

Presse / 2010 / Lena Meyer-Landrut is "Our Star for Oslo" - 4.5 million viewers watched the program on the Das Erste network

Lena Meyer-Landrut is "Our Star for Oslo": On March 12th, the TV viewing audience selected her to be Germany's representative at the 2010 "Eurovision Song Contest" in Norway in the show "Unser Star für Oslo" ("Our Star for Oslo") on the Das Erste network with the song "Satellite" by Julie Frost and John Gordon. The second-place contestant was Jennifer Braun. A total of 4.5 million viewers watched the program (market share: 14.6 percent), with a 6.81 viewers at peak times (market share: 26.2 percent). The market share was 22.7 percent (0.74 million) among 14 to 29-year-olds and 20.3 percent (2.50 million) among 14 to 49-year-olds.

Lena Meyer-Landrut is "Our Star for Oslo": On March 12th, the TV viewing audience selected her to be Germany's representative at the 2010 "Eurovision Song Contest" in Norway in the show "Unser Star für Oslo" ("Our Star for Oslo") on the Das Erste network with the song "Satellite" by Julie Frost and John Gordon. The second-place contestant was Jennifer Braun. A total of 4.5 million viewers watched the program (market share: 14.6 percent), with a 6.81 viewers at peak times (market share: 26.2 percent). The market share was 22.7 percent (0.74 million) among 14 to 29-year-olds and 20.3 percent (2.50 million) among 14 to 49-year-olds. Sabine Heinrich and Matthias Opdenhövel hosted the program. In addition to president Stefan Raab, Stefanie Kloß ("Silbermond") and Xavier Naidoo also sat in the jury.

Lena: "It is so crazy it takes my breath away! It is such a big event - I never imagined it would turn out like this. I am so overcome right now, but I believe the joy will hit me properly in the next few days."

Stefan Raab: "This is a fantastic result. I am proud of all of the candidates. Lena has obviously managed to excite the public with her carefree manner. The cooperation between ProSieben and ARD was pleasantly relaxed. We can proudly hold up the German flag in Oslo."

NDR Director Lutz Marmor: "The eight episodes of 'Unser Star für Oslo' were eight entertaining and enjoyable nights of television! Together with Stefan Raab and ProSieben we have proven that a casting show can actually put the focus on the music. The cooperation between all of the partners was professional, fair, and uncomplicated. I am very pleased with the result of yesterday's finale, and we were able to show notable success particularly among younger people. The experiment paid off. Congratulations to Lena Meyer-Landrut, who convinced the TV viewing audience she would be our star for Oslo. It is of course especially nice to me that the winner comes from Hannover. With her very special manner she will be a worthy representative of Germany in Oslo."

Volker Herres, Program Director of Erstes Deutsches Fernsehen: "So you see, we can do something completely different. The historic collaboration between ARD and Pro7 has generated

a star for Oslo in a casting show with a human face: The enchanting Lena has shot into orbit 'like a satellite.' She won over the German public with her perky ease, confident voice, and strong expressiveness. Someone named Meyer-Landrut who can swing such crooked British English has a chance at winning over all of Europe as well, perhaps. As we know, miracles can happen!"

ProSieben Sat.1 TV board member Andreas Bartl: "We warmly congratulate our star for Oslo Lena Meyer-Landrut. I wish her the best of luck, knock on wood, and am sure that she will be a worthy representative of Germany in Norway. I would like to thank Stefan Raab and ARD for this unique and thoroughly successful cooperation. It has borne the fruit that we were all hoping for: We have found a German representative for the 2010 Eurovision Song Contest that the entire nation can already be proud of now."

Jochen Rausch, 1LIVE (WDR) Program Director: "'Unser Star für Oslo' was a great addition for ARD radio stations. We wanted a talent search that was primarily about the music and had artists who were really capable of something. We succeeded!"

The finale of the "Eurovision Song Contest" will be broadcast live from the capital of Norway on the Das Erste network on Sunday, May 29th, at 9:00 p.m.

© 2020 BRAINPOOL TV GmbH - Impressum - Datenschutz

