

ohm:tv

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ohm:tv

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Press Release

For MIPTV 2005

OHM:TV LAUNCHES NEW FORMAT SLATE AT MIPTV

New format highlights include: Eureka!, Guerilla Grill, Nature Diet, Prisoners of New York and Bidding Wars

ohm:tv, the German sales and distribution company is marking its return once again to MIPTV with the launch of a diverse range of unique formats spanning several different genres, it was announced today by Hans Spielthener, Managing Director, Format Development and Acquisition.

Programme highlights include:

Eureka! (10 x 45 minutes/1 hour, reality studio show, produced by The Format Factory Ltd) is a fast paced reality show where teams of inventors, innovators and designers compete with each other to develop the most effective and creative solutions to every day technical problems. From toothpaste tube tops to the instability of car alarms, this show will solve all the problems that everyday life throws!

Guerilla Grill (various x 10 minutes, produced by RTL Club) is a cooking reality show with a difference. An intrepid band of chefs set about trying to prepare various dishes in unsuitable locations, taking everyone by surprise. Just the occasional police raid turns gourmet cuisine into fast food! Jackass a la carte! **Guerilla Grill** is already one of the best rated shows on RTL Club's sister channel Cool TV in Hungary.

Nature Diet (6 x 60 minutes, produced by blue eyes Films & Television) features 10 overweight teenagers as they make a trip that will change their lives. Together with three trekking experts and an expedition doctor they embark on a three week march across Lapland, crossing rivers, wobbling suspension bridges, glaciers all for the sake of losing weight the extreme way... The format has been airing on German RTL2 with ratings exceeding the channel's average prime time share.

Prisoners of New York (11 x 1 hour, produced by 2STV, Steve Blame and Stefan Grebe). This is every celebrity's worst nightmare – being electronically tagged to his or her greatest fan for 11 whole days! Five star and fan couples are put under 24-hour surveillance in a loft in a foreign city where no one knows them. Each day one couple, voted by the audience have to complete an embarrassing task and at the end of the 11 days each couple has to set out on a dramatic race to win the big cash prize. Prisoners of New York will test the physical and mental strength of the stars and the loyalty of their fans!

Bidding Wars (13 x 45 minutes, produced by Erwin Kreuzer) covers all the intense emotions that Internet auctions have brought to millions: curiosity, eagerness and a little portion of greed, as well as surprise and delusion. All this is now packaged in a funny and gripping TV show. It's all about the real value of items. Will it be trash or cash, a hidden gem or a worthless junk?

Hans Spielthener, Managing Director, Format Development and Acquisition "With our new slate of formats we have followed our tradition of combining innovative paper formats and providing track proven shows from channels around the world. Our growing team of creative partners have once again come up with fresh and different ideas providing quality formats which are diverse and imaginative".

ohm:tv will be located at The Media Stand - H4.35

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 Vienna, is providing innovative tv formats, Interactive programmes and mobile applications.

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