



Seven Productions' Boy to Man Goes Global

1 February 2017 --- Seven Productions, the production arm of Australia's market-leading Seven Network, today confirmed that one of its key new franchises, Boy to Man, has secured significant international broadcast distribution.

Boy to Man was originally commissioned in the US market for The Travel Channel and will now debut on the E! Ray Network in the United States under the title, Rite of Passage.

In sales brokered directly by Seven, Boy to Man is set to debut on BBC Knowledge in Australia today while Mediaworks/TV3 has acquired the series for broadcast in New Zealand.

In sales managed via Beyond Distribution, the series has also been sold to BBC Worldwide for BBC Knowledge across Asia, France 5, Discovery (CEEMEA), RTL Germany, SBS Discovery Sweden, YLE Finland, RUV Iceland, Blue Ant Media and Canal Evasion in Canada. Working with Beyond Distribution, Seven is confident of further expanding the programme's presence in other international markets.

In Boy to Man, adventurer and filmmaker Tim Noonan embarks on a solo journey of self-discovery to worlds beyond his imagination to try and unlock the mysteries of what it means to be the ultimate man. With just his gear and cameras, Noonan first has to earn the tribe's trust. Over the next few weeks, he is put through rituals, initiations and gruelling tests to man-up and prove himself worthy of their respect. Throughout the series, Noonan travels the world, stopping in places such as Siberia to join the reindeer people, the Nenets, goes native learning how to climb coconut trees in Guinea Bissau and trains a golden eagle with Kazakh men in Mongolia.

Commenting, Therese Hegarty, Director of Content and Rights for Seven said: "We are delighted for Tim and the production team in securing these international sales. The agreement to originally produce Boy to Man confirmed our strengths in the development and creation of original content for international markets. The commissioning of this series also underlines the opportunities for our 7Beyond joint venture in the United States market. The 7Beyond team developed and marketed the project in the US."



Leadership in Content

Driving Seven's development is its acknowledged strengths in content creation. Seven is recognised as a leader in the development and production of Australian television. We are driving our own future with the programmes and content we create and leverage, and we are making deliberate and considered moves into new opportunities not only for our own primary market in Australia but increasingly in international markets.

This year, Seven Productions will commission, create and produce nearly 700 hours of television as an acknowledged leader in the production of scripted, entertainment, reality, observational documentaries and children's programming – with major projects including *My Kitchen Rules*, *Border Security*, *House Rules*, *Home and Away*, and *A Place to Call Home*.

Seven's scripted series *A Place To Call Home* soon commences its new season on Foxtel and our partnership with Foxtel is an important cornerstone in the continuing rapid development of our production business and builds on the international success of our programmes. *Home and Away* is now seen in more than 70 international markets including Channel 5 in the UK. *My Kitchen Rules* is now in production in a number of international territories including the key markets of the USA and the UK and will soon launch in New Zealand.

We are also expanding our presence in international content production with the formation of two new production companies: *7 Wonder* and *7 Beyond*. These two new businesses underline a key part of our strategy for today and in the future: the expansion of our presence in the production of content.

7 Beyond is now in production of a new season of *My Lottery Dream Home* for HGTV in the US market. More than 13 million viewers tuned in to the first season of the series. A 10 episode second season has also been produced for 2017. *7 Wonder* has secured a raft of new commissions in the UK market that include a local version of *My Kitchen Rules* and *Over My Dead Body* for Channel 4 and *Back to the Land* for BBC2.

Seven also has a major shareholding in UK-based scripted specialists, Slim Film + Television, the company behind critically acclaimed drama *Legacy* (BBC) and award-winning comedy *The Art of Foley* and founded by multi-award winning producer Simon Crawford Collins (*Spooks*, *Ashes to Ashes*, *Hustle*). Grace: A Storytelling Company, Thunderbird Beyond Screen Production and Seven Network Australia have also joined forces to produce *Beat Bugs*. Seen in international markets on Netflix, *Beat Bugs* is a world first, created by Josh Wakely, following a deal with Sony ATV Music Publishing Australia for worldwide rights to record covers of the Beatles song catalogue for this production.

These developments in major international markets confirm our success in production and underline most importantly how our people are driving a growth business for Seven Productions. This business is expanding dramatically. A key focus for us is taking our ideas and our content further into international markets with Seven Productions, *7 Wonder* and *7 Beyond*, Slim Film + Television and the formation of Seven Productions New Zealand.