

## ITV STUDIOS GLOBAL ENTERTAINMENT INVITES

### BRAZIL TO COME DINE WITH ME

#### Deal takes the number of international territories producing the show to 35

**21 May 2012** – ITV Studios Global Entertainment (ITVS GE) has signed a new deal for hit format *Come Dine With Me* with Brazilian broadcaster Globo TV. The agreement will see Globo TV produce a 30 episode series. This brings the total number of international territories producing the show to 35.

Tobi de Graaff, Director Global Television Distribution, ITV Studios Global Entertainment, said: “*Come Dine With Me* has rolled out across boundaries and cultures and every time it has proven to be a hit with viewers. We are delighted that our deal with Globo marks the first foray of Europe’s most-watched format into Latin America and we count on it finding a large and loyal audience. We look forward to announcing further deals in the region soon.”

*Come Dine With Me* is one of the world’s most successful television formats and is Europe’s top TV format\*. More than 4000 episodes have been produced in 35 territories around the world including France, Germany, Australia and New Zealand. Originally commissioned by Channel 4, it is an ongoing success for the channel, ranking as its highest rated daytime show in 2011 and beating the slot average in primetime by 65%. The South African version of the format has proved hugely popular on BBC Entertainment, averaging a share 200% above the broadcaster’s average, while the Irish show achieved a 21% share of viewing on TV3.

The unscripted factual entertainment format follows amateur chefs competing against each other in hosting a dinner party for the other contestants. Each competitor then rates the host’s performance and the winner is rewarded with the ‘ultimate dinner party host’ title and a cash prize.

The deal with Globo TV was brokered by Flavio Medeiros, VP Sales, Latin America for ITV Studios Global Entertainment.

