

Press Release



SevenOne International Makes “Beat your Host!” Sale to China

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Munich, September 16, 2008. SevenOne International has assigned Idea Asia Limited the Chinese distribution rights to “Beat your Host!” (producer: Raab TV/ BRAINPOOL). Idea Asia represents in China a number of well-known companies, including Sony Pictures Television International and FremantleMedia.

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SevenOne International has already successfully placed several TV shows in the Chinese market. A dubbed version of the Sat.1 show “Clever” (producer: Constantin Entertainment) is running on CCTV, and the ProSieben knowledge magazine show “Galileo” is also airing on Chinese state TV.

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Said Jens Richter, Managing Director of SevenOne International: “We’re delighted to be working with Idea Asia in the Chinese market. They are an effective partner who support us with an outstanding network in placing our premium prime time show ‘Beat your Host!’ with one of the major Chinese TV stations.”

Press release online:
www.sevenoneinternational.com

SevenOne International has sold “Beat your Host!” to 13 countries so far. In Great Britain ITV1 aired “Beat the Star” between April and June 2008 and achieved an average market share of up to 25 percent among all viewers. The Swedish version “Vem kan slå Filip och Fredrik” ran last week on Kanal 5 with a market share of 39.5 percent (15-44). Furthermore the French channel TF1 will launch the innovative format under the title “Qui peut battre Benjamin Castaldi?” this year.

Beat your Host!

Something new under the sun – the audience vs. the host. On “Beat your Host!”, a contestant duels the star for breathtaking amounts of money. The minimum prize on the German version of the show is EUR 500,000. If the host wins, the prize money goes into the jackpot. A challenger who wins takes the cash home. Victory in the competition depends on a number of factors in several areas – skills, sports, knowledge, daring, and not least of all, sheer luck. Which means that contestants need both brains and brawn to win.



SevenOne International

SevenOne International is the international programming sales company of the ProSiebenSat.1 Group, one of the largest European media corporations, which owns 26 free TV channels and 24 pay TV channels in 13 countries. SevenOne International offers an extensive portfolio of TV events, TV movies, telenovelas, prime-time series and miniseries, as well as magazine shows and light entertainment concepts. It also markets and co-finances programming made by third-party providers. It is headquartered in the Munich suburb of Unterföhring, and managed by Jens Richter.

Idea Asia

Idea Asia, a subsidiary of Asia Global Holdings Corporation, represents not only SevenOne International, but 2waytraffic, Sony Pictures Television International, Zeal Entertainment, FremantleMedia, and Absolutely Independent, as a rights dealer in the Chinese market. It has a number of subsidiaries in media and advertising, marketing, and TV entertainment. The company has offices in the United States, Hong Kong and China.