

LILYHAMMER

All-time high! The best ratings for a Norwegian made drama series ever!



"'Lilyhammer' set the historical record of being the most viewed drama-premiere ever on NRK" (Aftenposten).

"A fairytale! 'Lilyhammer' reached historically high ratings" (VG).

"I loved it, it was fun" (Bruce Springsteen).

"The TV-viewers love Frank the Mafioso" (Dagbladet).

"Looking forward to tonight's episode of LILYHAMMER on NRK. Good Norwegian entertainment" (Jens Stoltenberg, Norwegian Prime Minister via Facebook).

"Need to confess that I really enjoy Lilyhammer and Frank Tagliano. I also like that the people from NY are back again." (Jens Stoltenberg, on Twitter).

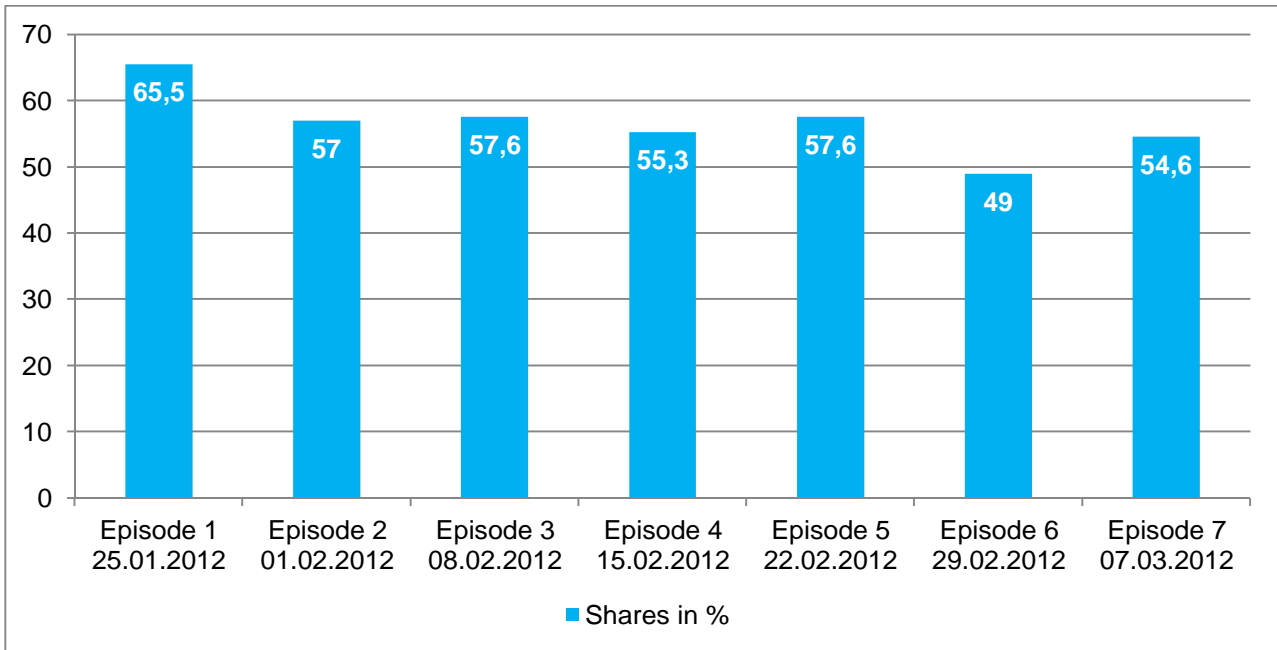
1 in 5 Norwegians watched LILYHAMMER premiere on NRK1, reaching an overall share of 56,3% (44,2% in 12 – 44 demo)– an all-time-high for NRK1 and the best ratings for a Norwegian made drama-series ever! The second episode performed even stronger with an overall share of 56,8% (12+) and 46,5% in the commercial demographics, LILYHAMMER outperformed the channel average by up to 264%!

FACTS ON LILYHAMMER:

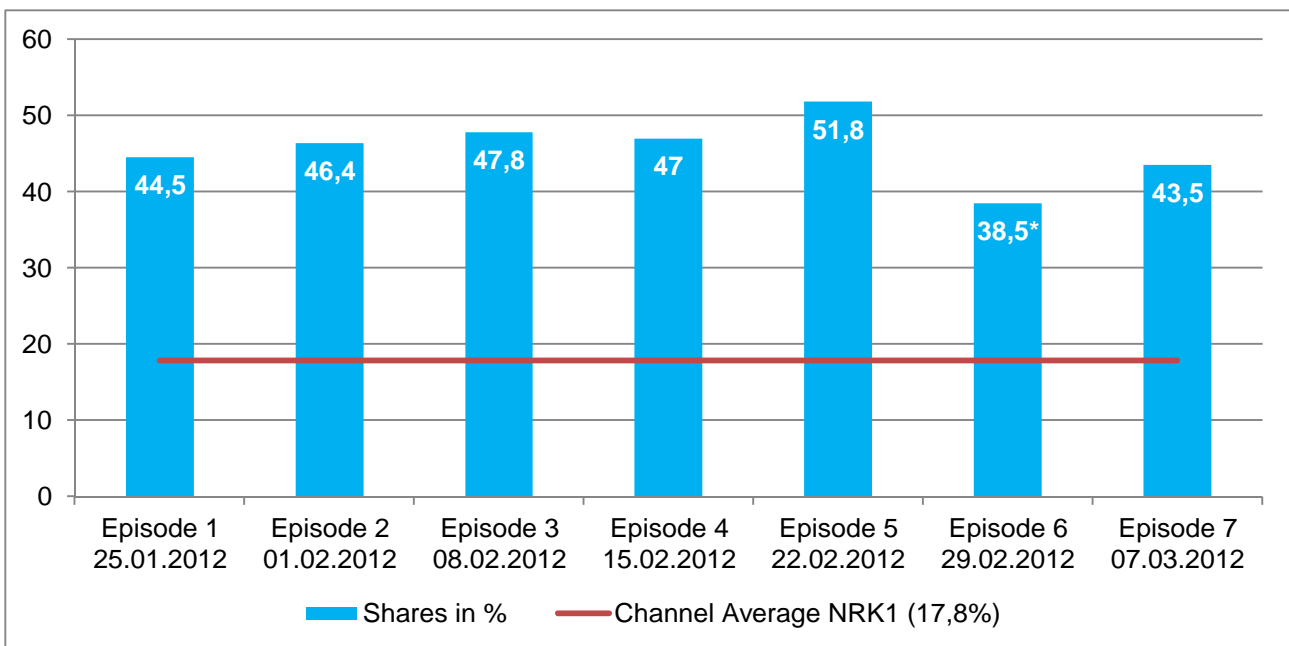
- The premiere outperformed NRK1 channel average by 245%
- Viewed by 1/5 of Norwegians
- Ratings were an all-time high for NRK1
- Best ratings for a drama series made in Norway
- 134.000 people streamed LILYHAMMER via NRK's website 2x any previous program's number

LILYHAMMER RATINGS ON NRK:

EPISODE 1 – 7, OVERALL MARKET SHARE (12+)



EPISODE 1 – 7, COMMERCIAL TARGET GROUP (12-44),
OUTPERFORMED NRK'S CHANNEL AVERAGE BY UP TO 292%



*on February 29th 2012 „Lilyhammer“ aired at the same time as a football match of the Norwegian Team

Viewers in the U.S., Canada and Latin America are able to watch the dramedy on Netflix since February 6th. Netflix has also agreed to co-produce a second season.

About LILYHAMMER:

After Frank “The Fixer” Tagliano testifies against his Mafia boss in New York, he enters the Witness Protection Program and makes an unusual demand: he wants to be set up with a new life in the Norwegian small town Lillehammer – or as he calls it “Lilyhammer”. Thrust into a town that never met crime, Frank is confronted with a colorful cast of characters totally unlike the New York variety.