

Germans head to Mip mart as sellers

By ED MEZA

BERLIN It's not just German film that's experiencing a renaissance. Teutonic TV shows and formats have been attracting plenty of foreign interest ahead of this week's MipTV content mart in Cannes.

Pubcaster ZDF and its sales arm ZDF Enterprises scored a major coup with its sale of the smash variety/gameshow hybrid "Wetten, dass..?" (Wanna Bet?) to Phil Gurin and ABC, which are adapting the show for U.S. auds.

Versions of the skein have also been produced in the U.K., China, Russia, the Netherlands, Poland and Turkey.

More recently, ProSieben's hit formats "Beat Your Host" and "Galileo" have sold to major global markets.

Scandinavian entertainment group Zodiak Television picked up rights to "Beat Your Host" for U.K., Sweden and Finland. The format pits the show's host against his own guests in contests of physical prowess, intelligence and luck, for cash prizes.

Jens Richter, managing director of broadcasting group ProSiebenSat.1's distribution division SevenOne, says "Beat Your Host's" innovative concept and high market shares — the skein has garnered up to 30% of the key 14-49 demo — have attracted plenty of attention in other countries.

Zodiak will produce the show via its local production subsids, Diverse Prods. in the U.K., MTV Mastiff in Sweden and T & T Broadcasters in Finland.

The German version of "Host", known as "Schlag den Raab" after the show's host Stefan Raab, is produced by Cologne-based Brainpool.

Popular science show "Galileo," meanwhile, has been remade for Russian and Polish TV.

Berlin-based Victoria Production acquired rights to the skein and is producing the format for Russian web STS. In Poland, "Galileo" began airing in April, primetime Sundays on TV4.

SevenOne has already sold the skein to TV stations in China, Italy, Belgium, the Czech Republic and Thailand.



'WANNA BET?'