



SevenOne International Sells “That’s Life” to Ukrainian Station ICTV

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Munich, November 26, 2007. Germany’s most famous smile with braces will now be enchanting TV audiences in the Ukraine as well. SevenOne International has sold the Sat.1 telenovela “That’s Life” to Ukrainian TV station ICTV. Starting November 27, the show will be airing at 2:05 Tuesday through Friday afternoon, under the title “Kokhannia v Berlini” (“Love in Berlin”).

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The new sale increases the “That’s Life” audience to eight countries. Apart from Ukraine, broadcasting rights have also been bought by stations in Hungary (“Lisa csak egy van”), Bulgaria (“Vljubena v Berlin”), the Slovak Republic (“Zamilovana v Berline”), Latvia (“Miila lielaa pilseetaa”), and the French-speaking parts of Switzerland, Belgium and Canada (“Le destin de Lisa”). In France, “Le destin de Lisa” is drawing audience shares of up to 55.8 percent of viewers under age 50, on TFI.

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Says Jens Richter, Managing Director of SevenOne International: “Lisa has captured the hearts of many German viewers from the very start. The telenovela has also been a smash hit in France, breaking all ratings records. With its convincing story and a great cast, we knew that the telenovela would be an international hit. Sales figures and ratings abroad have proven that we were right. We are positive that “That’s Life” will fascinate ICTV viewers as well.”

Press release online:
www.sevenoneinternational.com

Said Yuriy Romanets, Deputy Head of Acquisitions: ““That’s Life’ proved to be an audience magnet in Germany. We’re certain that Ukrainian TV audiences will fall in love with Lisa too – that’s why we picked up the broadcast rights.”

SevenOne International

SevenOne International is the international programming sales company of the ProSiebenSat.1 Group, one of the largest pan-European media corporations, which owns 50 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 concepts. It also



markets and co-finances programming made by third-party providers. It is headquartered in the Munich suburb of Unterföhring, and managed by Jens Richter.

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ICTV

ICTV (International Commercial Television and Radio Channel) is the first Ukrainian commercial TV channel. It was founded in 1992. From the year 2000, when the channel changed its shareholders, it has been managed by Oleksandr Bohutskyi. ICTV operates Free TV broadcast simultaneously augmented by cable and satellite feed of the signal. It belongs to the nationwide channels and covers almost 97% of the Ukrainian territory. The channel occupies the 4th place in Ukraine with its average share about 8% and is oriented at modern, self-sustaining people 25-45 years age. ICTV is not only showing programs acquired from other producers but also its own-produced programs, among them shows based on SevenOne International formats - "Galileo" and "Lensen & Partners" (in production).