



SevenOne International: “Clever!” to air daily on France 2

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Cannes/Munich, March 30, 2009. France 2 will soon be turning SevenOne International’s sciencertainment show “Clever!” into a daily show. Starting on April 6, the French broadcaster will air a 45-minute version of the international smash hit under the title “Incroyables Expériences”, Monday through Friday at 6 p.m. The show will be hosted by Tania Young and well-known French TV celebrity Jamy Gourmaud. The French version of “Clever!” has been fascinating viewers since October 2008, when it debuted on France 2 as a two-hour prime-time show. The show is marketed worldwide by SevenOne International.

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Jens Richter, Managing Director of SevenOne International: “We are thrilled about the obvious success of “Clever!” in France and are convinced that “Incroyables Expériences” will be a daily must-see on France 2. The concept of the show has been working perfectly in many countries: Convey science in an entertaining way, and have it presented by TV celebrities such as France 2’s Jamy Gourmaud, and you’ll have viewers glued to the screen!”

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SevenOne International has already sold “Clever!” to 20 countries, including Italy, Spain, Russia and Australia. The Chinese station CCTV has aired a dubbed version of the German show.

Press release online:
www.sevenoneinternational.com

Clever!

Debuting on German TV channel Sat.1, “Clever!” (produced by Constantin Entertainment) has turned into an international hit format. The edutainment show presents the mysteries of science in a highly entertaining way. Celebrities puzzle over the right answers to questions of everyday life, while a well-known comedian demonstrates scientific phenomena in spectacular outdoor and studio experiments.

SevenOne International

SevenOne International is the international programming sales company of the ProSiebenSat.1 Group, one of the largest pan-European media corporations and owner of 26 free 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 programs. It also markets and co-finances programming made by third-party providers. The company is headquartered in Munich.