

FOR IMMEDIATE RELEASE

VOX GERMANY COMMISSIONS AWARD-WINNING FORMAT “OLD PEOPLE’S HOME FOR 4 YEAR OLDS” FROM REDSEVEN ENTERTAINMENT

MUNICH. SEPTEMBER 6, 2018: RedSeven Entertainment, a Red Arrow Studios company, has been commissioned by VOX in Germany to produce a local version of the hit international format “Old People’s Home for 4 Year Olds”.

The Cologne based broadcaster secured the rights to the format from Red Arrow Studios International, who distribute the show worldwide. Filming will begin on September 7, 2018 and broadcast is scheduled for 2019.

Jobst Benthues, CEO of RedSeven Entertainment, said, ““Old People’s Home for 4 Year Olds’ is an extremely innovative, life-affirming and emotional new format, and I am delighted that VOX has commissioned us to produce this important new show in Germany”.

The original production of “Old People’s Home for 4 Year Olds” was created and produced by Red Arrow Studios company CPL Productions for Channel 4 in the UK, and has proved a major critical and ratings success, with a second season now commissioned.

Red Arrow Studios International has sold the format to a range of territories including France, Spain, the Netherlands, Sweden and Australia. The Spanish version, “Cosas de la Edad”, premieres on September 10, 2018 on channel #0 (Movistar+), produced by Dlo/Magnolia (Banijay Group). The Spanish production has also inspired the Amancio Ortega Foundation to



establish an intergenerational center in Galicia, Spain, investing €10 million euros in the project.

The “Old People’s Home for 4 Year Olds” format has won a number of international awards including Best Original Programme at the Broadcast Awards, Best Popular Factual Series at the Edinburgh TV Awards, and Best Factual Entertainment and Best Brand Driven Format at the International Format Awards. It was also nominated for a 2018 BAFTA award.

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NOTES FOR EDITORS:

About RedSeven Entertainment

Founded in 2008, RedSeven Entertainment develops and produces innovative content for the German and international TV markets, with a focus on entertainment, comedy, clip shows, docutainment, magazine shows and corporate media.

The company is one of Germany’s most successful and prolific production companies in the entertainment sector, with an impressive slate that includes “Germany’s Next Top Model,” “The Taste,” “Married at First Sight” and “The Biggest Loser.”

In 2018 RedSeven founded a Brand & Digital Studio, to expand its extensive portfolio and work in corporate marketing services.

The company’s ability to produce shows with international appeal is proven by the success of game show formats including “My Man Can,” sold to over 30 countries worldwide.

RedSeven Entertainment is a Red Arrow Studios company.

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Red Arrow Studios