

OHM:TV GmbH

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ohm:tv

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MIPTV 2007 Product News

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ON THE STREETS WITH OHM:TV

ohm:tv, the Cologne and Barcelona based sales and distribution company, will be at MIPTV with a new reality show **My Street And I**, it was announced today by Joris Eckelkamp, Managing Director, ohm:tv.

My Street And I a half hour format, developed by Spanish production house Cuarzo Producciones S.L. premiered during prime time on Tele Madrid. The series gained a 19.7 per cent market share, topping the average channels share by six per cent. ohm:tv holds the worldwide distribution rights excluding Spain, Turkey and USA.

Each street has its very own special stories shaped by the people who live there. **My Street and I** offers viewers a close and intimate look behind the scenes of a typical street revealing some of the secrets of its inhabitants. Each episode offers viewers a new and exciting story, told by the people who provide the passion and emotion to everyday life. We meet the people, look at their individual backgrounds and listen to their stories so that viewers understand and are given an insight into what makes their particular street so special. Will our host be able to reveal some of the streets secret places, stories and characters? Past and present, young and old all unite to create their own living space in **My Street and I**.

At MIPTV ohm:tv will be located at Stand No.: R33.08

For further information please contact:

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