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Press Release

for immediate release

LOVE IS IN THE AIR!

ohm:tv's 'Style Date' renewed by TG4 and sold to Digiturk in Turkey

Lebanon's Future TV falls for Love is in the air!

Format sales and distribution company ohm:tv is pleased to announce that its successful dating format 'Style Date' has been renewed by Irish Free TV channel TG4 for another season. The agreement follows above the average ratings for this year's spring season of the format, which has become one of the most watched shows on the Irish channel.

Created by Austrian format writer Erwin Kreuzer and produced by Galway based production house Magma, 'Style Date' challenges three male candidates with completely different lifestyles and backgrounds to shop for a brand new outfit for an attractive lady picked out from a short video clip. Equipped with a limited budget the men have to purchase a complete new outfit, from head to toe, anything from sunglasses to shoes– all within one hour and with the "help" of some slightly mad but sophisticated style guide hosts. Will they match the girl's style and create enough curiosity to get a date?

TG4 is one of Ireland's national television channels, reaching almost 800,000 viewers each day. Its core service focuses on the daily Irish language programme schedule: over seven hours of innovative quality programming in Irish supported by a wide range of material in other languages.

The channel's energy, vision and emphasis on innovation and emerging talent has won its programmes critical acclaim, numerous awards and commendations at prestigious national and international festivals. Its programming has also gained significant sales on the international market for television programmes.

The successful format has also been licensed to Turkish TV Broadcaster Digiturk and Sera Film Services. A localised version of 'Style Date', is currently in pre-production for Digiturk's new life style channel S'nek which will launch on the channel's satellite platform on 25th September. The entire season will include 104 episodes.

Moving towards the Middle East ohm:tv has also entered into a license agreement with Lebanon based free TV channel Future TV for its new honeymoon quiz 'Love is in the air!' The format has been developed in collaboration with Dutch Format creator Pulse Music Support and will begin its first season with 13 episodes.

Five *Just Married* couples are only one small step away from their ultimate dream honeymoon to an exotic destination. 'Love is in the air' combines romance, excitement, emotion and pure entertainment, when couples are asked to board the plane to their dream destination. But only one couple will get the chance to enjoy their honeymoon, the others will soon find out what sticking together through "good and bad times" really means.

With a strong focus on cultural customs the deal with Future TV involves the production of a localised version of the show for the entire Arab World.

Future TV has become one of the fastest growing stations within the Arab world and its international feed reaches more than 50 million Arab speaking viewers in the Middle East, covering the Gulf, Egypt and the Levant.

Joris Eckelkamp, Managing Director, ohm:tv comments, "I am delighted that ohm:tv's format will now be seen in the Middle East. It is an interesting challenge to adapt our formats to local tastes and cultural values in the region."

About ohm:tv

"The amount of current flowing in a circuit made up of pure resistances is directly proportional to the electromotive forces impressed on the circuit and inversely proportional to the total resistance of the circuit."

Ohm's Law defines the relationships between power, voltage, current, and resistance.

ohm:tv is there to define the relationship between powerful programming ideas, excitement, current programming needs and resistance against boring TV.

ohm:tv, based in Cologne and Barcelona, is providing innovative tv formats, Interactive programmes and mobile phone content.

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