



FOR IMMEDIATE RELEASE

### SNOWMAN PRODUCTIONS LAUNCHES NEW INTERNATIONAL LABEL, SNOWMAN GLOBAL

LONDON, October 3, 2019. Snowman Productions, a Red Arrow Studios company and the Copenhagen-based creators of worldwide hit format “Married at First Sight”, has announced the launch of major new development label Snowman Global.

Snowman Global has been launched to harness the creativity and expertise of Snowman’s Danish format production operation into a global development and production label, working with broadcasters and production companies worldwide, including Red Arrow Studios companies, to develop major new formats. Snowman Global will also assist Red Arrow Studios International in retaining rights to global format IP internationally, and will be looking for production partners in selected territories.

Founded in 2011, and led by Managing Director Michael von Würden, Creative Director Rasmus Steentoft and Head of Production Lars Fønss, Snowman has grown to become a market leader in the development and production of entertainment formats for the Scandinavian market and worldwide. Their hit format “Married at First Sight”, now in its 6th season for DR1 Denmark, has created a whole new social experiment sub-genre, and is on air in 29 countries worldwide, including long-running series in the US, UK, Germany, Denmark and Australia. Earlier this month Lifetime in the US announced the recommission of the show, produced by Red Arrow Studios company Kinetic Content, for a further two seasons for 2020. “Married at First Sight” is distributed worldwide by Red Arrow Studios International.

Michael von Würden, Managing Director of Snowman, said: “We are delighted to be launching Snowman Global in time for MIPCOM 2019. Our ambition is to build on the creative expertise we have established for the Danish market, and take this

out to the world with a separate, dedicated production label. We continue to be committed to producing the best TV for the Danish and Scandinavian markets, but also realize that our skills in creating noisy, exciting, ambitious formats have exciting commercial opportunities for a wide range of broadcasters around the world.”

James Baker, Co-CEO of Red Arrow Studios, said: “Snowman is simply a creative powerhouse, and the launch of Snowman Global is a logical next-step for them to extend their sights on creating for international networks – especially given the international success of their formats. The launch of Snowman Global signifies our strategy of supporting and building on the ambitions and expertise of our existing companies and creative heads, as a way of growing our business overall.”

Other Red Arrow production companies that have recently announced new production initiatives include Kinetic Content, led by Chris Coelen, which revealed in June 2019 that it will launch a new division to develop and produce scripted television, alongside their successful non-scripted business.

Snowman produces a range of hit shows for the Scandinavian market including “Married at First Sight” (DR3 / DR1 Denmark); “Buying Blind” – now in its second season, and international format “Kiss Bang Love” (TV3 Denmark); “A League of Their Own” (Kanal 5 Denmark, TV Norge Norway); and new comedy show “Menneskekender” (international title: How Dare You!), which was recently recommissioned by TV2 Zulu for a second season.

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IMAGES:

Snowman logo; and Married at First Sight (Denmark) Season 6 image: [DOWNLOAD](#)

NOTES FOR EDITORS:

### **About Snowman**

Snowman are market leaders in the development and production of entertainment formats for the Scandinavian market and worldwide, with hit social experiment format *Married at First Sight* now sold to over 29 countries



worldwide. Snowman is run by respected industry executive Michael von Würden, with top production and creative executives including Rasmus Steentoft and Lars Fønss. Since their start up in 2011, Snowman has successfully launched TV formats on multiple local channels, including *Married at First Sight* (DR3 / DR1 Denmark), *Buying Blind* and *Kiss Bang Love* (TV3 Denmark), *A League of Their Own* and *Culture Shock* (Kanal 5 Denmark), *Superhuman* (TV3 Norway), *Denmark's Next Top Model* (Kanal 4 Denmark), *My Man Can* (TVNorge Norway & Kanal 5 Denmark), and new show *Menneskekender* (international title: How Dare You) to TV2 Zulu. In addition to a strong and growing slate of local productions and original formats, Snowman is also active in co-productions, to leverage creative output across Red Arrow Studios.

### **About Red Arrow Studios**

Red Arrow Studios is one of the world's leading creators and distributors of entertainment content. Red Arrow Studios is comprised of 20 production companies in seven territories, including 11 companies based in the United States; world-leading digital studio, Studio71, based in six countries; and global film and TV distributors Red Arrow Studios International and Gravitas Ventures. The group's significant output includes scripted, non-scripted and formatted content and IP, from TV and film to short-form and branded content, made for an array of global networks and platforms. Red Arrow Studios is part of ProSiebenSat.1 Media SE, one of Europe's leading media groups. For more information, please visit:

[redarrowstudios.com](http://redarrowstudios.com)

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