

Press Release



The Netherlands and Hungary Also Looking for “The Successor – The Next Uri Geller”

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- ProSieben and SBS 6 (Netherlands) producing back-to-back in Cologne / TV show debuts on ProSieben tonight at 8:15

Munich, January 8, 2008. Uri Geller fever is spreading beyond Germany – soon SBS 6 (Netherlands) and TV2 (Hungary) will also be looking for a successor to the world-renowned mystifier. The concept is based on an Israeli TV talent show created by Keshet Broadcasting, Kuperman Productions and Uri Geller, and is marketed worldwide by SevenOne International.

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This evening at 8:15 on ProSieben, ten contestants with extraordinary and inexplicable abilities will face Uri Geller for the first time, live, in front of an audience of millions. In the Netherlands, the first episode will air on January 26 on SBS 6. Both ProSieben and SBS 6 produce their shows at MMC Studios in the Cologne suburb of Ossendorf. SBS 6 will be taking full advantage of ProSieben’s studio infrastructure, but will be producing the Dutch version with local contestants and hosts.

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ProSieben’s “The next Uri Geller – Unglaubliche Phänomene live” is hosted by Stefan Gödde. The Dutch version under the title “De Nieuwe Uri Geller” is hosted for SBS 6 by Tooske Ragas-Breugem and Henkjan Smits. The Hungarian debut on station TV2 is scheduled for this spring. Each of the three stations will carry eight episodes.

Press release online:
www.sevenoneinternational.com

Said Jens Richter, Managing Director of SevenOne International: “In Israel, ‘The Successor’ broke every ratings record. After the talent show has already been sold to the U.S., Canada and Australia, we’re now thrilled to have ‘The Successor’ amaze European viewers as well.”

SevenOne International has already sold the format to six countries. NBC was the first to air it on US television in October 2007, under the title “Phenomenon.” Canadian TV station CTV carried the NBC adaptation, which Australia’s Channel Nine also acquired for 2008. The US version was co-produced by SevenOne International with Granada America, Keshet Broadcasting, Kuperman Productions and 11-11 Ltd.



The Next Uri Geller – Incredible phenomena

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The ten hopeful contestants have a single goal: to walk in Uri Geller's footsteps. In order to do so, they will have to astound the international star by competing each week to demonstrate a wide range of mystifying talents on a panel of celebrity guests who participate along with a studio audience. Ultimately, the winner will be determined by the viewers at home. "The Successor" is based on an Israeli TV format that aired in the spring of 2007 on Keshet, Channel 2, with an average audience share of 50 percent – the highest figure for any program in the history of Israeli TV. "The Successor" was created by Keshet Broadcasting, Kuperman Productions and Uri Geller.

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 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.

Keshet Formats

Established in 2000, Keshet Formats is the international sales arm of Keshet Broadcasting Ltd, Israel's leading commercial broadcaster. The company's current catalogue includes game shows, lifestyle, reality and animation formats. Keshet Formats has emerged as a "boutique" for innovative and original feel-good formats as well as animation, bundled with digital media offerings that captivate television audiences worldwide. The company's headquarters are located in Tel Aviv, Israel.

Kuperman Productions

Established in 2002, Kuperman Productions is one of Israel's leading production companies. The company has produced many of the top-rated shows in Israel in recent years, specializing in the reality-documentary genre.