



**SHINE GROUP**



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## **Shine Group Acquires Metronome for SEK 719 Million**

### ***Shine Group Further Expands By Acquiring Nordic Region's Leading Production Companies***

Stockholm/London - Shine Group today announced the acquisition of the Nordic region's largest production group Metronome Film & Television AB from parent company Schibsted ASA; increasing Shine Group's footprint to twenty three companies, across nine territories in three continents and further confirming its status as a major global TV production force.

The deal, for SEK 719 million, covers all fifteen production companies under the Metronome umbrella. In 2008 Shine Group companies were responsible for over 1000 hours of scheduled programming, a number set to significantly grow in 2009 as a result of this deal and with further expansion still planned into new territories.

With companies in Sweden, Denmark, Norway, Finland and the US, Metronome Film & Television AB is the Nordic region's pre-eminent production group, responsible for a string of hit programmes from both home-grown and international formats.

Their addition, alongside an ongoing international expansion programme including recent announcements in Germany and Australia, and last year's acquisition of Reveille, places Shine Group as leaders of the global television production and sales industry.

Shine Group CEO and Chairman, Elisabeth Murdoch said: "This is a landmark deal for Shine Group. The Metronome companies are peerless in their home territories. It has always been my intention to expand the existing Shine Group companies with the finest creative and entrepreneurial minds from the key markets we have identified, and each Metronome company more than meets this criteria. Their addition gives us an unrivalled presence in a market with a well-earned reputation as the birthplace of so many successful international formats."

Shine Group boasts some of the most respected and prolific production companies in the worlds of scripted and non-scripted television. In the UK, admired genre specialists Dragonfly (factual); Kudos (drama), and Princess Productions (entertainment) and award-winning multi-genre producers Shine TV; in the US, market-leading independent producers Reveille and international sales arm ShineReveille International.

In addition, last year the group unveiled Shine Pictures, a joint venture with New Regency to develop, produce and distribute films globally. More recently it announced the establishment of start-up companies Shine Germany and Shine Australia headed by renowned executives Axel Kuehn and Mark and Carl Fennessy respectively.

The deal was financed by a combination of private investment and debt placement programme led by J.P. Morgan. Legal representation and due diligence was undertaken by Mannheimer Swartling, O'Melveny & Myers LLP and led by Olswang and J.P. Morgan Corporate Finance.

The fifteen Metronome companies cover television production, (*Meter Film and Television AB, Stockholm-Köpenhamn AB, Metronome Productions A/S, Metronome Film and Television Oy, Metronome Spartacus AS, Metronome LLC (US), Rubicon TV AS, Metrix Interactive AB* and *Filmlance International AB*); editing and facilities (*Studios Mekaniken AB, Studios A/S* and *Studios AS*); IP creation and distribution (*Friday TV AB*); and online (*Schulmangruppen AB (50 %), Metronome Digital Media AB*). As part of the deal, all production entities will continue to operate independently, retaining their individual company names and identities.

Collectively, the group has successfully brought to their respective country's screens local versions of global franchises including *Deal or No Deal, Big Brother, Idol, Jeopardy!*, and *Who Wants To Be A Millionaire*; Metronome also recently worked with Shine Group distribution arm ShineReveille International to bring *The Moment of Truth* to Denmark, Sweden and Norway. Original format successes have included *Clash of the Choirs*, (the first ever broadcast of a Nordic paper format on a major US network), *Luxury Trap, Stars in the Castle*, and *The Most Extraordinary Person Show*.

The deal sees the entire Metronome senior management team, headed by Mats Alders, CEO and President and Michael Porseryd, COO and Exec VP, remain at the company.

Mats Alders, CEO and President of Metronome Film & Television said: "We are very pleased to become part of a group with creativity at its heart that is both expansive and visionary. We share similar creative and company cultures. Shine Group has a large presence in markets where we are not currently active and vice-versa, hence we also complement each other geographically."

Gunnar Strömblad, Executive Vice President of Schibsted, responsible for Sweden said: "We are very pleased that Shine Group in particular is acquiring Metronome, and we are convinced that Shine Group will develop the group in the best way possible."

Added Alex Mahon, President, Shine Group: "We are delighted with our success in acquiring Metronome when there were several interested parties. With the Nordic region as part of Shine Group and our recent and rapid international growth, we are now operating production companies in nine territories, with plans to grow further globally throughout the year."

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### **About Metronome Film & Television AB**

Metronome Film & Television develops, produces and sells TV content and has operations in Sweden, Norway, Denmark, Finland and the US. It is the Nordic region's largest creator-managed production company. In Sweden, the group includes the production companies Meter Film & Television AB, Stockholm-Köpenhamn AB, Filmlance International AB, Metrix Interactive AB and Studios Mekaniken AB, as well as Friday TV AB and Digital Media AB. Friday TV develops its own programme formats and sells the group's formats to the international TV market. Digital Media combines TV with the Internet and includes online operations such as the humour portal 1000apor (1000 monkeys) in collaboration with the Schulman brothers.

In Norway, the group includes Metronome Spartacus AS, Rubicon TV AS and Studios AS; in Denmark, Metronome Productions A/S and Studios A/S; in Finland, Metronome Film & Television Oy; and in the US Metronome LLC. Metronome had sales of approx. SEK 1 billion in 2008.

Metronome's productions include Swedish Idol, Single Moms (Ensam mamma söker), Farmer Wants a Wife (Bonde söker fru), The Luxury Trap (Lyxfällan), In Another Part of Köping (I en annan del av Köping), The Most Extraordinary Person Show (100 höjdare), Hotel Caesar, Finnish Big Brother, Clash of the Choirs (Körslaget), Singing Bee, Moment of Truth (Sanningens ögonblick), Power of 10, Danish Who Wants to be a Millionaire? (Hvem vil være millionær?), Finnish Jeopardy!, Stars on Ice (Stjärnor på is), Stars at the Castle (Stjärnorna på slottet), Eternal Glory (Mästarnas mästare), Convicted but Innocent (Oskyldigt dömd), Little Ghost Laban (Lilla spöket Laban), Patrik 1.5 and the Beck movies. For further information visit [www.metronome.se](http://www.metronome.se).

### **About Shine Group**

Founded by Elisabeth Murdoch in 2001, the Shine Group companies span three continents. In addition to acclaimed UK drama producers Kudos, it encompasses pre-eminent US television production company Reveille, leading independent multi-genre production company Shine TV, distinctive factual producers Dragonfly, entertainment specialist Princess Productions and international distribution arm ShineReveille International. The group's library includes scripted hit shows such as Merlin, Law & Order (UK) and International Emmy® Award Winners *Sugar Rush* and *Life on Mars* as well as Reveille successes *Ugly Betty*, *The Office (US)* and *The Tudors*, and distribution of shows including *The Moment of Truth* and *Smarter Than A 5th Grader*. Last year it unveiled Shine Pictures, a joint venture with leading US producer and distributor New Regency, to develop and produce broad-based commercial films for the global marketplace. More recently it announced the establishment of start-up companies Shine Germany and Shine Australia as part of an ongoing global expansion plan. For further information, visit [www.shinegroup.tv](http://www.shinegroup.tv)