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**ohm:tv**

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Press Release

for immediate release

## **EIRE GETS THE STYLE**

ohm:tv's 'Style Date' commissioned by TG4

Format sales and distribution company ohm:tv is pleased to announce that its recently launched dating format 'Style Date' has been commissioned by Irish Free TV channel TG4. The agreement follows an option deal with Galway based production house Magma, who has recently completed the Irish pilot of the show, called Fashion Passion.

Created by Austrian format writer Erwin Kreuzer, 'Style Date' has already started airing on TG4 hitting the top ten in recent ratings. '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?

Joris Eckelkamp, Managing Director, ohm:tv comments, "I am delighted that ohm:tv and Magma have secured this deal since the format was first presented at MIPCOM 2004. TG4 is the first channel to transform the initial paper format into 'reality' and this once again proves that good ideas do make it onto television screens".

Clodagh Freeman, Producer, Magma Films adds, "Magma were astounded by the response of the Irish broadcaster's (TG4) audience to this clever dating format with a twist. We hope that it's the beginning of a great relationship with OHM:TV and an education for men the world over when it comes to women and fashion!"

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.

Magma Films is an independent production company focusing its activities on developing and producing and its chief objective is to build up a library of rights in the live action and animation projects that it develops and co-produces.

Magma has developed a strong network of co-production and financing partners in Europe, USA and Asia. To date broadcasters in over 40 countries have acquired movies and series developed and produced by Magma.

### **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 phone content.

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