

## Presse / 2004 / Top grades for "Das große TV total Turmspringen" (The Grand TV total High Diving)

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The clear winner in the "Das große TV total Turmspringen" singles competition was the former member of "No Angels", Lucy, who managed to banish Simon Gosejohann and Ben to second and third places. Stefan Raab narrowly missed out on Bronze. In the synchronous competition, high-jumpers Danny Ecker/Lars Börgeling topped the pack, clearly beating the "Mundstuhl" duo and the Ben/Bürger Lars Dietrich team.

In addition to the sports event presented by, and featuring, Stefan Raab, ProSieben's daily market success, with 19.3 percent market share among the 14- to 49-year-old viewers (RTL: 14.6 % market share, Sat.1: 11.6 % market share, ARD: 6.1 % market share, ZDF: 7.3 % market share) and, among the 14- to 29 year olds, with 29.8 percent market share (RTL: 13.2 % market share, Sat.1: 8.4 % market share, ARD: 4.2 % market share, ZDF: 4.8 % market share) – was further supported by "rent a Pocher". The comedy show achieved – both in the advertising-relevant and the young target groups – the best viewer ratings since its launch in April 2003 (14–49 year olds: 24.5 % market share, 14–29 year olds 44.2 % market share).

Currently weighted: December 16, 2004

Basis: all TV households in Germany (D+EU)

Source: AGF/GfK Fernsehforschung / pc#tv aktuell / SevenOne Media Marketing & Research

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