



Presse / 2008 / “Beat your Host!” sold to Denmark and Croatia

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Said Jens Richter, Managing Director of SevenOne International: “‘Beat your Host!,’ with its innovative concept and high audience shares, has drawn attention in the international TV market right from the start. Interest was very great once again during MIPTV. Stations from Denmark and Croatia have already picked up the broadcast rights, and we’re about to sign contracts with several others.”

A British production company, Diverse, is currently producing a version of the program for UK broadcaster ITV. The show will debut in Britain this spring under the title “Beat the Star.” In contrast to the German version, which has a single host, ITV will pit a different celebrity each week – from sports, film and television – against a contestant cast in advance. The show will air weekly in prime time in the UK. In Germany, “Beat Your Host” has been on the air since September 2006. Its tenth installment appeared on ProSieben this past April 5, and earned an audience share of 24.0 percent (viewers 14-49).

Beat Your Host

The audience vs. the host: on “Beat Your Host,” a contestant duels the star for breathtaking amounts of money. The minimum prize on the German show is EUR 500,000. If the host wins, the prize money goes into the kitty. A challenger who wins takes the cash home. The next episode of “Beat Your Host,” this coming May 31, will have a jackpot of EUR 2.5 million at stake. Victory in the competition depends on number of factors in several areas – skills, sports, knowledge, daring, and not least of all, sheer luck. Which means that contestants need both brains and brawn to win.

SevenOne International

SevenOne International is the international programming sales company of the ProSiebenSat.1 Group, a leading pan-European media corporation that owns 26 free TV channels and 24 pay 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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