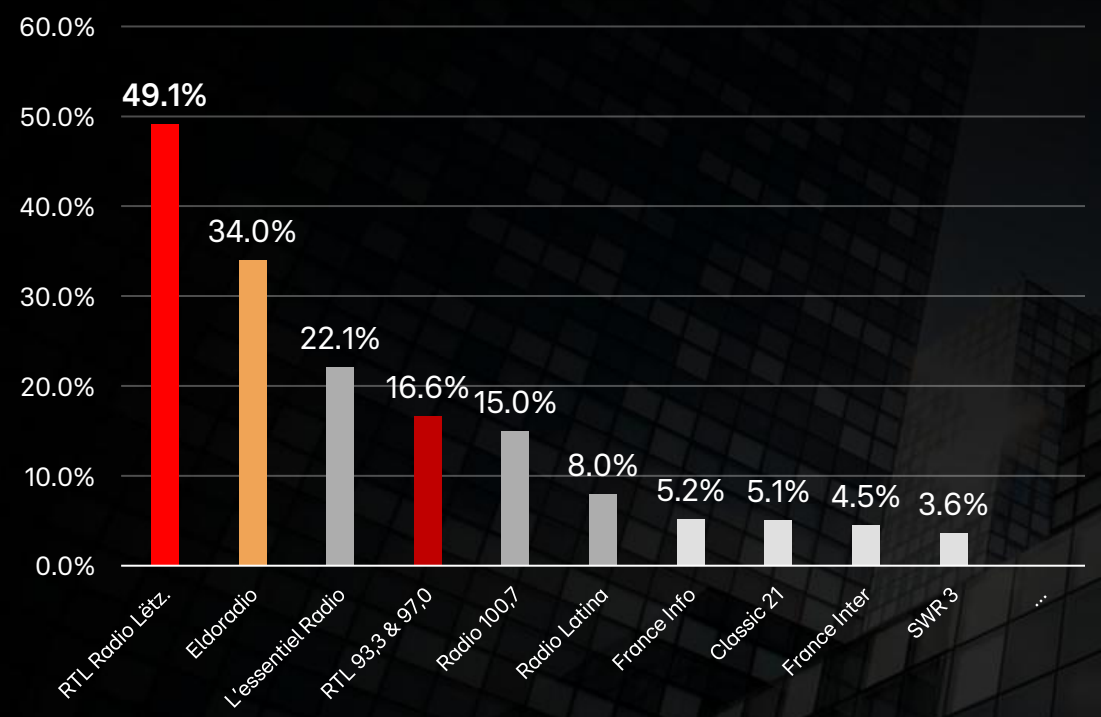
LU FR EN

- Website / App
- TV Apps

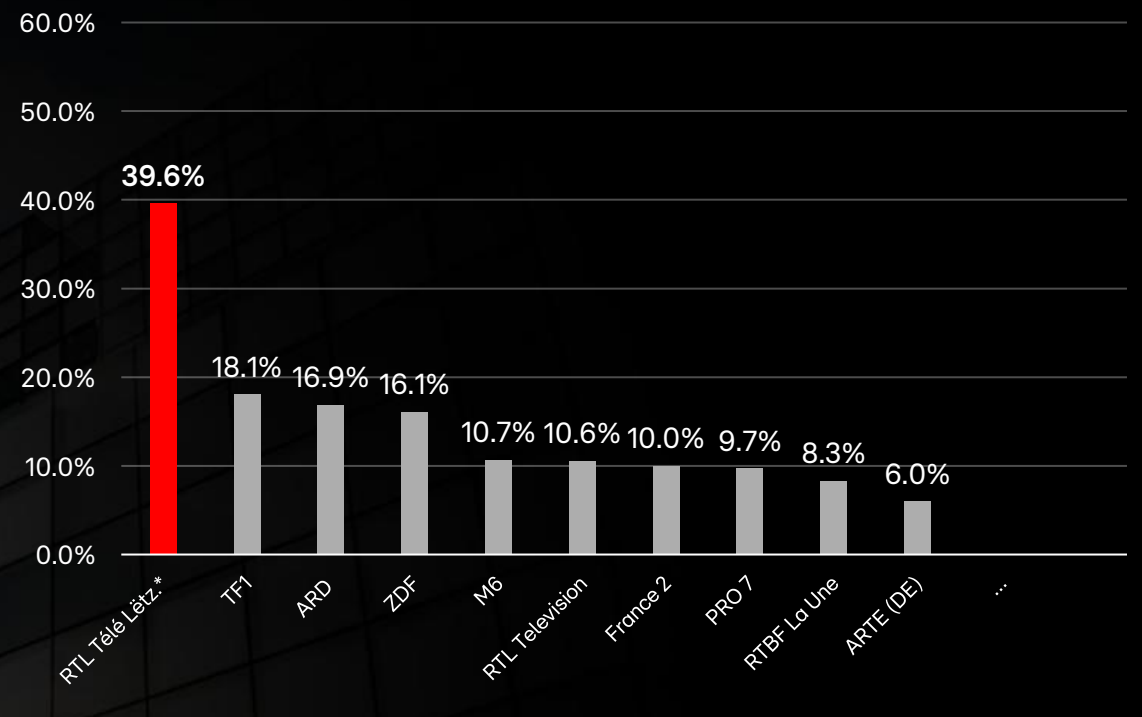
Luxembourg: a unique market

Number 1 media brand
In a small & challenging market

Weekly Coverage / 16+:



Weekly Coverage / 16+:



Source : Etude Trail 2026 - I

Media Literacy & Fact-Checking

RTL Luxembourg partner in:

- EDMO
- Lie Detectors

More than 50 school visits per year

Workshops for students aged:

- 10–12
- 15–16

Topics:

- Fake News
- Journalism
- Fact-Checking

RTL

Thank you.