



## MIPTV 2010: SevenOne International to Present Extensive Format Slate

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**Munich, March 24, 2010.** SevenOne International, the ProSiebenSat.1 Group's programming sales company, will be presenting a broad portfolio of new formats at MIPTV in Cannes from April 12 to 16, 2010. Highlights include fast-paced entertainment shows like "Funny Farm" and "Crazy Competition" as well as reality shows such as "Culture Shock Norway" and "The Model Loft".

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Jens Richter, Managing Director SevenOne International: "Rest assured that this year's line up of formats is anything but dull! With new entertainment shows like 'Funny Farm' or 'Crazy Competition', we will be offering a portfolio that is as diverse as internationally adaptable. We have been benefiting from our cooperation with one of our industry's most creative minds, Dick de Rijk as well as The Gurin Company and we are keen to present an attractive array of brand new formats on which we have currently been working."

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### Portfolio Outline

Outrageous, fast-paced and hilariously funny: When ten big-city contestants venture out to survive "**Funny Farm**" (produced by The Gurin Company and Redseven Entertainment), laughter is guaranteed. Leaving their slick urban life behind, the competitors will have to endure an obstacle course with a series of farm-inspired challenges – from shearing sheep and milking cows to rescuing roosters from the dung heap. After each round, the candidate with the worst performance has to leave the farm. In the end, only one contestant will prove to be the king of the countryside and win the cash – and the glory.

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

The feud runs deep, but in "**Crazy Competition**" (produced by Redseven Entertainment), two rivalling villages finally get the chance to prove who's better. For an entire week, the villagers embark on an action- and fun-filled quest, having to compete in various games in different categories such as "Action", "Fun" and "Crazy Cooking". The winning village not only receives a cash prize but will also obtain the privilege of placing the ugly "Stone of Shame" in their opponent's village.



When cultures clash, comedy abounds: In the reality show “**Culture Shock: Norway**” (produced by Monster Entertainment), a group of ten disoriented Norwegian-Americans is dropped into Norway to complete a series of extreme physical and fun challenges. In the final episode, the winner finally reunites with his long-lost relatives in Norway.

Glamour, gossip and groceries: In “**The Model Loft**” (produced by Redseven Entertainment), six models whose careers have already taken off spend two months living together in a luxury apartment. But competition runs high: whoever does not get enough bookings has to leave the loft. The most successful model will be rewarded with a stay in an international model loft in one of the world’s leading fashion cities. From catwalk to kitchen work, from photo shoots to working with their personal trainer, the reality show reveals the lives of successful models in full exposure.

The way to a woman’s heart is through her stomach? In “**Love Bites**” (developed by blue eyes Film & Television GmbH & Co. Kg), four men attempt to win over the grace of a woman. Armed with nothing but their cooking talents and their charms, they set out to seduce with a three-course meal. At the end of the week, the woman gets to decide who has impressed her most – with the best recipe of love. The show also works vice versa: four women battle for the love of one man.

“**Fish On the Cake**” (developed by Paprika Latino Kft and MTM-SBS Televisio Zrt.) offers unprecedented insights into your favourite celebrity’s private life: over the course of one week, four celebrities invite each other to their own homes for private dinner parties and proudly serve their self-made meals. Eager to become the “Host of the Day”, all celebrities try hard to be as entertaining as possible – and will be judged in terms of dining atmosphere and congeniality by their famous guests.

Winner of the Rose d’Or and numerous German TV awards, the outstanding sketch comedy “**Ladykracher**” (produced by BRAINPOOL) portrays the most hilarious women characters: From a shy and submissive wallflower to the over-ambitious, hyperactive



businesswoman, the comedy actress slips superbly into every role – and has audiences choke with laughter.

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Cover bands not only bring weddings to life and add fire to the wildest parties. In **“Who Rocks the Party”** (produced by Janus Entertainment), 15 bands are finally given the chance of their life – and enter the competition for the best cover band. Facing a jury of three music professionals, the bands have to pass various rounds of themed performances. The “Reality Check” puts their nerves to the test. Their true musical talent is analysed with the “Live Check”. At the end of each show, the “Shoot Out” round decides which band convinces most. The best cover band wins a cash prize and will support a famous act at a big live gig.

SevenOne International will be exhibiting at MIPTV 2010 at H4.12 (4<sup>th</sup> floor) from April 12 to 16, 2010.

### **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, telenovelas, 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.