

PRESS RELEASE

TV Alliance signs distribution deal with SUPER RTL

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TV Alliance starts cooperation with kids' broadcaster SUPER RTL on worldwide distribution of their top rated entertainment formats Super Toy Club, Toggo United and Q-Boat.



During several years these programs have been carefully developed, refined and optimized by SRTL, the current market leader of kids' television in Germany. These programs overshoot all targets and rating expectations. Thus, Super Toy Club became one of the most successful kids' programs on German television ever.

For the first time these entertainment formats are now available for the international market.

Set in a space shuttle design Super Toy Club is a game show with a boys' team competing against a girls' team. At the end of each show the winner team gets "beamed" to a large toys paradise and might catch as many toys as possible into a shopping cart during a given time limit of three minutes.

With more than 500 runs and an average market share of 25% Super Toy Club became one of the most successful kids' entertainment shows in German television of all times.

Toggo United is the first football game show worldwide. Two junior teams are competing to win the Toggo United Cup. Toggo United has beaten regularly the average ratings of SRTL thus becoming a further success story.





Q-Boat is a thrilling quiz show challenging a boys or girls team to "submerge" with ten questions until 10,000 feet.

Based in Salzburg and Munich TV Alliance GmbH has been founded in 2003 by Michael Radtke and is focused on international distribution and

production of international television programs and formats.

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