

# PRESS RELEASE



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## DENMARK AND SWEDEN STRIKE GOLD WITH ELDORADO

The first sales of BBC Television's new soap *Eldorado* have been confirmed by BBC Enterprises in the first week of the programme's run, it was announced today.

Public broadcasters in Denmark and Sweden have both purchased 156 episodes of the thrice-weekly drama series, with transmission planned to start at an early date.

Announcing the sales, David Ferguson, Head of TV Sales at BBC Enterprises, said: "*Eldorado* is arousing tremendous interest throughout Europe. In addition to Denmark and Sweden, negotiations are at an advanced stage with public and commercial broadcasters in Norway, which would give the programme total coverage in Scandinavia. Elsewhere in Europe, we are discussing a number of varied options for bringing *Eldorado* to the widest possible audience as soon as possible."

The programme will be seen with subtitles in Denmark and Sweden, where the Danish Svendsen family, played by Nanna Moller, Kim Romer and Marchell Betak, and Bo Corre as Swedish tour guide Ingrid, are set to become household names.

Bo Lynnerup, Head of Programme Acquisition at Danmarks Radio, said: "When we learnt about the BBC's *Eldorado* project, we were confident that it would be of great interest to our audience, and would help DR compete in the Danish market. We believe in the creators of the series and are looking forward to its success."

Ake Kallqvist, Head of Sweden's SVT International, said: "At SVT we have great confidence in the creators of *Eldorado*, Julia Smith and Tony Holland, internationally renowned as makers of excellent television. We are convinced that they will use this concept about a multinational group of people living in Spain to provide our audience with high class television entertainment. In the Swedish audience, many people can relate to friends and relatives living in sunny Spain."

*Eldorado* is produced for the BBC by leading independent production companies Cinema Verity and JD y T Producciones, under Executive Producers Verity Lambert and John Dark.

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Congratulations all  
and well done

X Julie X



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