



SevenOne International: “Beat The Star” to Debut on Australia’s Channel Seven

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Munich, August 30, 2010. SevenOne International’s hit format “Beat The Star” will be premiering on Australia’s Channel Seven on September 7, 2010 at 7.30 pm. Based on the hugely successful German format “Beat your Host!”, the show will pit an average Australian family against a famous star from the world of sports and entertainment in a series of big challenges in each episode. Families will be competing against celebrities such as TV actress Ada Nicodemou (“Home and Away”), boxing champion Danny Green, and French chef Manu Feildel. The weekly family show will be hosted by Daniel MacPherson (host of “Dancing With The Stars”).

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Yan He, Regional Sales Director SevenOne International: “With its fascinating mix of celebrities – from actors and TV presenters to sports stars – ‘Beat The Star’ will make captivating television for the whole family. Thanks to a highly innovative concept, the show has been a phenomenal success worldwide. We look forward to having the Aussie version delight many viewers as well.”

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Brad Lyons, Head of Program Development Seven Network: “We have always loved this format and have gathered an amazing bunch of celebrities for our families to battle. We are very happy with the production and to see an 11 year old kid take on a world champion boxer makes for great viewing.”

Press release online:
www.sevenoneinternational.com

TV host Daniel MacPherson: “‘Beat The Star’ is part variety, part arena spectacular, part sport, part entertainment and I’m really excited about that. It includes all aspects that I love about TV. It’s an ambitious format and I’m looking forward to having some fun!”

SevenOne International has sold “Beat your Host! (produced by Raab TV/BRAINPOOL) for broadcast in 14 countries so far, including the UK (ITV), France (TF1) and Sweden (Kanal 5).



Beat The Star

Based on the ProSieben hit format “Beat your Host!” (original title: “Schlag den Raab”) (produced by Raab TV/BRAINPOOL), a contestant duels a well-known celebrity from the world of sports and entertainment for breathtaking amounts of money. The minimum prize on the German version of the show is EUR 500,000. If the celebrity wins, the prize money goes into the jackpot. A contestant who wins takes the cash home. Victory in the competition depends on a number of factors in several areas, such as skills, sports, knowledge, daring, and not least of all, sheer luck.

“Schlag den Raab” first debuted on German channel ProSieben in 2006. The various episodes to date have earned ProSieben an average of a 25.2 percent audience share, with peaks as high as 34.7 percent, making “Schlag den Raab” the most successful launch of a show on German TV in more than four years.

SevenOne International

SevenOne International is the worldwide programming distribution house of ProSiebenSat.1 Media’s Red Arrow Entertainment Group. Red Arrow combines a dynamic and growing group of international television production companies with powerful creative partnerships, alongside SevenOne International. ProSiebenSat.1 Media is the second-largest broadcasting group in Europe, reaching more than 78 million TV households. SevenOne International offers an extensive portfolio of TV events, TV movies, telenovelas, prime-time series and mini-series, as well as magazines show and entertainment formats. In addition, SevenOne International markets and co-finances the programs of third-party producers. The company’s headquarters is located in Munich.