



Association des Télévisions Commerciales européennes
Association of Commercial Television in Europe

A Healthy Audience

ACT Brochure on Healthy Programming 2008

A light blue map of Europe is positioned on the right side of the white box, showing the outlines of the continents and major countries.

Brussels
2009

Commitment to the DG Health and Consumers'
EU Platform on Diet, Physical Activity and Health

The Association of Commercial Television in Europe (ACT) is a trade association representing the interests of the commercial broadcasting sector in Europe. Formed in 1989, the ACT has twenty eight member companies active in 34 European countries. Our members are operating more than 400 free-to-air and pay-tv channels and distributing several hundred channels and new services. The ACT members encompass several business models ranging from free-to-air television broadcasters and pay-TV players to platform operators and multimedia groups. By offering a wide range of choice and variety to the viewer, commercial broadcasters are a leading source of entertainment and information to millions of European citizens. For further information, please see: www.acte.be

The Association of Commercial Television in Europe (ACT) welcomes the opportunity to participate in the European Commission's Platform on Diet, Physical Activity and Health. By submitting this brochure, ACT members show their commitment to taking action for a healthier lifestyle and contribute to the EU objective of fighting for healthier European citizens.

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1. Introduction

A Healthy Audience

Watching television is by far the most popular leisure activity in every European country. Millions of citizens turn to television every day for national and international news, for top sport, and for entertainment. Although much is written, especially in these difficult economic times, about the challenges facing the mass media, Europe's broadcasters remain confident that television will, for many years, retain this unique ability to capture the imagination of viewers.

Of course, the power of the medium brings with it **certain responsibilities**. Like all private sector companies, commercial broadcasters need to maximise profits and to deliver returns on investment to our owners. But, in recognition of the effectiveness of television as a communications medium, few facets of the television industry are left to the market to regulate – instead, detailed EU and national regulations cover almost every aspect of our sector.

Regulation of the media is also often raised in debates which may appear rather remote from the daily business of making and broadcasting television programmes. Politicians or interest groups regularly call for new obligations, restrictions or bans on television programming or advertising as part of their response to pretty much any social or political issue – be it public health, environment, low turnout at elections, tolerance of minorities. Indeed, we have heard calls for banning TV advertising of this or that category of food in the context of **Europe's fight for a healthier population**.

This brochure is part of our response to such calls, and is the fulfilment by Europe's commercial broadcasters of our commitment to the **European Commission's Platform on Diet, Physical Activity and Health**. In this commitment, we deliberately chose not to highlight yet again the extremely strong case against any further restrictions on television advertising of certain foods. We have made this case repeatedly to the EU institutions, and will continue to do so as long as there are calls for bans and restrictions. Instead, we chose to focus not on the advertising slots which finance our programmes – but rather on the **programmes themselves**. We have identified **eight national markets** – Belgium, Finland, France, Germany, Hungary, Italy, Poland and the United Kingdom – in which we have monitored programmes related to a healthier lifestyle. Detailed information about when and by whom the programmes are watched are laid down in the brochure.



In so doing, we demonstrate that the **power of television can be a positive tool** for those wishing to communicate messages on healthy eating and lifestyle. In the European context it is worth noting that programmes like "The biggest loser" or "You are what you eat" have proven to be so successful that they are shown in several European markets. We have seen a great increase in international programme formats over the last ten years, when successful formats are adapted to the local needs and shown as localised versions in several European countries.

We offer this brochure to the European Commission's Platform with two **important messages**.

First, the **motivation behind good programme-making**. None of the programmes featured here were made because a commissioning editor wanted "to do something about obesity in Europe". Nor were they made to satisfy a regulatory obligation – indeed, broadcasters and other media vigorously oppose all such interference in our editorial freedom. Rather, these programmes were made simply because broadcasters recognise that European citizens – our viewers – are increasingly interested in health and diet issues and we have a commercial imperative to make programmes which reflect that interest.

Secondly, the **programmes themselves**. Some readers may find the programmes rather populist for their personal taste. But one of the very strengths of the commercial sector is that we can portray complex issues in an accessible, entertaining manner. We would argue that such entertainment-led programming can reach a wider cross-section of society than a more "worthy" documentary-led approach – something which is essential if healthy eating messages are to be communicated to all Europe's citizens.

There will be some stakeholders who instinctively mistrust anything which is said by the private sector. But for more open-minded readers, we hope that this brochure convinces you that the **commercial television industry can play a role** – admittedly, perhaps only a small one – **in improving the health of European citizens**. In short, we would like to be seen as contributing solutions rather than problems.

A handwritten signature in blue ink, appearing to read 'Ross Biggam', with a stylized flourish at the end.

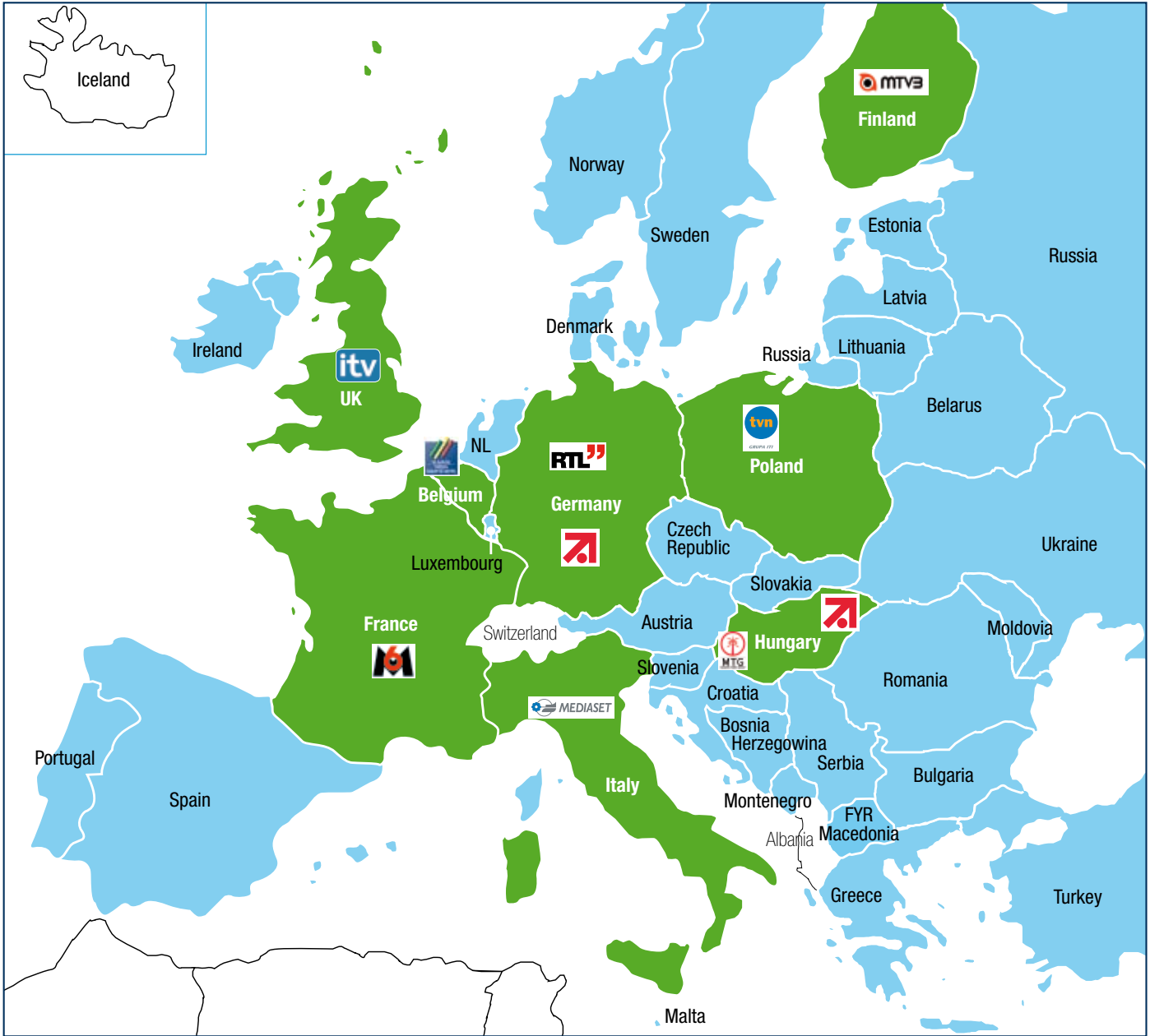
Ross Biggam, ACT Director General

2. Programmes related to a healthier lifestyle

Commercial broadcasters all over Europe take action to promote a healthier lifestyle. On the following pages you will find a selection of programmes related to this objective which are being shown on various channels in eight European countries. The countries include Belgium, Finland, France, Germany, Hungary, Italy, Poland and the United Kingdom.

For each programme you will find a short description and detailed information about the audience share, target group, length and number of episodes as well as the transmission day and time.

ACT Member Channels participating in the ACT Brochure on Healthy Programming



Belgium



JIM



Achter het Zweet (Behind the sweat)

Presenters Muriël Kuyps and Pieter Loridon (ex-professional basketball player) visit famous sportsmen to portray them in a different, more original way.

Name of channel:	JIM
Name of broadcaster:	VMMa
Name of programme:	Achter het zweet
Name of producer:	Michael Dujardin
Transmission day & time:	In rotation
Length per episode:	30 minutes
Number of episodes:	12
Target audience:	13-30 year-olds

Achter het Zweet Olympique (Behind the sweat Olympic)

Presenters Muriël Kuyps and Pieter Loridon (ex-professional basketball player) visit Olymic athletes to portray them in a different, more original way.

Name of channel:	JIM
Name of broadcaster:	VMMa
Name of programme:	Achter het zweet Olympique
Name of producer:	Michael Dujardin
Transmission day & time:	In rotation
Length per episode:	30 minutes
Number of episodes:	9
Target audience:	13-30 year-olds

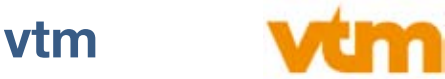
Celebrity Fitness

Fitness with famous and attractive Flemish women. The different moves are explained and well shown and the goal is to participate at home by exercising in front of the TV screen.



Name of channel:	JIM
Name of broadcaster:	VMMa
Name of programme:	Celebrity Fitness
Name of producer:	Michael Dujardin
Transmission day & time:	In rotation
Length per episode:	30 minutes
Number of episodes:	First season: 9 episodes Second season: 9 episodes
Target audience:	13-30 year-olds





Je bent wat je eet

(You are what you eat)

Flemish health guru Sonja Kimpen visits people who are too fat. She looks at what they eat and puts them on a healthy diet. They also have to exercise and work out. First she coaches the people, then they have to do it on their own.



After several weeks, she visits them to look how they are doing, hoping they changed their lifestyle for good.



Name of channel:	vtm
Name of broadcaster:	VMMa
Name of programme:	Je bent wat je eet
Name of producer:	Johan Smetrijns
Transmission day & time:	Thursday, 8.35 pm
Length per episode:	30 minutes
Number of episodes:	First season: 8 Second season: 10 Third season: 14
Target audience:	18-54 year-olds
Audience share across the markets:	First season: 36,1 % Second season: 32,1 % Third season: 28,0 %
Total number of viewers:	First season: 886,077 Second season: 761,613 Third season: 438,501

Terug in je trouwkleren

(Back in your wedding gown)

In each episode Flemish health guru Sonja Kimpen visits a couple. They have been married for several years and put on a lot of weight during their marriage.

The goal is to go on a healthy diet and work out, in order to get back into their wedding clothes that do not fit them anymore. By the end of the episode there is a romantic ceremony with the family and friends of the couple.



Name of channel:	vtm
Name of broadcaster:	VMMa
Name of programme:	Terug in je trouwkleren
Name of producer:	Herman Bral
Transmission day & time:	Tuesday, 8.35 pm
Length per episode:	48 minutes
Number of episodes:	9
Target audience:	18-54 year-olds
Audience share across the markets:	25,5 %
Total number of viewers:	559,899

De perfecte keuken

(The perfect kitchen)

‘The perfect kitchen’ is a daily cooking programme with chef Piet Huysentruyt. A few times a year he dedicates a whole week to a special theme, where the emphasis is on a healthy menu and a healthy lifestyle.

Please find below a selection of different themes for those weeks:

- The week where we save energy
- Steamweek
- Week of the heart
- Week of the cholesterol
- Cooking without gluten
- The week without eggs



Name of channel:	vtm
Name of broadcaster:	VMMa
Name programme:	De perfecte keuken
Name of producer:	Liebie Wellens
Transmission day & time:	Daily, 5.30 pm and daily rerun the next day: 12.45 am
Length per episode:	8 minutes
Number of episodes:	Daily programme
Target audience:	18-54 year-olds
Audience share across the markets:	First season: 28, 1 % Rerun season 1: 24, 2 % Second season: 28, 1 % Rerun season 2: 23, 5 % Third season: 23, 6 % Rerun season 3: 22, 4 %
Total number of viewers:	First season: 195,375 Rerun season 1: 107,285 Second season: 200,775 Rerun season 2: 99,674 Third season: 165,439 Rerun season 3: 106,035



Finland



Elixir – The Nation’s Trainer

360 degrees of sporty, healthy lifestyle

“Elixir - The Nation’s Trainer” transforms national sports and exercise-related knowledge capital acquired by national teams, sports federations and league teams into:

- 1. A sporty lifestyle TV format
- 2. Customised online individual training programmes
- 3. Sports products and services



The concept aims at an active and fit life style and for national health.



The TV series

Premiere in Finland 2002. Premiere in Sweden 2006. Premiere in Norway 2009.
As a TV series Elixir is a weekly customised lifestyle entertainment programme with a story. It combines top-ranking athletes with celebrity guests and average persons who want to get in shape.



Elixir guests are coached by top-ranking athletes. The viewer gets to see top-ranking athletes’ life and training behind the scenes and gets great exercise tips from them. TV series Elixir - the National Coach builds up the knowledge and credibility of the 360 brand concept in the target country. The Elixir format brings athletes and coaches from national sports teams and league teams on TV in a new media role, as providers of customised training services.



Name of channel:	MTV3	MTV3
Name of broadcaster:	MTV MEDIA	MTV MEDIA
Name of programme:	Elixir	Elixir (2nd transmission)
Transmission day & time:	Monday at 6.30 pm	Sunday at 11.30 am
Length per episode:	30 minutes	30 minutes
Number of episodes:	33	21
Target audience:	25-54 year-olds	25-54 year-olds
Audience share across the markets:		
25-54 year-olds	21.90 %	19.50 %
10-24 year-olds	15.10 %	15.20 %
25-44 year-olds	21.70 %	22.30 %
45-64 year-olds	24.20 %	16.70 %
65+ year-olds	20.40 %	9.80 %
Total number of viewers:	252,000 (10+)	93,000 (10+)

Source: Finnpanel, TV-meter survey/AdEdge – Date: 24.11.2008 LL



Online services

Premiere in Finland 2008. Launched in March 2008 by the broadcaster MTV-Oy (www.elixir.fi). Elixir Internet services bring the champions to

anybody’s home, anytime. Elixir.fi is a subscription based online/on-demand virtual trainer run by the same athletes who are giving advice

to people on the TV series.



The Corporate Trainer

Started in 2004 in Finland. As the TV series and Internet services build up the knowledge and credibility of the Elixir brand in the country, it also

opens up the corporate health business for the broadcaster to reach. This means for example Elixir kick-offs and e-training services. The broadcaster

and its customers will reach new B-to-B contacts on a growing corporate health market.

Nationally branded Elixir – products

Elixir licensing business with the TV company and its customers in sports and wellness products.

This brings a new 360 brand dimension to TV sponsorship.

Weight Club

Keventäjät is an Internet service specialising in weight control in the Finnish market.
It offers consumers highly relevant and easy to use content services over the Internet helping them to achieve their weight loss goals. Keventäjät is launched by MTV in close association with the leading Finnish consumer portal, MTV3.fi. The service is a web-based service which has the possibility of being extended as a cross media service. Since the launch extensions on TV include the “Good Morning Finland” – show.

consists of 19-54 years women, who are overweight and/or are concerned with their well-being. It covers a wide range of demographics, geographic, social and lifestyle issues. The service should also have the potential to reach out to men.

Keventäjät does not moralise or make any remarks if a person fails. Keventäjät motivates and encourages keeping on going with a smile on one’s face.

It is not about dieting but about long-term commitment and weight control. Keventäjät gives you support, it offers a shoulder in difficult times and cheers for you when you succeed. Keventäjät does not look down or teach either but offers you good advice and tips in a stimulating tone.

www.keventajat.fi
www.mtv3.fi/keventajat



The name is Keventäjät (= “Person who gets lighter”). The name expresses dynamic, action and refers to the group, social, aspect of the service but above all it is associated with the positive side of weight control and therefore more motivating than most of the service and brand names known in the field.

The potential target group are 25-45 year-old women. The overall target market on the consumer business



SUURIN PUDOTTAJA (The Biggest Loser)

This programme challenges and encourages overweight contestants to lose weight in a safe and recommended manner through comprehensive diet and exercise as they compete for a grand prize of 30 000 euros. Contestants work out under the supervision of professional trainers Eva Walhström and Jani Sievinen.

Name of channel:	MTV3
Name of broadcaster:	MTV MEDIA
Name of programme:	Suurin Pudottaja
Name of producer:	Solarfilms
Transmission day & time:	Friday 8.00-9.00 pm/12.10.-14.12.2007
Length per episode:	44 minutes
Number of episodes:	10
Target audience:	25-54 year-olds
Total amount of viewers (avg):	570,000
Market share:	32 %

OLET MITÄ SYÖT (You are what you eat)

In the programme “Olet mitä syöt” dietitian Anette Palssa works with unhealthy eaters to break a lifetime of bad habits in just eight short weeks.

The participants’ fridges are examined in order to see what their eating habits say about them and the dietitian gives them good practical examples for a new healthier lifestyle.



Name of channel:	MTV3
Name of broadcaster:	MTV MEDIA
Name of programme:	Olet Mitä Syöt
Name of producer:	Solarfilms
Transmission day & time:	Friday 8.00-9.00 pm/11.4-12.6.2008
Length per episode:	44 minutes
Number of episodes:	10
Target audience:	15-54 year-olds
Total amount of viewers (avg):	407,000
Market share:	26 %



M6

Vinz et Lou mettent les pieds dans le plat (Vinz and Lou wish bon appetit)

“Vinz et Lou mettent les pieds dans le plat” is a series with 15 episodes of 2 minutes each, produced with the French Ministry of Agriculture and Fisheries. The information content is very serious, but the light-hearted tone ensures the messages remain palatable for the young viewers.



Since its creation in 1990, the “semaine du goût” (national tasting week) has become a French national institution, bringing together regional and national initiatives destined for the general public. Chefs, pastry-cooks and artisans unite in sharing in the discovery of new flavours and tastes and the importance of the senses in tasting a dish.



During the week, over 6,000 classes and 500 restaurants will be taking part in this event throughout France.

In the context of the 19th edition of the “semaine du goût” that has been held in France in mid-October 2008, M6 has broadcast from 11 October 2008 the second season of the children’s series Vinz et Lou mettent les pieds dans le plat.

Already in May 2008, M6 broadcast Vinz et Lou sur Internet and teamed up with the French Ministry of National Education and the European Commission to make parents and minors more aware of the risks inherent in using the Internet.

Name of channel:	M6
Name of broadcaster:	M6 Group
Name of programme:	Vinz et Lou mettent les pieds dans le plat
Name of producer:	Tralalère
Broadcast dates & times:	Saturday 11.10.08 at 6.30 am Monday 13.10.08 to Friday 17.10.08 at 7.05 am
Length per episode:	2 minutes
Number of episodes:	15
Target audience:	Children between 4-10 year-olds
Audience share across the market:	4+ year-olds: 5.1 % Children between 4-10 year-olds: 8.1 %
Total number of viewers:	220,000



The new series looks at tackling bad eating habits and offering good advice to young viewers watching M6 Kid. While Lou, the impish little 6 year-old girl, is all too ready to sample everything, her 12 year old brother Vinz is a lot harder to please, the more so as he would not touch any green vegetables and would not stay at the table longer than 15 minutes... and he nibbles between meals! Like many other things, good eating habits need to be taught.





Le chef contre-attaque
(The Chef fights back)

In M6's new docu-reality programme "Le chef contre-attaque", celebrity cook Cyril Lignac goes on a crusade against unhealthy eating. In the first episode, he visited workers at an aeronautics company to instil the basics of a balanced noonday meal. In the second episode, he knocked on the door in a housing development to see how French families were eating.



In 10 years, the number of obese children has doubled. More than 30 % of the French, or 20 million people, are overweight. The main cause is unhealthy eating. Faced with this fact, Cyril Lignac is angry. In the land of gastronomy, the French no longer know how to cook. Convinced that it is possible, and indeed vital, to eat well, for our health and also for our pleasure, the chef is fighting back. To eat well is to live well.

Accompanied by Brigitte Danchin, a doctor with a diploma in nutrition, Cyril Lignac decided to travel throughout France and to teach French people of all ages and living conditions how to cook again - healthy, balanced and delicious. It has become his public health campaign.



Name of channel:	M6
Name of broadcaster:	M6 Group
Name of programme:	Le chef contre-attaque
Name of producer:	Matthieu Jean-Toscani & Patrick Deney
Broadcast dates & times:	Monday 17.11.08 at 8.50 pm: "A l'usine - At the factory" Monday 24.11.08 at 8.50 pm: "Dans un lotissement - In a housing development" Monday 6.01.09 at 8.45 pm: "Dans un collège - At school"
Length per episode:	70 minutes
Number of episodes:	4
Target audience:	Housewives under 50 year-olds
Audience share across the market:	4+: 10.3 % Housewives under 50 year-olds: 17.1 %
Total number of viewers:	2,800,000

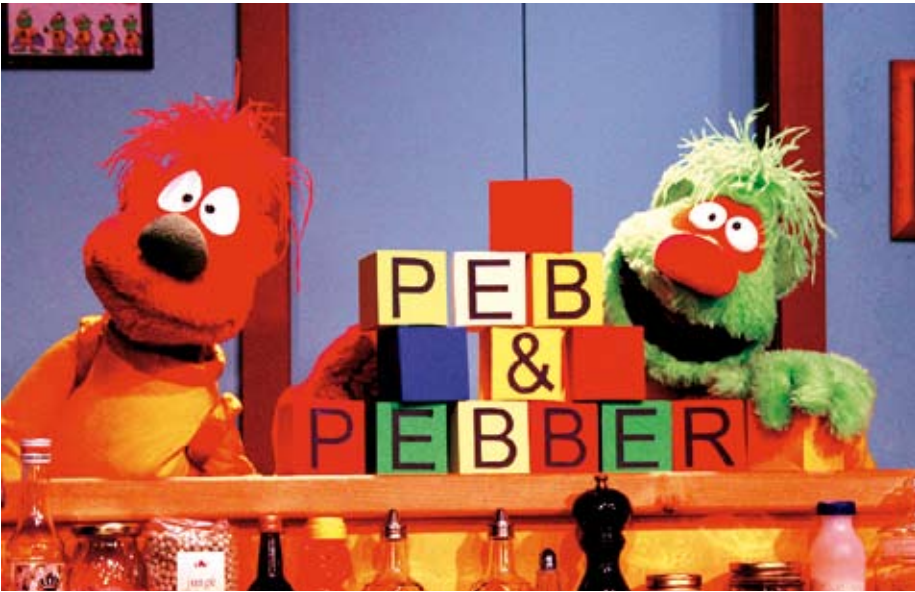


Peb & Pebber – Helden privat
(Heroes at home)

Eat, drink and be active – Super RTL's lovable puppets show up wherever their three favourite pastimes are pursued. They are forever inventing sports and concocting recipes most people would not dream of trying out. With curiosity and a passion for experimenting, coupled with a sense of fun and enjoyment, our two heroes wield their cooking utensils, surprise audiences with new records, invent games, test whether French Fries will grow if planted, turn every housecleaning into an athletic adventure, all in between saving a world or two. Who are these two miraculous creatures, capable of anything and everything? Meet Peb & Pebber – Heroes at Home.

They playfully teach young TV viewers that sports is fun, a balanced diet can be delicious, and that, taken together, they provide the necessary strength and energy for a fulfilled life.

Who better to communicate this message than two exceedingly energy-laden superheroes all set to take children's hearts by storm?



Name of channel:	Super RTL
Name of broadcaster:	RTL Group
Name of programme:	Peb & Pebber – Helden privat
Name of producer:	Big Smile Entertainment, David Wilms
Broadcast dates & times:	From 12 January 2009, Monday-Friday 10:05 am (On-air debut: 10 June 2006)
Length per episode:	Approx. 5 minutes
Number of episodes:	2 sets of 15 episodes (30 episodes in total)
Target audience:	3-6 year-olds
Audience share across the market:	Children 3-13 year-olds: 28 % Children 3-6 year-olds: 52 % Children 7-9 year-olds: 24.6 % Children 10-13 year-olds: 9.3 % Viewers 3 year-olds and over: 2.8 %
Total number of viewers:	Children 3-13 year-olds: 50,000 Children 3-6 year-olds: 30,000 Children 7-9 year-olds: 10,000 Children 10-13 year-olds: 10,000 Viewers 3 year-olds and over: 110,000



(Sample/Population: Super RTL, Peb & Pebber, Mon-Fri, 06 Oct -01 Dec 2008, 10:05)

Lazy Town - Let's Go

An innovative children's series from Iceland turns kids into active participants. Want to know how to counteract couch-potatodom by watching TV? Or promote exercise and a healthy diet through fun and games? Super RTL makes it possible – with LazyTown – Let's Go! Meanwhile Sportacus – the superhero played by Magnus Scheving, a world-class athlete and the Icelandic inventor of the series – manages the near-impossible, devoting his superpowers to making sure that children exercise more, pay attention to healthy eating, and make values like friendship and solidarity a priority. The children's series tells the adventures of the residents of LazyTown, which has lived up to its name perfectly in the past. But then Sportacus comes to town with his girlfriend Stephanie, and

soon couch potatoes and layabouts are nowhere to be found...

For more on "Lazy Town" please see also page 33.



Name of channel:	Super RTL
Name of broadcaster:	RTL Group
Name of programme:	LazyTown – Let's Go
Producer:	LazyTown Entertainment
Broadcast dates & times:	(On-air debut: 2005) Monday-Friday at 11.05 am
Length per episode:	24 minutes
Number of episodes:	53 episodes
Target audience:	5-9 year-olds
Audience share across the market:	Children 3-13 year-olds: 28.9 % Children 3-4 year-olds: 46 % Children 5-9 year-olds: 34.4 % Children 10-13 year-olds: 18.3 % Viewers 3 year-olds and over: 2.3 %
Total number of viewers:	Children 3-13 year-olds: 50,000 Children 3-6 year-olds: 10,000 Children 7-9 year-olds: 20,000 Children 10-13 year-olds: 10,000 Viewers 3 year-olds and over: 110,000

(Sample/Population: Super RTL, LazyTown, Mon-Fri, 15 Sep -28 Nov 2008, 11:05)

Super RTL supports health campaign from the German Ministry for Health

In the context of the World Food Day organised on 16 October 2008, the EU-backed health campaign "5 am Tag" (5 a day) has been organising an action week under the patronage of the German Minister for Health, Ulla Schmidt, and the German Minister for Food, Horst Seehofer. Super RTL has been using the Lazy Town character Sportacus to draw attention to the 5 am Tag healthy eating campaign's national action week.



One element of the initiative was an "Eat Fruit at School" campaign, which involved fresh fruit being distributed to over 720 schools. The initiative has been supported by Super RTL, with Sportacus, the hero of popular series Lazy Town, serving as its official ambassador.

Wherever the lovable all-rounder from Super RTL's series popped up, even the staunchest vitamin-evaders and couch potatoes would find out that healthy food could be truly delicious and that getting exercise could be fun. Naturally, the world-class Icelandic athlete who plays Sportacus, Magnus Scheving, has for many years been doing precisely what "5 am Tag" is now recommending, i.e. eating five portions of fruit or vegetables every day.

To bring across this simple dietary rule to an even wider audience, Super RTL, with Sportacus, and "5 am Tag" called on primary schools and families throughout Germany to take part in a massive joint action. The participating children and adults must pledge to eat as healthily as possible and send in their nutritional balance to Super RTL. And taking part could well pay off, because Sportacus himself, who features in 13 brand new episodes of LazyTown that Super RTL started broadcasting on 1 October 2008, will pay a visit to the winning school.



Vox



Wissenshunger
(Hunger for Knowledge)

Since 2006, Vox has served up a generous portion of educational and highly entertaining TV fare at dinnertime on weekdays: What are the differences between frozen spinach and products fresh from the market? How do I stick to a healthier diet? How to brew a perfect cup of coffee? Mondays through Fridays at 6:00 pm, this Vox programme delivers numerous food-related tips and information tidbits. Wissenshunger looks at the factories and plants that make our food, visits people who are responsible for assuring the quality of the food produced, and explains why eating the right food is so important for our health. Apart from this, Vox' popular-science programme also poses questions, runs experiments and performs tests to find the right answers to questions of everyday life such as "How much money can you save with energy-

saving lamps?"; "How many pixels does a digital camera really need?" and "What is typically male and typically female?" Exciting, informative, fascinating and yummy – Wissenshunger is all of the above.



Name of channel:	Vox
Name of broadcaster:	RTL Group
Name of programme:	Wissenshunger
Name of producer:	Vox / UFA Entertainment
Broadcast dates & times:	Monday to Friday at 6:00 pm (On-air debut: 28 August 2006)
Length per episode:	60 minutes
Number of episodes:	Ongoing
Target audience:	14-49 year-olds
Audience share across the market:	Average total audience share: 5.7 % Average audience share 14-49 year-olds: 7.8 %
Total number of viewers:	Total audience: 1,010,000 Target group 14-49 year-olds: 500,000

(Sample/Population: AGF/GfK TV Research, pc#tv aktuell, VOX Media Research, 28 August 2006 to 28 November 2008)

Features of the series "Wissenshunger":

- Besser essen – Die ersten Schritte in ein gesundes Leben**
Eating Better – First Steps to a Healthy Life

Ab auf die Kulinarische Schulbank – Wie Kinder gesunden Genuss lernen
Off to Culinary School – How Children Learn to Enjoy Healthy Food

Antipasti all'italiana – Gesunde Vorspeise oder Dickmacher?
Antipasti all'italiana – Italian-style appetisers: healthy or fattening?

Bio gegen Nicht-Bio – Was wirklich besser schmeckt
Organic v. non-organic – What really tastes better
- Healthy Fastfood – Alles Bio oder was?**
Healthy fast food – Could it really all be organic?

Ayurveda – Die ganz individuelle Ernährungslehre
Ayurveda – Custom nutrition science

Kräuter – Gesunde Würze des Lebens
Herbs – Healthy spice of life

Deutschland vs. Holland – Der große Wissenshunger-Gemüse-Check
Germany vs. Holland – Wissenshunger's big vegetable inspection

Tatort Kantine – Die versteckten Fettfallen
Crime scene: staff canteen – Hidden fat traps



Jedes Kilo zählt! Eine Insel wird schlank

(Every kilo counts! An island gets slim)

On the small, idyllic German island Langeoog with 14 km of sandy beaches, 21 inhabitants accepted the challenge to loose a total of 250 kg within a period of 3 months. At the start of the documentary each participant got an individual analysis by the programme’s coaches in order to ensure a reasonable and healthy target.

Nutrition expert Kathrin explained how participants could change their respective eating habits on a long term basis and personal trainer Michael instructed participants on personal fitness.

Their efforts were well rewarded: for each kg of lost weight €100 were paid to a charitable project.



Name of channel:	Kabel eins
Name of broadcaster:	ProSiebenSat.1 Group
Name of programme:	Jedes Kilo zählt! Eine Insel wird schlank
Name of producer:	Martin Husmann – blue eyes
Transmission day & time:	Tuesday, 9.15 pm
Length per episode:	44 minutes
Number of episodes:	8
Target audience:	14-49 year-olds
Audience share across the markets:	3,1 % audience share (3+ year-olds) 4,0 % audience share in targeted audience (14-49 year-olds)
Total number of viewers:	930,000 on average

Abenteuer Leben - täglich wissen

(Adventure Life - daily knowledge)



Knowledge Magazine answering questions in many different areas (science, nature, the human body,

mechanics etc.) with a total duration of 45 minutes includes several health and nutrition related features per

week. Features included *inter alia* the “ABC of food” with nutrition facts and information on “a” for apple etc.; the organic canteen; tests between organic and normal food; what is the difference between butter and margarine? The programme is accompanied by a specific website containing most of the helpful information of the show.



Name of channel:	Kabel eins
Name of broadcaster:	ProSiebenSat.1 Group
Name of programme:	Abenteuer Leben – täglich wissen
Name of producer:	Janus TV GmbH
Transmission day & time:	Monday-Friday, daily at 5.45 - 6.45 pm
Length per episode :	Between 1,5 and 22 minutes
Number of episodes :	252 episodes in 2008
Target audience :	Male and female, 14-49 year-olds, rather male oriented
Audience share across the markets:	3,3 % audience share (3+ year-olds) 6,3 % audience share in targeted audience (14-49 year-olds)
Total number of viewers:	520,000 in average (3+ year-olds) 370,000 in average (aged 14-49 year-olds)

Fast Food Duell

(Fast Food Championship)



The chefs Frank Rosin, Björn Freitag and Ole Plogstedt help fast food fans to cook in a competition against their favourite fast food supplier to show them that cooking in their own kitchen with the same budget can be

faster, healthier, cheaper and simply better than the usual fast food option... Participants and viewers learn a lot of helpful tricks on how to create a healthy, fast and easy meal for every day the whole family likes.

The programme is accompanied by a specific website containing most of the helpful ideas and recipes of the show.

Name of channel:	Kabel eins
Name of broadcaster:	ProSiebenSat.1 Group
Name of programme:	Fast Food Duell
Name of producer:	Karsten Roeder – Schwartzkopff tv
Transmission day & time:	Monday-Friday at 06.45 pm
Length per episode :	45 minutes
Number of episodes:	170
Target audience:	14-49 year-olds
Audience share across the markets:	Audience share 2,7 %, (3+ year-olds) Targeted audience share (14-49 year-olds): 5,7 %
Total number of viewers:	530,000 (3+ year-olds)



Pro Sieben



Galileo Spezial - der grosse Foodcheck

(Special on Galileo - the great foodcheck)



Knowledge about nutrition and its effects becomes more and more important. The show tries to explain what food really does to our body as it exposes the real science behind the food we eat through intriguing investigations with many volunteers. The programme does not only show what we should eat but rather explains why we should eat it.

The programme is accompanied by an informative book containing the nutritional information of the show. Viewers can also follow up on the show via a specific website containing all the useful information online.

Name of channel:	Pro Sieben
Name of broadcaster:	ProSiebenSat.1 Group
Name of programme:	Galileo Spezial - der grosse Foodcheck
Name of producer:	Storyhouse in cooperation with the BBC
Transmission day & time:	26, 27 and 28.05.07, 07.00-08.15 pm
Length per episode:	60 min
Number of episodes:	3
Target audience:	14-49 year-olds
Audience share across the markets:	5,6 % audience share in average (aged 3+ year-olds) 11,1 % audience share in targeted audience (14-49 year-olds)
Total number of viewers:	1,246,000 on average

Besser Essen

(Better eating)

Eating chips in front of the television set has become daily routine in many kids’ life. Even at the start of primary school many kids are already obese and physicaly inactive. “Besser Essen” coaches Nicola Sutter and Dr. med Stefan Fädrich spend 4 weeks with the entire family of obese kids to identify the reasons for obesity and help changing to sustainable healthier lifestyles.



The programme is accompanied by a book with the experts’ information on nutrition and sports, lots of healthy recipes, tips for physical activities and even a self-assessment test for families to check their nutrition status



and lifestyle at home. Viewers can also follow up on the show via a specific website containing all the useful information online.

Name of channel:	Pro Sieben
Name of broadcaster:	ProSiebenSat.1 Group
Name of programme:	Besser Essen
Name of producer:	Tresor TV
Transmission day & time:	08.01-30.04.07 and 03.03-25.04.08
Length per episode:	60 minutes
Number of episodes:	26
Target audience:	14-49 year-olds
Audience share across the markets:	6,2 % audience share in average (3+ year-olds) 13,7 % audience share in targeted audience (14-49 year-olds)
Total number of viewers:	718,000 viewers on average

SAM - “Food Fahnder”

(SAM – “Food Agent”)

The food investigators visit families or individuals and check and then discuss their eating habits. They informed a pregnant mum that her two older kids consumed lots of unnecessary fat and sugar during breakfast and showed healthy and tasty alternatives or helped making the right choice when shopping to help sustaining a healthy lifestyle after a diet, etc.



The show “Food Fahnder” is part of a magazine with a total duration of 120 minutes including several health and nutrition related features.



Name of channel:	Pro Sieben
Name of broadcaster:	ProSiebenSat.1 Group
Name of programme:	SAM – “Food Fahnder”
Name of producer:	Mellomedia
Transmission day & time:	Daily 12.00 pm-2.00 pm
Length per episode:	Between 6 and 20 minutes
Number of episodes:	6
Target audience:	14-49 year-olds
Audience share across the markets:	5,1 % audience share on average (3+)
Total number of viewers:	450,000 viewers (3+ year-olds) on average

SAM - “Küster kocht”

(SAM – Küster cooks)



„You are what you eat“ is the motto of chef Klaus Küster.

Kindergarten, nursery schools, or social services and shows them good and healthy cooking.

The father of 6 is an expert for healthy and affordable food. He enjoys passing on his knowledge to others. In the programme segment “Küster kocht”, he visits families with many children,

The show “Küster kocht” is part of a magazine with a total duration of 120 minutes including several health and nutrition related features.



Name of channel:	Pro Sieben
Name of broadcaster:	ProSiebenSat.1 Group
Name of programme:	SAM – “Küster kocht”
Name of producer:	99 Pro
Transmission day & time:	Daily 12.00 pm-2.00 pm
Length per episode:	Between 6 and 12 minutes
Number of episodes:	5
Target audience:	14-49 year-olds
Audience share across the markets:	4 % audience share on average
Total number of viewers:	440,000 viewers (3+ year-olds) on average



Hungary



TV2



TV 2

2 Bodyguards

The life-style TV programme shows the right way of solving usual problems of usual women, like fighting against kilos and illnesses, keeping the balance between work and spare-time etc.

In the programme some experts (a stylist, a dietician, a doctor and a psychologist) try to help the ladies with giving useful advice regarding nutrition, clothing and way of thinking.



Name of channel:	TV2
Name of broadcaster:	ProSiebenSat.1 Group
Name of programme:	2 Bodyguards
Name of producer:	Rechnizer Tamás
Broadcast dates & times:	Sunday at 10.15 am
Length per episode:	24-26 minutes
Number of episodes:	130
Target audience:	Female 18-49 year-olds
Audience share across the market:	
	18-49 year-olds 19.9 %
	18-49 year-olds female 23.3 %
	18-39 year-olds female 24.1 %
	18-39 year-olds female urban 24.7 %
Total number of viewers:	265,550
Total market share:	17.1 %

Babies' World

From this weekly programme viewers can learn everything about babies and their needs.

Two presenters of TV2, who also have children, talk with experts and parents about the healthy nutrition of both, babies and mummies, the usual

children diseases and their prevention, the way of birth and the possibilities of returning to work.



Name of channel:	TV2
Name of broadcaster:	ProSiebenSat.1 Group
Name of programme:	Babies' World
Name of producer:	H. Bíró László
Broadcast dates & times:	Saturday at 10.30 am, Weekdays at 8.50 am
Length per episode:	24-26 minutes, 4-5 minutes
Number of episodes:	77 on Saturdays, 600 on weekdays
Target audience:	Female 18-49 year-olds
Audience share across the market:	
	18-49 year-olds 13.2 %
	18-49 year-olds female 14.9 %
	18-39 year-olds female 16.6 %
	18-39 year-olds female urban 18.5 %
Total number of viewers:	148,884
Total market share:	11.3 %

Stahl's Cuisine for Children

Judit Stahl cooks together with children 5-14 years old. "One for the baby, one for the family"- says the motto. The same healthy dish is prepared in a slightly different way.

Peter Buday, master cook, conducts the competition of viewers' recipes. Every dish is illustrated with colourful photos. Dr. Andrea Budai-Gyarmati, the pediatrician of the programme,

answers all questions of the viewers. Eva Horváth, gymnastics coach, teaches creative exercises to the children.



Name of channel:	TV2
Name of broadcaster:	ProSiebenSat.1 Group
Name of programme:	Stahl's Cuisine for Children
Name of producer:	Stahl Judit
Broadcast dates & times:	Sunday at 11.15 am, Weekdays at 9.45 am
Length per episode:	24-26 minutes, 4-5 minutes
Number of episodes:	188 on Sundays, 945 on weekdays
Target audience:	Female 18-49 year-olds
Audience share across the market:	
	18-49 year-olds 21.6 %
	18-49 year-olds female 25.6 %
	18-39 year-olds female 26.2 %
	18-39 year-olds female urban 27.6 %
Total number of viewers:	338,856
Total market share:	20.4 %

The Biggest Loser

"The Biggest Loser" - the one who loses the most is the winner - is a show monitoring the progress of 12 people as they fight against their weight. Main objectives are to promote a healthy lifestyle and to demonstrate how exercises combined with a healthy diet could help one lose weight in a natural way.

At the start of the show 12 overweight people from all over of Hungary team up together to battle with the kilos in two teams with the help and instructions of Alexandra Béres and Norbert Schobert.

Competitors have a strict diet and many exercises as daily routine in addition to the weekly challenge assignment. The winning team is the one who has lost most kilos, as demonstrated by the scales.



Name of channel:	TV2
Name of broadcaster:	ProSiebenSat.1 Group
Name of programme:	The Biggest Loser
Name of producer:	Kovács Kristof
Broadcast dates & times:	Tuesday 8.30 pm
Length per episode:	60 minutes
Number of episodes:	16
Target audience:	18-49 year-olds
Audience share across the market:	
	18-49 year-olds 26.3 %
	18-49 year-olds female 29.7 %
	18-39 year-olds female 30.0 %
	18-39 year-olds female urban 32.6 %
Total number of viewers:	1,178,964
Total market share:	28.1 %

Hungary

TV3 (Viasat3 Hungary)



Supersize vs. Superskinny

“Supersize vs. Superskinny” features information about dieting, including one overweight person and one underweight person who swap their diets for a week in a food clinic.



Name of channel:	Viasat3 Hungary
Name of broadcaster:	Modern Times Group (MTG)
Name of programme:	Supersize vs. Superskinny
Name of producer:	Endemol
Transmission day & time:	Saturday 4.00 pm
Length per episode:	60 minutes
Number of episodes:	8
Target audience:	Female 18-39 year-olds
Audience share across the markets:	7,3 % (female 18-39, 2008)

You are what you eat



“You are what you eat” is a dieting programme using sometimes shock tactics to get the participants to lose weight. In each episode, all food eaten in one week by the person taking part is placed on a table to highlight problem areas of their diet.

Originally a British programme, You are what you eat has localised versions broadcast by Viasat and aired in Sweden, Norway, Denmark, Czech Republic and Hungary.



Name of channel:	Viasat3 Hungary
Name of broadcaster:	Modern Times Group (MTG)
Name of programme:	You Are What You Eat
Name of producer:	Celador Productions
Transmission day & time:	Weekend 4.30 pm
Length per episode:	60 minutes
Number of episodes:	50
Target audience:	Female 18-39 year-olds
Audience share across the markets:	On air from February 2009



Italy



Rete 4



Mela Verde

(Green Apple)

Mela Verde is the Sunday appointment of Rete4 with agriculture, natural environment and gastronomic traditions through the most interesting and fascinating Italian regions. This programme is one of the most successful of Rete4, thanks to the richness and variety of its contents.

The love and interest for Italian territory bring the two hosts to a journey around the country’s most striking places, its wine and food culture.

A journey full of curiosities around tastes and old cooking traditions that



brings out the excellence of popular regional cooking and reveals the secrets and history of traditional recipes.



Name of channel:	Rete4
Name of broadcaster:	Mediaset SpA
Name of programme:	Mela Verde
Producer:	La Sfinge
Transmission day & time:	Every Sunday at 12.10 pm
Length per episode:	From 12.10 pm to 1.20 pm
Broadcasting period:	From 14 September to 14 December 2008
Target audience:	15-64 year-olds
Audience share:	17,14 %
Total number of viewers:	2,397,000 viewers

Vivere Meglio
(Better living)

“Vivere Meglio” is a programme of general public interest as it allows the audience to seize the implications of their eating habits and life-styles from a medical perspective. The very concept of the programme hinges on the assumption that ‘being fit’ is essential at any age to optimise the functioning of the human body. Advanced medical research made it possible to obtain, maintain or gain back our well-being and a balance between body and psyche. Thus, not only medicine but also sport, cosmetics, beauty, fitness and domestic economy are parts of the programme. Nutrition plays a very important role: the airtime devoted to cooking allows to demonstrate empirically that healthy eating habits are essential. One should be acquainted with the properties of healthy food and different energetic values, with no need to give up on taste.

The programme is made up of different thematic moments with guests, demonstrations and videos. Science, show and advice on a better way of living creates a pleasant mix that interests, informs and entertains. New episodes conceived to offer all the information needed to live healthily and in tune with your body, a series of advice to prevent and heal both physical and psychosomatic diseases. Each episode gives at the beginning



information on complex pathologies, thanks to ad-hoc participation of medical experts. The various topics are dealt with scientific rigour but with a direct and simple language making it easy to understand the causes, effects and treatments of a disease. The basis of the programme is the belief that the frenzy of everyday life, which often leads people to forget simple rules of healthy life-styles, can be prevented only by correct information.

Name of channel:	Rete4
Name of broadcaster:	Mediaset SpA
Name of programme:	Vivere Meglio
Name of producer:	R.T.I. s.p.a.
Transmission day & time:	Every Saturday at 9.50 am
Length per episode:	From 9.50 am to 11.00 am
Broadcasting period:	From 4 October to 27 December 2008
Target audience:	15-64 year-olds
Audience share:	5.60 %
Total number of viewers:	325,000 viewers

Cuochi senza frontiere (Chefs without frontiers)

“Cuochi senza frontiere” is a programme of cooking challenges in the most charming Italian places. Two makeshift cooks, backed up by the respective fans, compete to conquer the title of best chef of the programme.

During the cooking match the competitors have to prepare traditional

dishes from their place of origin, strictly using the same main ingredients. The host, Davide Mengacci, helps the contenders by giving them practical advice; then, after explaining in a simple and amusing way the different phases of the dishes’ preparation, he awarded the winner thanks to a judge who tastes the dishes.



Background of this challenge are some of the most beautiful tourist places in Italy, such as theatres, squares, castles, enchanted gardens and villas surrounded by green areas.



Name of channel:	Rete4
Name of broadcaster:	Mediaset SpA
Name of programme:	Cuochi senza frontiere
Name of producer:	Frame Europe s.r.l.
Transmission day & time:	Every Saturday at 11.00 am
Length per episode:	From 11.00 am to 12.20 pm
Broadcasting period:	From 1 November to 20 December 2008
Target audience:	15-64 year-olds
Audience share:	9.36 %
Total number of viewers:	858,000 viewers



TVN



Dzień dobry TVN
(Good Morning TVN)



“Dzień dobry TVN” (Good Morning TVN) is the most popular everyday morning show in Poland, devoted to news, entertainment and social issues. Since its creation in September 2005

it has been dedicating, every Saturday and Sunday, 10-minutes-long panels to health issues ranging from diseases prevention and treatment to dietetics and fitness.



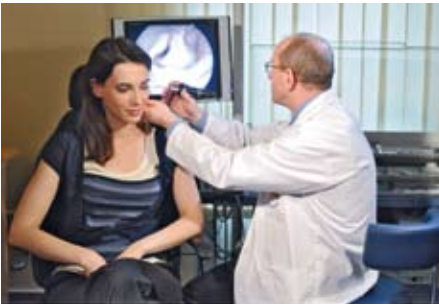
Name of channel:	TVN
Name of broadcaster:	TVN S.A.
Name of programme:	Dzień dobry TVN
Name of producer:	TVN
Transmission day & time:	Saturday, Sunday between 8.30 – 10.45 am
Length per episode:	10 minutes
Number of episodes:	Around 300
Target audience:	16-49 year-olds (cities 100,000+)
Audience share across the markets:	16, 6 %
Total number of viewers:	1,100,000

Zdrowie na obcasach
(Health on Hills)



TVN Style is TVN’s thematic channel focused on life styles, health and beauty, aimed at women. The channel reaches 40 % of households in Poland. TVN Style’s programming offer features a variety of domestic and foreign programmes on lifestyles, health and beauty.

Programme Zdrowie na obcasach (Health on Hills) is fully dedicated to women’s health. It promotes a healthy lifestyle, prophylactic medical examinations and widely understood health protection.



Name of channel:	TVN
Name of broadcaster:	TVN S.A
Name of programme:	Zdrowie na obcasach
Name of producer:	TVN Style
Transmission day & time:	Wednesday 8.00 pm
Length per episode:	30 minutes
Number of episodes:	24
Target audience:	Females 18-54 year-olds, cities
Audience share across the markets:	2,86 %
Total number of viewers:	110,000

Agentka do zadan specjalnych
(Special Task Agent)

Journalist and trainer Mariola Bojarska tries to help women who are not satisfied with their appearance.

As an "agent" she changes women's nutrition habits, lifestyles as well as fashion preferences.



Name of channel:	TVN
Name of broadcaster:	TVN S.A.
Name of programme:	Agentka do zadań specjalnych
Name of producer:	TVN Style
Transmission day & time:	Wednesday 9.00 pm
Length per episode:	30 minutes
Number of episodes:	16
Target audience:	Females 18-54 year-olds, cities
Audience share across the markets:	0,90 %
Total number of viewers:	148,000



ITV1



Britain's Biggest Babies

"Britain's Biggest Babies" looked at why the country's babies are getting larger and investigated the theory that a nation of junk food eating mothers are

producing a nation of junk food loving children - who are being born big and are staying big.



Name of channel:	ITV1
Name of broadcaster:	ITV plc
Name of programme:	Britain's Biggest Babies
Name of producer:	Scarlet Television
Transmission day & time:	11 June 2008, 9.00 pm
Length of episode:	90 minutes
Number of episodes:	1
Target audience:	Housewives with Children, Broad audience
Audience share:	13.4 %
Total viewers:	3,400,000

Too Fat To Toddle

Obesity is big news. Health Secretary Alan Johnson has described the problem as: "The most significant public and personal health challenge facing our society." And the government is instigating several action plans to tackle the problem.

With one in four pre-school children obese and with eight out of ten obese children growing into obese adults, Too Fat To Toddle focused on four families with overweight children, to see if this problem could be nipped in the bud before it is too late.

With the help of a team of experts from Leeds Metropolitan University, Too Fat To Toddle embarked on a brand new initiative – the first ever fat camp for under fives. There were no faddy diets or gimmicky methods of losing weight on offer – just common sense advice about eating less and moving more.

Name of channel:	ITV1
Name of broadcaster:	ITV plc
Name of programme:	Too Fat To Toddle
Name of producer:	ITV Productions
Transmission day & time:	6 May 2008, 9.00 pm
Length of episode:	60 minutes
Number of episodes:	1
Target audience:	Housewives with Children and Broad audience
Audience share:	16.8 %
Total viewers:	3,900,000



The Duchess In Hull

Sarah Ferguson, The Duchess of York, moved into one of the most deprived areas of the country and followed the life of an obese family and discovered what facilities are available nation-wide to tackle the issue. The cameras followed Sarah as she left her New York base, moved into a Bed

and Breakfast on the edge of a Hull council estate and became acquainted with the family and their lifestyle. Throughout her 11-year association with Weight Watchers, The Duchess of York has worked on the frontlines of America’s battle against obesity and brought that experience back to

home turf to examine Britain’s obesity crisis at its root.



Name of channel:	ITV1
Name of broadcaster:	ITV plc
Name of programme:	The Duchess In Hull
Name of producer:	Spun Gold Television
Number of episodes:	2
Target audience:	Broad audience
Audience share:	19.3 %
Total viewers:	4,600,000

My Child Won’t Eat

My Child Won’t Eat followed the controversial work of leading child psychologist Dr. Gillian Harris who believes that there is a special category of extreme food refusers who are not just being fussy, but who have a food phobia which needs to be properly treated.

The film met some of Dr. Harris’ young patients who are terrified of putting food in their mouths, and followed their families’ emotional journeys as Dr. Harris applied her pioneering techniques to help the children face up to the things they fear the most.



Name of channel:	ITV1
Name of broadcaster:	ITV plc
Name of programme:	My Child Won’t Eat
Name of producer:	Ricochet Productions
Transmission day & time:	16 June 2008, 9.00 pm
Length of episode:	60 minutes
Number of episodes:	1
Target audience:	Housewives with Children, Broad audience
Audience share:	18.8 %
Total viewers:	4,300,000

3. From the producer’s perspective - “Lazy Town”



LazyTown is a funny, fresh show aimed at children between 2 and 7 years old. The programme promotes healthy lifestyles by encouraging children to eat “fruits and vegetables or “SportsCandy” as they are called on the programme. Beyond that it blends movement, music, comedy and great storytelling.



The concept, like any good children’s story, is simple. Eight-year old Stephanie comes to LazyTown from the outside world and meets a zany mix of kids and grown-ups, including the world’s laziest super-villain, Robbie Rotten. Fortunately for Stephanie, LazyTown is also home to Sportacus, an airship-dwelling athletic superhero. Fuelled by apples (or “SportsCandy”), Sportacus jumps, leaps and flips his way across LazyTown while helping Stephanie navigate between healthy lifestyle choices and the easy but unhealthy ones proposed by Robbie Rotten.



The kids of LazyTown are curious, playful and actively engaged in figuring out their world. Each has strengths and weaknesses, just like real kids – one likes candy just a little too much, another can’t seem to share, one is glued to video games, another finds it difficult to follow rules.

The programme-makers’ principles are based on a desire to make high quality children’s entertainment without violence – but with all the action, humour and endless possibility that engages and inspires – giving children and parents a healthy model for every aspect of their lives. The show has proven to work: obesity in Iceland stopped climbing few years after LazyTown came to market. The Medical Doctor of Iceland identified the inspiring message of LazyTown as one of the main reasons. A study made by Gallup where 64 % of guests at the LazyTown Live Show said that they noticed a positive change in their children’s behaviour.

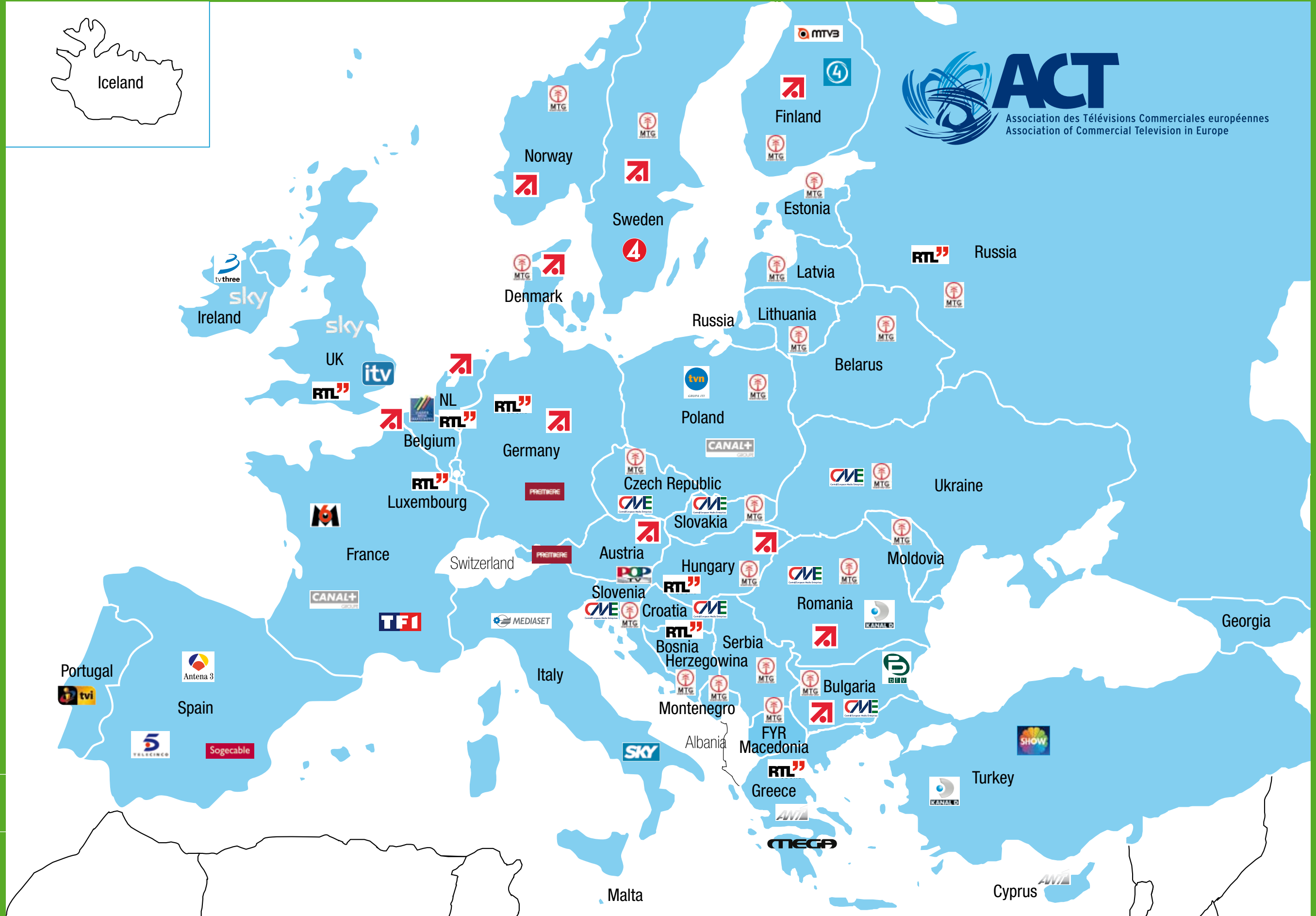
LazyTown is also a fascinating case-study for international television. Originated in Iceland, it is now an international success story – sold to 120 countries and available in 15 languages. Among the key European broadcast partners for this independent production are commercial broadcasters such as Super RTL (Germany, Austria, Switzerland), Nelonen (Finland), TV4 (Sweden) and TV2 (Norway). Global players such as the Disney Channel also broadcast the show.

The show has won a string of awards such as the BAFTA awards, the German Emil awards plus multiple awards in Iceland and Scandinavia. The awards are not just TV industry awards but also from parenting and public health bodies, recognising the unique added value of Lazy Town.

The on-screen look of LazyTown combines the worlds of CGI, puppets and live characters. LazyTown is created in Iceland with an international cast and crew, using one of the most advanced HD virtual cinematography facilities in the world.

Hlynur Sigurdsson
Head of PR
LazyTown Entertainment





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