



“That’s Life” Reaches Hungarian Airwaves in January

As “Lisa csak egy van,” telenovela takes Hungary by storm on TV2

Munich, February 8, 2006. Sat.1’s successful prime access telenovela “That’s Life” has now begun winning hearts in Eastern Europe. Since January 23, Hungarian station TV2 has been earning excellent audience shares with “Lisa csak egy van” – the first dubbed version to take to the airwaves outside Germany. SevenOne International, the worldwide programming distribution company of ProSiebenSat.1 Media AG, sold “That’s Life” to Hungary in the fall of 2005. The show will make its debut in other European countries soon. France is up next, with “Le destin de Lisa” on TF1.

In Germany, “That’s Life” has earned peak audience shares of up to 26.4 percent (age 14-49). Its ratings in Hungary have been similarly high. “Since ‘Lisa csak egy van’ went on the air, we’ve been earning average daily audience shares of 27.2 percent in the 18-to-49 age group,” says Lorand Poich, Programming Director at TV2. “And among our target audience of women between 18 and 49, we’ve got as much as 32.1 percent. ‘Lisa csak egy van’ meets our viewers’ needs – and we’re very happy to have a new ratings hit on our channel.”

“That’s Life”

“That’s Life” heroine Lisa Plenske (Alexandra Neldel) is an unprepossessing young woman from the provinces who goes to Berlin and finds a job in the fashion industry – a world where she doesn’t fit in too well, with her straightforward ways, braces and a few pounds too many. She starts out in the catering department, but by chance gets the job she longs for, and becomes the right-hand woman of her boss, David Seidel (Mathis Künzler), which whom she’s secretly in love. Through more than 350 episodes of “That’s Life,” Lisa suffers intrigues, betrayals and vanity, cutthroat competition and big emotions. Episode by episode, we watch her inner transformation into a different woman, stronger in every way – in the great telenovela tradition.

TV2/MTM-SBS Televiziós Rt.

Hungarian private station TV2 was founded in 1997 in Budapest. The station concentrates on entertainment programs, movies, series, magazines, and news. Its target audience is mostly women who want to

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see high-quality productions. The station is available to 98 percent of the Hungarian population, and broadcasts 22 hours a day.

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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.