

In 2012, the ProSiebenSat.1 stations were successful with exciting shows, successful own formats, blockbuster TV and sports.

TV HIGHLIGHTS 2012



THE STRONGEST VOICE WINS.....(a) The music show which fascinated Germany went into the second round in the fall of 2012 – and again was a hit. Up to 30.2% of 14 to 49 year olds followed **“The Voice of Germany”** on ProSieben and SAT.1.

IT'S RAINING MONEY BEFORE CHRISTMAS.....(b) EUR 3.5 million – just before Christmas this was the highest jackpot ever at **“Schlag den Raab”**. 22.4% of 14 to 49 year olds followed the exciting neck-and-neck race between candidate Bernd and host Stefan Raab. With the score at 50:55, the victory was decided by two cubic meters of moss. The winner was: Bernd, the farmer.



LOVE AND SUFFERING IN THE MIDDLE AGES.....(c) In February, Marie, the wandering harlot, returned to the screen to a strong market share. Part 2, **“Die Rache der Wanderhure”**, on SAT.1 had an audience market share of 26.9%. And there was a second helping for mediaeval fans in December: The four-part series **“Die Tore der Welt”** (“World Without End”) based on Ken Follet’s novel took up to 1.93 million viewers between 14 and 49 years old through this dark period.



DISMAL VISIONS.....(d) The Mayas believed that the world would come to an end on December 21, 2012. Out of this, Roland Emmerich made great entertainment. **“2012”** generated a strong market share of 37.1%.





THEY ARE CRAZY, THE GAULS....(e) In 2012, kabel eins set the Gauls on the audience. Up to 12.3% of viewers between 14 and 49 years followed the adventures of **"Asterix & Obelix"**. All parts of the series generated above-average viewing figures for the station.



SWEET, SWEETER, ENIE....(f) Since October 6, Enie van de Meiklokjes has been entrancing six viewers with her sweet creations. The first season of her baking documentary **"Sweet & Easy – Enie backt"** achieved a market share of up to 2.8% of 14 to 49 year olds and is thus the station's most successful own production. In 2013, she is returning with a second season and many new recipes.

PLEASURES OF THE PALATE ON AIR....(g) The Swiss chef, René Schudel, regularly stirs things up in the kitchen with his **"Funky Kitchen Club"**. Successfully – a market share of up to 6.7% of 15 to 49 year olds watched the format in 2012.



INTO THE BACK OF THE NET....(h) In addition to the NFL, as of the season 2012/2013 PULS 4 is also broadcasting the **UEFA Champions League**. PULS 4 generates market shares of up to 15.2% for viewers aged between 12 and 49 years and secured the rights to this sports tournament up to 2015.



ELDERLY FUN....(i) Pensioners have no sense of humor? The comedy show **"Betty White's Off Their Rockers"** on the Finnish station TV5 shows the opposite. Red Arrow International, which operates the program distribution activities of ProSiebenSat.1, has already sold the format in more than 10 countries.

BIG SUCCESS....(j) In Denmark, the TV station Kanal 5 networked **"Big Brother 2012"** as cross-media event with internet, radio and several mobile offerings. The show generated the best TV market share (up to 16.5%) since the station was established.

