



## earth television network's **TAKEAWAY LIVE** opens on kabel eins & Web.

**earth television network** is to make a 24/7 ongoing 'true reality soap' for popular German commercial channel **kabel eins** television and web channels. With the title Takeaway LIVE [to be called **Abenteuer Alltag – Imbiss Live** in Germany] it follows the true lives – troubles, tribulations, laughter and daily joys - of the owners and customers of German takeaway café **Curry 54**.

**Takeaway LIVE** debuts on 15 September on [www.kabeleins.de](http://www.kabeleins.de) and develops to a 10 x 30 minute early peak programme on **kabel eins** from 29 September.

**Kabel eins**'s Head of Program Strategy & -Operations, **René Carl**, said:

"We are very delighted to bring **Abenteuer Alltag – Imbiss live** onto the TV screen. In cooperation with earth television network we feature a very unique internet topic on television. With the high authenticity of an insight into the real life of a takeaway, we expect to achieve great audience commitment."

**earth television network**, the daughter company of Munich headquartered media conglomerate **Telcast Media Group**, is Germany's market leader in marrying outstanding new content formats with revolutionary technological innovation. Founder and CEO **Thomas M Hohenacker** comments: "**Takeaway LIVE** is the first true reality format that starts on the web and becomes a TV show shortly thereafter. We have developed a new system, which allows us, to operate hi-end remote controlled TV cameras at any location, without the need of production personal at the site. This allows us to generate totally authentic and true to life content. The series will feature the owner and staff who run **Curry 54** as well as their regular customers. These elements and the anonymity of our cameras allow us to produce daily stories, combining observational documentary with the character led drive of an ongoing soap – as with all real life it will

happen 24 hours every day. We are delighted to be producing this new web and television format for **kabel eins**.”

**Takeway LIVE** follows the lives of owner **Olaf** and his team, family, friends and customers at **Curry 54** in Magdeburg on the banks of the River Elbe. **Curry 54** is the winner of the **Kabel1 2008 Super Takeway Trophy for the Hottest Takeway**. This insight into daily live can serves an appetizing array of tasty treats for viewers and web surfers.

**earth television network** has built a new control centre for **Takeway LIVE** within its Munich base, which will receive live sound and vision feeds from the eight remote controlled HD cameras. Editing will be ongoing and web broadcast instantaneously. **earth television network** unique camera systems, developed for its 80 location global network **earthTV**, allows for the highest quality pictures [with 360 degree vision] and sound to be captured without the characters lives being disrupted by crew or OB units.

As **Hohenacker** says; “Our unique production techniques allows our subjects to act and react naturally to the events of their day, unencumbered by the artificiality created by the usual ever visible television crews.”

#### **NOTE TO EDITORS**

TELCAST, founded by President and CEO Thomas M. Hohenacker in 1985, is one of the leading independent television distribution and production companies in Germany. TELCAST’s clients include broadcasters in over 50 countries. TELCAST’s earth television network is described by one client as ‘the biggest TV production studio in the world’. TELCAST is at the forefront of technological innovation allowing clients to create unique branded entertainment and reality formats and making the company the world’s major LIVE television company. TELCAST’s unique Double Cam2 is the world’s first wearable television studio. TELCAST’s BIG NATION offers clients advanced decentralized easy access television studios and earthTV [see below] offers the world.

earthTV is the most successful daily LIVE programme out of Europe, reaching over 2 billion Television viewers in 200 countries - available in any language and station design, delivered LIVE every hour, 24 times per day. earthTV’s spectacular 90 seconds LIVE programming airs on more than 60 TV channels around the world, including CenterTV (Russia), CWTV (China), Al Arabiya (Middle East), France2 (France), Sky Travel (UK), N24 (Germany), SBS (Australia), The Weather Channel (USA) and NDTV (India). earthTV content is also available on selected mobile and 3G platforms, and on airport media. In January 2007 earthTV launched its new online platform [www.earthTV.com](http://www.earthTV.com)

see also <http://www.curry54.net>

#### **ENDS 28 August 2008**

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