



Press Release



ENDEMOL AND SEVEN PRODUCTIONS SERVE UP MY KITCHEN RULES INTERNATIONALLY

The enormously successful reality culinary series, **My Kitchen Rules** continues its success both locally and abroad with recent sales of the Seven Productions format by Endemol Worldwide Distribution to New Zealand, Denmark and French speaking Belgium with further deals under discussion in Canada and Norway.

Developed and produced by the Seven Network Australia, **My Kitchen Rules** has also been produced locally in Canada (French speaking), Lithuania, Serbia and the United Kingdom.

Currently in production on Season 6 of the Australian version, **My Kitchen Rules** has been the undisputed #1 television series in Australia for its primetime slot from 2010-2014. In 2014, season 5 hit an all-time high, recording the highest season premiere episode, the highest Semi-Final week and the highest Grand Final average in the competition's five year history!

To date the finished programme has sold to over 160 countries including United Kingdom (Sky), Canada (W Network & Gusto! TV), Asia (NBC), Eastern Europe (SET), Germany (Turner), Latin America (Discovery), Middle East (Fox & Gem) and Netherlands (SBS).

In Flemish speaking Belgium all five seasons of the finished programme have sold to VMMA/VTM as well as six seasons of the **My Kitchen Rules** predecessor 'My Restaurant Rules' being produced for Flemish speaking Belgium.

In New Zealand, the local version launched on 24th August and has seen early success with the first twenty four episodes achieving an average 5+ live audience market share of 23%. Having just aired the Australian season 5 finale, **My Kitchen Rules** has had great success currently reigning as 2014's most popular series in New Zealand for the 18-49 and 25-54 year demographic.

My Kitchen Rules is a robust format that has been adapted across programme schedules in various markets— whether on one night or multiple nights a week.

My Kitchen Rules travels a country with the aim of finding the best home-cooking team. In Australia, the teams of two do battle from their own kitchens in each state of Australia. The aspiring chefs have to impress judges with unique culinary tricks and use local ingredients in their dishes. The contestants also have to transform their home into an instant restaurant for one pressure-cooker night, working against the clock to deliver a winning dining experience.

Over the years, the show has gone through some format changes. For example, in 2011 it was introduced that after the instant-restaurant challenge, the remaining teams must compete in a further four-round format. This involves a “People’s Choice Challenge,” a “Rapid Cook-off,” a “Showdown” between the worst dishes from the Rapid Cook-off and “Sudden Death,” in which the two losing teams from the People’s Choice Challenge and Showdown battle it out. The show kicked off its fifth season earlier this year, introducing yet another twist: “The Food Truck.” This sees teams split into two even groups and each must run a competing restaurant out of a large semi-trailer. To win, the group must earn the most amount of money from dining patrons who pay based on what they think the food is worth.

The format and finished programme are both distributed internationally by Endemol Worldwide Distribution.

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 – 2014.

Commenting, Seven’s Director of Network Production, Brad Lyons, said: “We are delighted that this format continues to resonate in so many territories. We are immensely proud of it and pleased to be working with Endemol in expanding My Kitchen Rules’s presence in the global market-place.”

Cathy Payne, Chief Executive – Endemol Worldwide Distribution also commented “Endemol is extremely proud to be associated with My Kitchen Rules and the Seven Network Australia. MKR’S international success clearly demonstrates the calibre of the programme and the creative team behind it. We look forward to closing more deals for both the format and finished programme in the coming months”

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ABOUT ENDEMOL

Endemol is a world leading creator, producer and distributor of multiplatform entertainment. The company annually produces over 15,000 hours of programming across scripted and non-scripted genres, including drama, reality TV, comedy, game shows, entertainment, factual and kids programming.

Endemol comprises a global network of creative companies in more than 30 countries and works with over 300 broadcasters, digital platforms and licensees worldwide. The business covers development, production, marketing, distribution, franchise management and multi-platform initiatives including digital video, gaming and apps.

Endemol's credits in non-scripted entertainment include worldwide hits such as *Big Brother*, *Deal or No Deal*, *Wipeout*, *The Money Drop* and *Your Face Sounds Familiar*. The company's growing portfolio of award winning drama and comedy includes international titles such as *The Fall*, *Peaky Blinders*, *Hell On Wheels*, *Benidorm*, *Ripper Street*, *Black Mirror*, *Bad Education*, *Mad Fat Diary*, *Hot in Cleveland*, *Kirstie*, *Leverage*, *Home and Away*, *Death Comes to Pemberley* and *The Crimson Field*.

As one of the world's largest independent content distributors, Endemol launches over 80 new entertainment formats a year on broadcast networks across the globe and distributes more than 33,000 hours of finished programming. The company's creative teams around the world are continuously developing new ideas that are shared across the Endemol network.