Munich, March 21, 2012. "What if?" - Presenting Ukrainian´s with a new hilarious view of life as it could be! Ukraine´s commercial broadcaster TET picked up SevenOne International´s sketch comedy "What if?". Created by the International Emmy Award and Rose d´Or winning producer of "Benidorm Bastards", "What if?" is already a smash hit in Belgium and the Netherlands.

"´What if?´ is quite an unusual sketch comedy show and we are glad to present such a fresh and funny show to our viewers. Without any "if´s" I am sure our audience expects no less of us" says Anna Eliseeva, Creative Producer at TET TV.

Shakira Hoffmann, Sales Manager CEE at SevenOne International:
"´What if?´ proves humour is universal. Created by comedy genius Tim van Aelst and having a proven track record in Belgium and the Netherlands, we are absolutely sure the Ukrainians will love this outstanding sketch comedy."

About "What if"
What if Barbie was a real woman? What if the Titanic never sank? What if butchers were like rock stars? Rose d´Or nominated WHAT IF? is an imaginative rollercoaster of sketches, transporting viewers into a completely new and different world: Starting each sketch with the question "What if", it shows a hilarious reality that never happened, but easily could have.

The smash hit comedy created by Tim Van Aelst ("Benidorm Bastards") scored skyrocketing ratings on 2BE. WHAT IF?´s reruns on vtm at 10.30pm still reached 39% in the commercial target group (18 - 54) exceeding the channel average by 185%. The first international launch in the Netherlands outperformed RTL4´s channel average by 163%, reaching shares of up to 26,2% in the commercial target group.