



Seven secures breakthrough first UK television commission for 7Wonder

9 May 2014 -- The Seven Network – Australia's most-watched broadcast television platform - today announced the first commission for its new television production company: 7Wonder.

Sky 1 HD in the United Kingdom has commissioned a four part documentary series from 7Wonder: **MICKY FLANAGAN HITS THE ROAD (W/T)**.

Liza Abbott, CEO, 7Wonder said: "This is our first commission and we're thrilled to be in production with such a strong series so soon from the 7Wonder launch. We couldn't think of a better way to start than co-producing with Britain's most popular comedian. That along with the fact that I am a middle-aged cyclist – it's the perfect busman's holiday."

Brad Lyons, Network Director of Production, Seven Network commented: "This is a terrific achievement for a new company in a competitive market. This commissioning underlines our commitment to 7Wonder and Seven's plans to build our presence in content creation."

7Wonder – created earlier this year - is focusing on the creation of new television programmes and formats, initially for the United Kingdom television market, and is a joint venture between Seven, Alexandra Fraser, Liza Abbott and Simon Ellse. Alex was joint CEO at Maverick Television, responsible for the company's creative output, for nearly two decades. Before joining Maverick, Liza was a key production executive at ITV in the United Kingdom.

The formation of 7Wonder builds on Seven's leadership in the creation and production of highly successful programming, including Home and Away, My Kitchen Rules, Border Security, A Place To Call Home, House Rules and Packed to the Rafters.

7Wonder also follows the company's formation of the new 7Beyond joint venture with Beyond International which focuses on the creation and development of new programmes and formats for the United States television market. Seven's original formats and produced programmes are sold into more than 130 markets around the world.

(Sky press release on commissioning on following page)



MICKY FLANAGAN HITS THE ROAD (W/T)

Micky Flanagan thinks he may be in love...with his bicycle...but he doesn't want to commit just yet, so he's hitting the road in his first ever documentary series for television.

Sky 1 HD today announces **MICKY FLANAGAN HITS THE ROAD (W/T)**; an amusing, honest and energetic four part documentary series which sees funny man **MICKY FLANAGAN** undertake the ultimate test of man's endurance as he cycles his very own fantasy Tour de France. A tour that craftily incorporates Champagne vineyards, Belgian beers, epic landscapes, wild boar, Burgundy wines, the Eiffel Tower and...nudist camps.

Riding alongside him is the man who convinced him to get on his bicycle, **NOEL LYNCH**. A brickie by profession, a cyclist in his heart and Micky's long standing mate of some 15 years.

As they hit the road Micky and Noel examine those all *(un)important* question such as are those narrow seats really any good for your fruit and nuts; and is lycra nothing more than a dangerous fetish gateway fashion? International distribution for the series will be handled by Sky Vision.

Micky Flanagan said *"Life is a journey. I like journeys. Even French ones. This will be a journey of physical and mental obstacles and I will overcome them all...once I've bought the bike."*

Adam MacDonald, Director of Sky 1 added *"I'm so excited to have Micky & Noel on board for Micky Flanagan Hits the Road (w/t); it's a joyful, passionate and funny production which makes it perfect for Sky 1. I can't wait for our customers to enjoy the ride alongside Micky & Noel."*

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MICKY FLANAGAN HITS THE ROAD (W/T) is the first production from the newly established 7Wonder stable and is a co-production for Sky with Micky Flanagan & CKP's production company Double Busy. The show will be co-executive produced by Christian Knowles for Double Busy, Alex Fraser for 7Wonder and Chris Wilson, Commissioning Editor, Factual, for Sky 1 HD. Mike Reilly is the series director and Michelle Crowther the series producer.

This year Sky will invest £600 million a year in original British content and production across its portfolio of channels. This commitment includes entertainment shows **GOT TO DANCE** and **DUCK QUACKS DON'T ECHO**; dramas such as **STRIKE BACK** and **MOONFLEET**; comedies including **STELLA, DOLL & EM** and **MOONE BOY** and factual shows as diverse as **50 WAYS TO KILL YOUR MAMMY, THE SOUTH BANK SHOW** and **ROSS KEMP EXTREME WORLD**.

MICKY FLANAGAN HITS THE ROAD (W/T, 4 x 60') will air on Sky 1 HD later this year.

Further information:

Nicola Vincent

Publicist, Sky 1 HD
nicola.vincent@bskyb.com
020 7032 3078

Lesley Land

Sky 1 HD
Lesley.land@bskyb.com
0207 032 0676

www.skypressoffice.co.uk
@sky1insider

About Sky

Sky is the UK and Ireland's leading home entertainment and communications company. Around 40% of all homes have a direct relationship with Sky through its range of TV, broadband and home telephony services.

Sky is the UK's biggest investor in television content, investing more than £2.5 billion a year in channels such as Sky 1, Sky Atlantic, Sky Living, Sky Arts, Sky Sports, Sky Movies and Sky News. Around two-thirds of Sky's content spend is invested in the UK and Sky is the fastest-growing source of investment in original British programmes. More than 30 million people watch Sky content each week.

Alongside its commitment to offering customers a greater choice of high-quality content, Sky is a leading innovator. Customers enjoy total control and flexibility over their favourite TV through Sky+, watch TV on the move through Sky Go, and enjoy the best quality TV experience at home through High Definition and 3D.

Sky distributes its content broadly over several platforms, including satellite, cable, IPTV, mobile and WiFi. NOW TV, Sky's second consumer brand, builds on the company's leadership in internet TV. Sky is also the UK's fastest-growing home communications company and favourite 'triple-play' provider of TV, broadband and home phone.

Sky believes in making a wider contribution to the communities in which it operates by taking positive action on the environment, supporting grassroots sports and increasing access to, and participation in, the arts. Sky employs 24,000 people, has annual revenues of £7.2 billion and is estimated to support a £5.9 billion contribution to UK GDP. Sky is listed on the London Stock Exchange (BSY).