



“Clever” Takes to the Sunday Airwaves in Australia

SevenOne International sells successful Constantin entertainment format to Channel Nine

Munich, February 16, 2006. SevenOne International, the worldwide film distribution company of ProSiebenSat.1 Media AG, has sold the format “Clever! The Show That Makes Science Fun” to Australian broadcaster Channel Nine. This is the first time the science show will be seen in an English-speaking country. The export to Australia continues the format’s string of international triumphs. “Clever!” has already been sold to thirteen countries in Europe and Asia. Local adaptations are running in Italy, the Czech Republic and Denmark, where it has excellent audience shares of as much as 47 percent. And “Clever!” also regularly earns top ratings in prime time on Sat.1.

“We’re delighted at ‘Clever!’s’ international performance,” says Otto Steiner, a producer at Constantin Entertainment GmbH. “The sales in Australia and China particularly show that the formats Constantin Entertainment develops are not only a great success in the German market, but also have great potential in other countries. We wish Channel Nine, the Nine Network station, every success with its launch.”

“We’re excited about the ‘Clever!’ way of teaching science entertainingly on TV,” explains Executive Producer Tim Cobbin about Channel Nine’s decision to buy “Clever!.” “We think every age group will be enthusiastic about the show.”

The Australian edition will make its Channel Nine debut on February 19 during family viewing time on Sunday evenings. It has been specially adapted for Australia, and will be hosted by popular TV personalities Georgie Parker and Jeff Watson. The quiz guests on the premiere will be comedian Bert Newton and model Megan Gale. “Australia is just the beginning for ‘Clever!’ in English-speaking markets. More regions, like New Zealand and Canada, will soon be joining in,” emphasizes SevenOne International Managing Director Jens Richter.

“Clever!” demonstrates scientific phenomena to viewers in an entertaining way. Two celebrities try to explain the phenomena to the best of their abilities. Then a well-known comedian shows up to demonstrate the phenomenon with an impressive real-life experiment.

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“Clever!” is entertainment for the whole family, and combines serious scientific knowledge with fun.

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Last October 15, “Clever!” won the German Television Prize for the best entertainment show of 2005. And since the fall of 2005 there has also been an additional version of “Clever!” – “MegaClever!” a special edition with immensely elaborate indoor and outdoor experiments. It has just been nominated for the Rose d’Or, as Best Game Show.

Nine Network

Owned by Publishing and Broadcasting Limited, the Nine Network is Australia's most-watched television network. The network's dominance comes from its extensive news and current affairs coverage, rights to broadcast popular sporting events and its impressive slate of entertainment and lifestyle programs. Nine's suite of top-rating shows include locally created and produced programs as well as audience favourites from around the world.

Constantin Entertainment GmbH

Constantin Entertainment GmbH is the leader in the German market for non-fiction entertainment. Under the management of Ulrich Brock, Otto Steiner and Onno Müller, it conceives and produces programming in all genres of entertainment for private and public broadcasters. With more than 400 employees in Munich, Cologne, Berlin and Warsaw, Constantin Entertainment produced more than 750 hours of programming in 2005, and brought more than 15 new formats to the air. Constantin Entertainment GmbH, a subsidiary of Constantin Film AG, was founded in 2001.

SevenOne International

SevenOne International is the international film distributor of ProSiebenSat.1 Media AG. Founded in 2004, the company markets productions from Sat.1, ProSieben, kabel eins and N24 in international markets, and also acts as a service provider for third parties. SevenOne International offers an extensive portfolio that currently includes some 650 hours of programming. The company is headquartered in the Munich suburb of Unterföhring, and is headed by Jens Richter.