



SevenOne International Sells “Beat Your Host!” to 14 Countries

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Munich, October 29, 2007. TV shows from Germany are making a name for themselves internationally: SevenOne International has sold hit shows from ProSiebenSat.1 stations to a large number of different countries:

- **“Beat Your Host!”:** The ProSieben show has already been sold to 14 countries. New countries include Norway, Denmark, the Netherlands, Italy, Hungary and Australia. Last spring among others the USA (Warner Bros.) and UK have purchased “Beat Your Host!” (producer: BRAINPOOL).
- **“Clever!”:** With new sales to the Netherlands, France, Poland, Greece, Taiwan and Malaysia, this Sat.1 hit (producer: Constantin Entertainment) has now gone out to a total of 21 countries. Channel 9 in Thailand and CCTV in China have already shown the program, and have now bought broadcast rights for new episodes. Rather than producing their own version of the show, they air the German version with Barbara Eligmann and Wigald Boning, dubbed into the local language.
- **“Family Showdown”:** SevenOne International made sales of the new Sat.1 show “Family Showdown” (producer: Constantin Entertainment) to Italy and Spain.
- **“All Together Now”:** “All Together Now” (producer: Keshet Formats) is a music game show that SevenOne International sold to Vietnam on behalf of Israeli TV broadcaster Keshet.

Said Jens Richter of SevenOne International: “For TV producers and stations, as a rule there are two important things about buying program formats: the concept, and how well the show did in its country of origin. In that regard our shows like ‘Beat Your Host’ and ‘Clever’ can convince buyers right down the line. ‘Beat Your Host’ was the most successful TV debut in Germany in four years.”

SevenOne International

SevenOne International is the worldwide programming distribution company of the ProSiebenSat.1 Group. With 24 commercial TV

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stations, 24 premium Pay TV channels and 22 radio networks the ProSiebenSat.1 Group is one of the largest and most successful pan-European broadcasting Groups. SevenOne International offers a comprehensive portfolio of TV events, mini-series, TV movies, telenovelas, prime-time series and mini series, magazines and entertainment formats. In addition, SevenOne International markets and co-finances programs from third parties. The company's headquarters are in Unterföhring, Munich, and the Managing Director is Jens Richter.