

Presse / 2006 / "Schlag den Raab" on ProSieben: Stefan Raab beats Esther and the TV competition

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The results came in at exactly one minute to midnight: in the very first edition of his new "Schlag den Raab" show, Stefan Raab beats audience candidate Esther from Bochum. Not the only triumph for Stefan Raab on the night: the multiple-discipline competition achieved an outstanding market share of 26.7 percent of 14- to 49-year-old viewers – and was therefore by far the most successful program of the day. Up to 5.52 million viewers from the age of 3 tuned in to watch the premiere of "Schlag den Raab". Among young viewers (14-29-year-olds), an average of 40.3 percent followed the television spectacle. With a market share of 17.3 percent, the Saturday evening show ensured that ProSieben was the day's market winner in the advertising-relevant target group – ahead of Sat.1 (11.8 percent) and RTL (11.3 percent).

In the multiple-discipline duel, Stefan Raab and his challenger compared their sense of taste, their geographic knowledge, their sports prowess and finally their stamina. With her pledge, "I'm clever, fit and tough. I can beat Raab", 30-year-old Esther was able to beat four other audience candidates by means of televoting. However, in the actual competition, she lacked the necessary versatility to actually beat Stefan Raab. And bad luck struck in the all-decisive 13th game, 'The Bar': "I could only have held on for a few more seconds", admitted Stefan Raab after the show. However, before he – hanging from gym bars without touching the floor – let go and gave up, Esther, a Tae Kwon Do black-belt, slipped. This decided the outcome of the duel: game host Matthias Opendhövel announced the result of the show – 70 to 21 points. For this reason, the € 500,000 prize money remains in the jackpot. And to the excitement of the audience: the next installment of "Schlag den Raab" on November 18, 2006 will be all about winning € 1 million! Challenger Esther was a little sad: "I don't care about the money. That was of secondary importance from the outset. I wanted to beat Stefan Raab. I am a little disappointed that I lost many games so narrowly." On Monday, she will be analyzing the duel with her presenter on "TV total" (10:15 p.m., ProSieben). However, Stefan Raab was ecstatic about his victory: "The audience wanted the woman to win. The audience wanted to see her wipe the floor with me. And now I'm the winner!"

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

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

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