



## PBS INTERNATIONAL FINALIZES ADDITIONAL SALES FOR “THE CHOICE 2012” AT MIPCOM

(Boston, Massachusetts USA): On day one of MIPCOM, PBS International finalized its most recent deal for *The Choice 2012* with broadcaster RTÉ, making Ireland the latest of more than 88 countries where FRONTLINE’s quadrennial U.S. presidential election special will be seen.

*The Choice 2012*, the definitive profile of the character of the men competing for the presidency, is a journey into the places, people, and decisive moments of each candidate. As President Barack Obama and Governor Mitt Romney spend hundreds of millions of dollars to tell their own stories, FRONTLINE’s top political reporting team spent the last year gathering the rest of the story. More than 100 in-depth interviews with friends, family, authors, and journalists contribute to the most ambitious television biography of the candidates ever created.

“Historically, MIPCOM has helped us to generate many of our sales for *The Choice*. An annual venue where we can reach so many buyers at one time affords us the opportunity to introduce the series at one MIPCOM and close deals through the next,” says Tom Koch, Vice President, PBS International.

The newly signed deal with RTÉ adds to the list of more than 34 broadcasters who have signed on to air *The Choice 2012* since MIPCOM 2011 including CBC, Educational Broadcasting System (EBS), Geo TV, NHK, Public Television Service (PTS), Societe Radio-Canada (SRC-RDI), Special Broadcasting Service (SBS), SVT, Televisió de Catalunya / TV3, and TVI (Portugal).

### **About PBS International**

PBS International, widely recognized for bringing high-quality documentary, lifestyle and children’s programming to the international marketplace, is the worldwide co-production and distribution division of PBS Distribution, a joint venture of PBS and WGBH-TV Boston—one of the largest producers of primetime programming for PBS in the United States. PBS International licenses programs from PBS, WGBH (NOVA, FRONTLINE, etc.), and award-winning independent producers such as Ken Burns, Ondi Timoner, Alex Gibney, Martin Scorsese, and David Grubin.

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