



Seven sells Million Dollar Minute into New Zealand

23 June 2014 -- The Seven Network today announced Seven Productions' Million Dollar Minute's move into New Zealand.

The new gameshow – created, developed and produced by Seven – has recorded significant audience gains, closing the gap on the incumbent game show on one network and successfully counter-programming against news on another.

Today's signing represents a significant step in Seven's plans to expand this format into international markets and follows the recent creation of two international production company ventures for Seven.

Million Dollar Minute will be broadcast on TV3 in New Zealand. TV3 will broadcast this year's series hosted by Simon Reeve.

"All of us at Million Dollar Minute sense a real buzz about the show as it gains momentum and we continue to see people winning extraordinary amounts of money every week," Reeve said. "The fact that MDM has now been picked up in New Zealand speaks highly of the format – it is compelling and really entertaining. Life changing wins happen before our eyes on Million Dollar Minute and being around that energy is an adrenalin ride for the contestant, the viewer and the people who work on the show."

Million Dollar Minute is driving audience growth for Seven in Australia, up 4% year-on-year as its direct competitor declines 5%. It is also delivering significant growth of 10% in all key audiences. Million Dollar Minute has also been growing further over the past month: up 13% in total viewers over the previous month.

Seven's Network Director of Production, Brad Lyons, said: "This is great news. It's what we're about at Seven – the development and creation of new programmes and concepts that deliver for audiences. We are driving our future with programmes and content we create and leverage. The sale of Million Dollar Minute into New Zealand is a tremendous step forward as we market this concept into international markets. We are focused on driving our presence in the sale and distribution of our programming and creating new business and revenue streams for our content."

Endemol Worldwide Distribution have recently picked up the international distribution rights for Million Dollar Minute for both the format and finished programme.

Over the past twelve months, Seven has made significant moves in television production, with the formation of two international production ventures, 7Wonder and 7Beyond. Both companies build 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. Seven's original formats and produced programmes are sold into more than 130 markets around the world.