

Presse / 2003 / „Ladykracher“ captures the european market

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Cologne.

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"Ladykracher" has been one of Germany's most successful comedy programmes for more than a year, an average of 3,64 million viewers above the age of 3 years have followed the crazy Sat.1 comedy. The third series will begin in autumn, at the centre of which is Anke Engelke, the funniest lady in Germany. "Ladykracher's" nomination at this year's "International Emmy Awards" was it's first success on an international scale.

BRAINPOOL, the TV production company of Viva Media AG, is Germany's most successful comedy producer (TV Total - Pro7, elton.tv - Pro7, Promiboxen - RTL, Axel - Sat.1, Der Deutsche Comedypreis - RTL etc.).

Sonja Behrens, Head of Acquisition & Distribution of BRAINPOOL believes, that finally German comedy gets an international recognition. "To Belgium we also sold an option of our newest sketch show "Old & Crazy", which got a special mention from the Comedy Jury at this year's Rose D'Or Festival in Montreux. By taking a cast of actors above their sixties we delivered something new and outstanding to the sketch programming."