



SevenOne International: “Beat your Host!” to Debut on France’s TF1 in 2008

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- Show launch in Sweden was a great success with a market share of 39.5 percent

Munich, September 11, 2008. France’s largest TV station, TF1, will be airing the ProSieben hit “Beat your Host!” live as a major prime time broadcast in 2008. Following Britain (ITV) and Sweden (Kanal 5), this is already the third foreign version in 2008. In Benjamin Castaldi, TF1 has gained one of France’s best-known broadcasting personalities to challenge all comers. TF1 will air the show under the title “Qui peut battre Benjamin Castaldi?”

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While France is still preparing the first show, two days ago “Beat your Host!” premiered in Sweden on Kanal 5 with a market share of 39.5 percent (market share YTD 2008 Kanal 5: 12.6%). During peak times more than one Million people watched the show. The Swedish version “Vem kan slå Filip och Frederik” is therefore the most successful in-house production of Kanal 5 of all-times.

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Said Jens Richter of SevenOne International: “France is one of Europe’s most important markets, and we’re excited ‘Beat your Host!’ will be appearing on the market leader TF1. Benjamin Castaldi’s popularity makes him an outstanding celebrity challenger - he and the French audience will have a lot of fun with what is one of the most innovative programming concepts on TV today. We are also delighted that “Beat your Host!” debuted so strongly in Sweden yesterday.”

Press release online:
www.sevenoneinternational.com

SevenOne International has sold “Beat your Host!” (producer: Raab TV/BRAINPOOL) for broadcast in 12 countries so far, including the UK, the Netherlands and Denmark. The concept is marketed internationally under the title “Beat your Host!”

Schlag den Raab

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 celebrity wins, the prize money goes into the jackpot. A



contestant 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.

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“Schlag den Raab” first debuted in Germany in September 2006. The various episodes to date have earned ProSieben an average of a 25.4 percent audience share, with peaks as high as 31.5 percent, making “Schlag den Raab” the most successful launch of a show on German TV in more than four years.

SevenOne International

SevenOne International is the international programming sales company of the ProSiebenSat.1 Group, one of the largest pan-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.