

- **Two year deal struck for *Big Brother* in Bulgaria**
- **New series of *The Money Drop* commissioned in Bulgaria and Estonia**
- **Viasat invests in a regional production hub for *The Money Drop* following the show's success across the CIS**
- **16 new episodes of *My Kitchen Rules* commissioned in Lithuania**

Endemol, a world leader in entertainment programming, today announced that it has closed multiple deals with Viasat across Central and Eastern Europe ahead of MIP TV 2012.

The broadcaster has signed a two season deal for *Big Brother* in Bulgaria to air on the Nova channel. *Big Brother* has proven to be ratings hit, with its 2010 kick-off show more than doubling Nova TV's average share in the target demo; scoring a 38.4% share and almost 500.000 viewers. This will be the sixth season to launch in Bulgaria.

Hit game show *The Money Drop* has been picked up 24 new episodes to run as two series in Bulgaria, also for the Nova channel. The format has been commissioned for a second series in Estonia with a 12 episode run to air on Viasat's TV3.

Following *The Money Drop*'s ongoing success across the CIS, Viasat has invested in a regional production hub located in Estonia. This will be the production home of local versions of the show to air in Lithuania, Estonia, Latvia and now Bulgaria.

The Money Drop has now been sold to 15 CIS territories with 26 series airing in the region. In addition to the latest deals with Viasat, other recent commissions include returning series in Poland, Albania, Russia, Kazakstan.

Endemol has also closed a second series deal with Viasat for 16 new episodes *My Kitchen Rules* in Lithuania on TV3. The show has been a success for the channel in 2011 with audience shares going up as high as 28.1% in the key demo 15-49, which was 8% higher than TV3's average.

Marina Williams, CEO of Endemol's Central and Eastern European operations says; "These latest deals are further testament to the popularity of Endemol's entertainment formats in the CIS. Furthermore, *The Money Drop* production hub will allow us to deliver the highest production value to Viasat's viewers across the region. Closing these deals now is great timing as we prepare for MIP TV 2012."