

**ohm:tv gmbh**

**Habsburgerring 3  
50674 Cologne  
Germany**

**phone: +49 221 7591455**

Press Release

for immediate release

### **ohm:tv and Endemol South Africa join forces**

#### ohm:tv mobile continues worldwide success in South and Eastern Africa

ohm:tv is pleased to announce that its Barcelona based mobile phone division has further secured its worldwide expansion into Africa by signing a content distribution agreement with Endemol South Africa.

The deal involves local distribution rights for some of ohm:tv's most successful mobile content brands, featuring popular animation characters such as "Petey and Jaydee" and "Crash Test Dummies Off Work" as well as ohm:tv's mobile games.

The agreement grants Endemol South Africa local distribution rights with content portals and operators in South Africa, Kenya, Uganda, Tanzania and Nigeria. The deal also enables Endemol South Africa to integrate content in custom made marketing campaigns or tv programmes for its clients in the region and third party content including clips and images provided by Cologne based plan\_b media ag and Israeli content producer Chooz.

Endemol South Africa is the leading TV and digital media production company in South Africa, and with Nigeria recently entering into their East African region

portfolio, the company is further set to expand its business into mobile ventures. Endemol SA uses media platforms to promote its own content catalogue and acts as a content aggregator for 3rd Party and International format distributors in South Africa and other African territories. This allows Endemol South Africa to offer a wide range of content that can be distributed via various media platforms.

Hans Spielthener, Managing Director, ohm:tv comments, "We are delighted to announce this important move towards the African continent, where we are expecting some interesting growth over the next couple of months. With Endemol South Africa we have found a compatible partner in this flourishing and fast growing market, which now brings our content to more than 60 territories worldwide".

Sivan Pillay, Manager Commercial Business of Endemol South Africa comments, "We are really excited to add the ohm:tv catalogue of content to our portfolio. We feel confident in offering ohmtv's brands to the South African and African markets as the content is really strong and in most cases specifically developed for mobile. This kind of format innovation is still very new to Africa and we hope that together with our own digital media content, we can further expand the market by offering exciting and creative content to consumers".

### **About ohm:tv**

ohm:tv defines the relationship between powerful programming ideas, excitement, current programming needs and resistance against boring TV.

Based in Cologne and Barcelona ohmtv provides innovative tv formats, animation series and mobile phone content.

### **About Endemol South Africa**

**Endemol South Africa is a subsidiary of Endemol (Euronext; EML). Endemol** is a global leader in television and other audiovisual entertainment. The Company creates premium entertainment ideas and sells them to the world's leading broadcasters. Endemol then produces shows based on such ideas to high standards, creating hits with strong brand value. Subsequently, the company exploits the value of its brands across other media and communications platforms, including, for example, mobile phones and the Internet.

Endemol, with its head office in Hilversum, the Netherlands, now has subsidiaries and joint ventures in 24 countries, including the United Kingdom, the United States, Spain, Italy, Germany and the Netherlands, as well as in Latin America, South Africa and Australia. Endemol is a publicly traded company on Eurolist by Euronext Amsterdam. For more information, please visit [www.endemol.com](http://www.endemol.com).

**For further information please contact:**

**At ohm:tv**

Hans Spielthener MD Format Development and Acquisition	Joris Eckelkamp MD International Sales
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+34 93 23 88972  
[h.spielthener@ohmtv.com](mailto:h.spielthener@ohmtv.com)

+49 221 759 1455  
[j.eckelkamp@ohmtv.com](mailto:j.eckelkamp@ohmtv.com)

Website: [www.ohmtv.com](http://www.ohmtv.com)

**At Endemol**

Sivan Pillay  
Manager Commercial Business  
+27 11 7992200  
[sivan@endemol.co.za](mailto:sivan@endemol.co.za)