



Seven Productions' House Rules Goes Global

6 June 2017 -- Seven Productions, the production arm of Australia's market-leading Seven Network, today confirmed that one of its key franchises, House Rules, has secured a significant international broadcast breakthrough.

House Rules has been commissioned by ProSiebenSat.1 Media in Germany. It will be produced by RedSeven Entertainment, a part of Red Arrow Entertainment Group.

This new commission builds on the enormous success House Rules has achieved in the Netherlands where a second season has delivered exceptional ratings for Net5. In addition to a continued focus on the development of local formats, the Australian version of House Rules is broadcast across multiple international markets, including Ireland, Spain, the Philippines, Canada, France, Russia, Portugal, South Africa, Hungary, Belgium, Latin America, Germany, New Zealand and Italy.

In Australia, House Rules is up 9.2% in audience on 2016 and growing. This year, it has delivered a peak viewing audience of 2.43 million and market leadership in total viewers, 16-39s, 18-49s and 25-54s.

Seven has confirmed the commissioning of a new series for the 2018 Australian television season.

Commenting, Therese Hegarty, Director of Content and Rights for Seven said: "The confirmation of this local commission with ProSiebenSat.1 Media in Germany is testament to the strength of the House Rules format. We are excited with this development and look forward to House Rules continued success in global markets."

House Rules' increasing international footprint mirrors the success of one of Seven's other key franchises, My Kitchen Rules. Seven has created and produced My Kitchen Rules for FOX in the United States and Channel 4 in the United Kingdom, and for TVNZ in New Zealand. Local versions of the My Kitchen Rules format have also been produced in Serbia, Russia, Denmark, Belgium, Canada, Norway and Lithuania. In addition, the Australian version of My Kitchen Rules is available in more than 160 countries around the world.



Leadership in Content

Driving Seven's development is its acknowledged strengths in content creation. Seven is recognised as a leader in the development and production of Australian television. We are driving our own future with the programmes and content we create and leverage, and we are making deliberate and considered moves into new opportunities not only for our own primary market in Australia but increasingly in international markets.

This year, Seven Productions will commission, create and produce nearly 700 hours of television as an acknowledged leader in the production of scripted, entertainment, reality, observational documentaries and children's programming – with major projects including *My Kitchen Rules*, *Border Security*, *House Rules*, *Home and Away*, and *A Place to Call Home*.

Seven's scripted series *A Place To Call Home* soon commences its new season on Foxtel and our partnership with Foxtel is an important cornerstone in the continuing rapid development of our production business and builds on the international success of our programmes. *Home and Away* is now seen in more than 70 international markets including Channel 5 in the UK. *My Kitchen Rules* is now in production in a number of international territories.

Another key franchise, *Boy to Man*, has secured significant international broadcast distribution in the United States and across Asia, France, Germany, Sweden, Finland, Iceland and Canada.

We are also expanding our presence in international content production with the formation of two new production companies: *7 Wonder* and *7 Beyond*. These two new businesses underline a key part of our strategy for today and in the future: the expansion of our presence in the production of content.

7 Beyond is now in production of a new season of *My Lottery Dream Home* for HGTV in the US market. More than 13 million viewers tuned in to the first season of the series. A 10 episode second season has also been produced for 2017. *7 Wonder* has secured a raft of new commissions in the UK market that include a local version of *My Kitchen Rules* and *Over My Dead Body* for Channel 4 and *Back to the Land* for BBC2.

Seven also has a major shareholding in UK-based scripted specialists, Slim Film + Television, the company behind critically acclaimed drama *Legacy* (BBC) and award-winning comedy *The Art of Foley* and founded by multi-award winning producer Simon Crawford Collins (*Spooks*, *Ashes to Ashes*, *Hustle*). Grace: A Storytelling Company, Thunderbird Beyond Screen Production and Seven Network Australia have also joined forces to produce *Beat Bugs*. Seen in international markets on Netflix, *Beat Bugs* is a world first, created by Josh Wakely, following a deal with Sony ATV Music Publishing Australia for worldwide rights to record covers of the Beatles song catalogue for this production.

These developments in major international markets confirm our success in production and underline most importantly how our people are driving a growth business for Seven Productions. This business is expanding dramatically. A key focus for us is taking our ideas and our content further into international markets with Seven Productions, *7 Wonder* and *7 Beyond*, Slim Film + Television and the formation of Seven Productions New Zealand.

About Red Arrow International

Red Arrow International is a world-leading TV distributor of scripted, factual and formatted shows from a global network of in-house production companies, outstanding third-party producers and digital-content partners.

Red Arrow International is a major co-producer of global entertainment, providing substantial production financing for scripted and non-scripted projects. Recent international highlights include: “Bosch” (Amazon) and “Married at First Sight” (A&E/FYI).

With offices in Munich, London, New York and Hong Kong, Red Arrow International has a truly global reach and distributes acclaimed, quality content to over 200 territories worldwide.

Led by Henrik Pabst, Red Arrow International is part of Red Arrow Entertainment Group, made up of 19 Production Companies across 7 countries. Red Arrow is a ProSiebenSat.1 Media company, one of Europe's leading media groups.