



## Press Release

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London, 10<sup>th</sup> February 2014

# Endemol brings Seven Network Australia's *My Kitchen Rules* to TVNZ

- **Television New Zealand Limited (TVNZ) acquires format rights from Endemol to produce New Zealand version of Seven Network Australia's number one hit My Kitchen Rules**
- **Local version will be produced by Imagination Entertainment to air on TV2**

Endemol, the world's largest independent production and distribution company, today announced that Television New Zealand Limited (TVNZ) had acquired the rights to produce a local version of the highest-rating format on Australian television, the Seven Network's **My Kitchen Rules**, in a deal negotiated by Andrew Shaw, TVNZ's General Manager Commissioning, Production and Acquisitions, and Kirsten Cargill, Endemol Worldwide Distribution's Sales Director, Australia and New Zealand.

**My Kitchen Rules New Zealand** will be produced by Imagination Entertainment and air on TVNZ's TV2.

John Kelly, Network Programmer, TV2 commented: "New Zealanders just couldn't get enough of My Kitchen Rules, with 2013 being the most watched season yet. For this reason, we are thrilled to be teaming with Endemol and Imagination to bring Kiwis their very own local version of MKR. TVNZ is excited to give New Zealand teams the opportunity to battle it out in the instant restaurant rounds, and create dishes and drama that will captivate the nation."

As well as the local version, TVNZ have aired the first four seasons of **My Kitchen Rules**, with outstanding on-air results. The most recent series achieved an average 16.4 rating against all people 18-49 with 42% channel share.

**My Kitchen Rules** is a format created and produced by the Seven Network, Australia's most-watched television network. In Australia, **My Kitchen Rules** has been the undisputed #1 television series in its primetime slot from 2010 – 2013.

Commenting, Seven's Director of Network Production, Brad Lyons, said: "We are delighted to be expanding this extraordinary format beyond Australia. It's a remarkable programme. We are immensely proud of it and the results it's delivering. It continues to build as each series is produced, and we're looking forward to expanding My Kitchen Rules in the global market-place."

The season four Grand Final Winner Announcement was the highest rating programme of 2013, with a combined metropolitan and regional audience of 4.272 million viewers. The opening week of the new season of **My Kitchen Rules** on Seven in Australia this year is delivering market-leading audience shares, is up on its opening week in 2013, and ranks as Australia's most-watched programme for total viewers and in all key audience demographics: 16-39s, 18-49s and 25-54s.

-ENDS-

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**ABOUT ENDEMOL**

Endemol is the largest independent television and digital production company in the world. It comprises a global network of around 90 companies in more than 30 countries and is headquartered in Amsterdam, the Netherlands.

The company annually produces over 350 series across genres, including entertainment, reality TV, game shows, comedy, drama, sport, kids programming, factual, docu-dramas and features.

Endemol works with roughly 400 broadcasters, digital platforms and licensees worldwide. The business covers development, production, marketing, distribution, franchise management and multi-platform initiatives including gaming, apps and digital video.

Credits include international hits such as *Big Brother*, *Deal or No Deal*, *Wipeout*, *The Money Drop* and *Your Face Sounds Familiar*. The company's growing drama and comedy portfolio includes *Hell on Wheels*, *Hot in Cleveland*, *Kirstie*, *Leverage*, *Home and Away*, *Death Comes to Pemberley*, Emmy Award winning *Black Mirror*, *Ripper Street*, *Peaky Blinders* and the forthcoming World War I drama *The Ark* for the BBC.

As one of the world's largest independent distributors of formats and finished programming Endemol launches over 50 new entertainment formats each year on broadcast networks around the world and distributes more than 29,000 hours of content. The company's creative teams around the world are continuously developing new ideas that are shared across the Endemol network.