



## “Schiller Street” is premiering on South African Pay TV station kykNET

Page 1

**Munich, January 21, 2010.** The international smash hit “Schiller Street” is about to debut in South Africa. SevenOne International has sold Germany’s leading improv comedy show to kykNET, the country’s biggest Pay TV station.

Press contact:  
Marie Fabiunke  
ProSiebenSat.1 Media AG  
Medienallee 7  
D-85774 Unterföhring  
Phone +49 (89) 95 07-1165  
Fax +49 (89) 95 07-91165  
email:  
Marie.Fabiunke@ProSiebenSat1.com

Starting on January 22 at 20:30 the prime time show will be airing in Afrikaans under the title “Proesstraat”. Hosted by South African actress and TV presenter Nina Swart, the first-rate cast of the show includes the TV stars Waldemar Schultz, Pierre Breytenbach, Melt Sieberhagen, Wikus du Toit and Eloise Cupido as well as the popular stage actresses Martelize Kolver and Esther von Waltsleben. Produced by Richter Medien and Blixem Productions, the show is set to be a runaway hit on South African Television too.

Contact:  
Isabelle Fedyk  
SevenOne International GmbH  
Medienallee 7  
D-85774 Unterföhring  
Phone +49 (89) 95 07-2322  
Fax +49 (89) 95 07-92322  
email:  
Isabelle.Fedyk@  
SevenOneInternational.com

Jens Richter, Managing Director of SevenOne International: “We are excited to bring “Schiller Street” to the Rainbow nation and delighted to cooperate with kykNET. With its proven international track record, we are thrilled about the show’s ongoing success and we cannot wait to see “Proesstraat” captivate South African audiences.”

Press release online:  
[www.sevenoneinternational.com](http://www.sevenoneinternational.com)

Karen Meiring, Head of Channel kykNET: “We are extremely excited about the production of “Proesstraat”. We believe that this internationally acclaimed comedy show will be a huge success with South African audiences. This format will showcase the depth of talent of South Africa comedic talent. “Proesstraat” will start on Friday 22 January at 20:30 on kykNET.”

Debuting on Germany’s SAT.1, “Schiller Street” (created and produced by Hurricane) has been one of the most innovative and successful comedy formats in the recent years. The concept has already won various national and international TV prizes such as the Rose d’Or Press Prize 2005. SevenOne International, the ProSiebenSat.1 Group’s worldwide programming sales company has sold the format to numerous countries, including France, Italy, Russia, Finland, Norway and Turkey. The Italian adaptation “Buona la Prima” won the national



“Telegrolle 2008” and “Gran Premio della Fiction Italiana '08” for best sitcom.

Page 2 of 2

### **“Schiller Street”**

“Schiller Street” (created and produced by Hurricane) is improv comedy at its best with a true sitcom feeling: A few top-class comedians are guided not by a script but by spontaneous directions which are communicated via earphones to individual cast members, often resulting in hilarious scenes.

### **kykNET**

kykNET is a South African television channel, which broadcasts in Afrikaans. Owned by pay-TV operator M-Net, it was launched on the DStv satellite service in October 1999. kykNET features more than 80 locally produced Afrikaans television series.

### **SevenOne International**

SevenOne International is the worldwide programming sales company of the ProSiebenSat.1 Group, the second-largest broadcasting group in Europe, reaching more than 78 million TV households. Apart from its core business free TV, operating more than 20 Free TV stations in 12 countries, the Group is also active in a number of related industries.

SevenOne International offers an extensive portfolio of TV events, TV movies, telenovellas, prime-time series and mini-series, as well as magazine shows and entertainment formats. In addition, SevenOne International markets and co-finances the programs of third-party producers. The company’s headquarters is located in Unterföhring, near Munich. The Managing Director is Jens Richter.