



## SevenOne International: TV Sciencetainment Magazine “Galileo” to Debut in Norway and Sweden

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**Munich, July 16, 2008.** “Galileo” (ProSieben), Germany’s most successful sciencetainment magazine, will air in Sweden and Norway this fall. The magazine will be broadcast every Friday at 8 p.m. on Norwegian station TVNORGE, starting September 5. Then Sweden’s Kanal 9 will start carrying a 45-minute version in prime time each Tuesday, starting on September 30. The program will have its own host in each country, and will retain its original title “Galileo.”

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Said Jens Richter, Managing Director of SevenOne International: “A high-quality and family-oriented sciencetainment magazine like ‘Galileo’, which is targeted at a young demographic, proves how TV shows can successfully be extended to the digital world. In Germany, it has turned into a well-known brand which combines science and entertainment well beyond the TV screens, rapidly conquering the internet as well as the podcast and games markets. ProSieben’s daily ‘Galileo’ has already been on the air for over ten years, with market shares well above average, and boasts a huge number of programming hours. We have sold the TV magazine to eight countries so far.”

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Says Lars Beckung, Programme Director of Kanal 5: “We have known “Galileo” for a long time and think it’s a perfect match for our Kanal 9 with its popular science presented in an entertaining way. The enormous success the program has at ProSieben is impressive and we hope it will be equally successful at Kanal 9.”

Besides Sweden and Norway, the sciencetainment magazine also appears on stations in Denmark, Poland, Russia, Belgium, the Czech Republic, and China.

### SevenOne International

SevenOne International is the international programming sales company of the ProSiebenSat.1 Group, one of the 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 formats. 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.

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