
Press Release



Smash-Hit Comedy “Benidorm Bastards” wins International Emmy Award for Best Comedy

Munich, November 22, 2011. SevenOne International's smash hit “Benidorm Bastards” wins the International Emmy Award for Best Comedy. The hidden camera show outshone competitors like “Breaking Up” from Brazil, “Facejacker” from the UK and “The Noose” from Singapore. “Benidorm Bastards” was created by Tim van Aelst from production company SHELTER who is also behind the new comedy hit “What if?”.

Jens Richter, Managing Director SevenOne International: “Wow! We are thrilled by the success of ‘Benidorm Bastards’ at the International Emmy Awards. The ‘Benidorm Bastards’ rule the world of comedy and soon they’ll be roaming American, British and Australian streets.”

The International Emmy Awards, held in New York City draws the best of the year's entertainment television programming. It was founded in 1969 to promote excellence in international television programming and awards the best television programs produced, and initially aired, outside the U.S.

About Benidorm Bastards

They are old. They are rude. They are funny. The International Emmy and Rose d’Or winning “Benidorm Bastards” is an outrageous hidden camera show that follows seven senior citizens whose mission is to roam the streets and blow the minds of as many young people as they can. In Belgium, its country of origin, the show has exceeded the channel's average by up to 284 percent with market shares of up to 27.9 percent (viewers aged 18-44).

The “Benidorm Bastards” format has already been sold to more than 20 countries, including “Betty White’s Off Their Rockers” (NBC/US), “Off Their Rockers” (BBC One/UK), “Pensionärsjävlar” (Kanal 5/Sweden), “Old Ass Bastards” (ProSieben/Germany), “Benidorm Bastards” (RTL 4/The Netherlands), “Rollator Banden” (SBS/Denmark), “Bingobanden” (TV Norge/Norway), “Batrani si Nelinistiti” (TV 2/Romania), “Off Their Rockers” (FOXTEL/Australia) and “JeulGeoUn In Seng” (tvN/South Korea).

About SevenOne International

Contact:
Stefanie Prinz
Medienallee 7
D-85774 Unterföhring
Phone +49 [89] 95 07-1199
Fax +49 [89] 95 07-91199
Email:
Stefanie.Prinz@ProSiebenSat1.com

Isabelle Fedyk
SevenOne International
Medienallee 7
D-85774 Unterföhring
Phone +49 [89] 95 07-2322
Fax +49 [89] 95 07-92322
Email:
Isabelle.Fedyk
@SevenOneInternational.com

Press release online:
www.sevenoneinternational.com



SevenOne International is the worldwide programming sales company of Red Arrow Entertainment Group, a ProSiebenSat.1 Group company. ProSiebenSat.1 is the second-largest broadcasting group in Europe, reaching more than 67 million TV households. SevenOne International offers an extensive portfolio of TV events, TV movies, telenovelas, prime-time series and mini-series, as well as magazine shows and entertainment formats. In addition, SevenOne International markets and co-finances the programs of third-party producers. The company is headquartered in Unterföhring, just outside of Munich.