



Continuing its European success: “Schiller Street” delights Turkish viewers

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Munich, February 14, 2008. The Turkish version of Sat.1’s improv comedy show “Schiller Street” (producer: Hurricane) has made a splendid debut on Turkish television. Last Sunday, “Kolay Gelsin”, as it is called in Turkish, achieved an excellent market share of 7.0% on Turkey’s Kanal 1. The channel’s average of viewers aged 5+ is 4.3 percent. The show is marketed worldwide by SevenOne International.

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“Schiller Street” has been one of the most innovative and successful comedy formats in recent years. Debuting on Germany’s Sat.1, the improv comedy show soon captured viewers across Europe. SevenOne International, ProSiebenSat.1 Group’s worldwide programming sales company, has sold the format to many European countries, including France, The Netherlands, Italy, Finland, Norway and Russia. The concept has already won various national and international TV prizes. Earlier this month, the Italian adaptation was awarded the national “Telegrolle 2007” for best sitcom.

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Jens Richter, Managing Director of SevenOne International: “Every once in a while, a TV format comes up that is so innovative and entertaining that it convinces even international audiences at first sight. ‘Schiller Street’ is such a concept and we are thrilled about its continuing European success.”

Press release online:
www.sevenoneinternational.com

“Schiller Street”

“Schiller Street” is a highly entertaining show that highlights the art of improvisation. A few top-class comedians are guided not by a script but by spontaneous directions which are communicated via earphones to individual cast members, often resulting in hilarious scenes.

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 mini-series, 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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