

## Press Release



### MIPTV 2009: SevenOne International to present extensive format slate

Page 1 of 2

**Munich, March 19, 2009.** SevenOne International, the ProSiebenSat.1 Group's programming sales company, will be presenting an extensive line-up of new formats at MIPTV in Cannes from March 30 to April 3.

Jens Richter, Managing Director of SevenOne International: "We will be heading to MIPTV with an array of creative and successful programming – and we are convinced that our portfolio offers many quality formats with high international potential. Think of 'Clockwise' and 'The Wedding I Did ('nt) Have' that have just been nominated for a Rose D'Or and already been sold to key territories like Spain, Italy and France. Think of international smash hits like 'Beat the Star'. This year's line-up will surely have our worldwide partners intrigued."

The first inventor's show "**The Best Idea**" (produced by IDTV Film & Video Productions B.V.) has been fascinating Dutch viewers on SBS 6 since 2004. The groundbreaking show in search of the most creative hobby inventor will soon be airing on Germany's Sat.1. Based on the international hit format "Beat your Host!", "**Beat the Star**" (produced by Raab TV/BRAINPOOL) will soon be debuting its second season on UK's leading ITV1. A German version premiered in mid-March on ProSieben with outstanding ratings. Already a smash hit on Sweden's Kanal 5 and sold to Norway, "**The Angry Carpenter**" (produced by Nordisk Film) helps home renovators who failed badly on their DIY mission. In the reality show "**The Hotel**" on Belgium's VT4 (produced by Kanakna), five couples get the chance to renovate a worn-out hotel and run the place - if they can cope with the most unusual guests. "**Real Profilers**" (produced by Mediacircus) allows a captivating look over the shoulder of international profilers, as they reopen cold cases. The crime series first aired on Norway's TVNorge and prompted an immense media buzz. On Belgium's Eén, "**Tomorrow's Doctors**" (produced by SULTAN SUSHI) follows young medical students on their way to becoming top physicians. The Sat.1 show "**Mister Perfect**" (produced by Werner Kimmig GmbH) puts male candidates to the test – and has an entirely female jury plus a women-only studio audience decide.

Press contact:  
Michael Benn  
ProSiebenSat.1 Media AG  
Medienallee 7  
D-85774 Unterföhring  
Phone: +49 (89) 95 07-8329  
Fax: +49 (89) 95 07-8330  
email:  
[Michael.Benn@ProSiebenSat1.com](mailto:Michael.Benn@ProSiebenSat1.com)

Contact:  
Isabelle Fedyk  
SevenOne International GmbH  
Medienallee 7  
D-85774 Unterföhring  
Phone: +49 (89) 95 07-2322  
Fax: +49 (89) 95 07-92322  
email:  
[Isabelle.Fedyk@SevenOneInternational.com](mailto:Isabelle.Fedyk@SevenOneInternational.com)

Press release online:  
[www.sevenoneinternational.com](http://www.sevenoneinternational.com)



ProSieben's clip-show "**Superspots**" (produced by RedSeven Entertainment) presents spectacular never-before-seen commercials. The comedy format "**All about Sex**" (produced by RedSeven Entertainment) has celebrities talk about their love life. The show captured viewers on Germany's ProSieben, outperforming the station's average of up to 80 percent.

Page 2 of 2

### **SevenOne International**

SevenOne International is the worldwide programming sales company of the ProSiebenSat.1 Group, one of the leading pan-European media groups, with 26 free-TV channels in 13 countries. 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's headquarters is located in Unterföhring, near Munich. The Managing Director is Jens Richter.