IT TAKES A CHILD TO RAISE A VILLAGE

SEPARATED AT BIRTH

ABC COMMERCIAL



SEPARATED AT BIRTH



It takes a child to raise a village

Ambulance paramedics Sameer (Nazeem Hussain) and Donna (Urzila Carlson) are brilliant at handling other people's emergencies – and while they thrive under pressure, adulting is not their strong suit.

When Sameer's wife Aaleyah asks for a divorce moments after giving birth to their son and Donna's new house turns into a fire-damaged, rat-infested money pit, these ride-or-die mates are thrown together under one roof.

As avoidant people-pleaser Sameer tries to work out how to be a father, and hilariously outspoken Donna insists she can handle everything herself, the pair find themselves forced to become each other's life support – even when neither is particularly good at asking for help.

Sameer's tightly knit family and community are never far away; enthusiastic parents, aunties, uncles and cousins are all generous with their support and even more generous with their opinions, while jostling each other for influence.

An irreverent, character-driven comedy, *Separated at Birth* is about stepping up, stuffing up, stepping away, and stepping back in again – all while trying to find an authentic way to navigate adulthood and parenthood on your own terms.

With baby, house and clan disasters racking up, it's going to take a child to raise this village.

Separated at Birth combines the warmth of a family comedy with the irreverent energy of a buddy sitcom – delivering a fresh and funny take on the stumbling journey towards adulthood. Big personalities, cultural rituals, family rivalries, food and celebrations bring a lively, distinctive and relatable dynamic to the series.

At its heart, the universal themes – friendship, first-time parenthood, identity and belonging – are played out against a loud, loving and gloriously chaotic community.

PRODUCTION DETAILS

GENRE
COMEDY

EPISODES
S1: 6 x 30'

PRODUCTION COMPANY
PRINCESS PICTURES

TX DATE
11 NOV 2026

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Created by and starring Hussain, Separated at Birth is driven by his chemistry with co-star and real-life ‘bestie’ Carlson

Both are highly recognisable comedy talents with established international touring, stand-up, television and streaming profiles, strong fanbases and significant social followings.

Together, they bring an authentic, consistently entertaining partnership to the screen, with Hussain’s creator-led vision complemented by Carlson’s distinctive comic voice and performance style.

Hussain is joined by an experienced writing team spanning Australia, New Zealand and the UK, including Sara Pascoe (*Out of Her Mind*), Sarah Lang (*Together*; *Wolf Creek*) and Matt Okine (*The Other Guy*; *Mother and Son*), giving the series proven comedy credentials both in front of and behind the camera.



‘I’m a massive comedy fan and I’m quite easy to amuse. I love silly comedy, character comedy, physical comedy, clever comedy, whatever.

This show is a mix of character comedy and situations that feel recognisable from life. It’s a story about family, relationships and parenting, so hopefully there’s a way into it for everyone.

While it’s a comedy first, there’s also a lot of heart. I hope audiences laugh lots, and also recognise people they know, or occasionally, themselves, in these characters.’

— Nazeem Hussain · Creator, Star

‘I play Donna – Sameer's partner, best friend, family member, sister, confidant, financial advisor, all of it.

I didn't have to audition because I know his mum, so he has to give me work.

I think viewers will learn a lot about the Muslim community, the warmth in the family unit...I think it is really lovely and it's funny.’

— Urzila Carlson · Co-Star

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MARKET PRESENCE



- Internationally recognised and beloved Australian comedian, writer and TV personality
- Regular on the international stand-up circuit, with sold-out shows at the Edinburgh Fringe Festival and London's Soho Theatre
- Screen credits include the Netflix special *Nazeem Hussain: Public Frenemy* (filmed at *Just For Laughs* in Montreal)



- Multi-award-winning South African – born, New Zealand – raised
- Sold-out tours across Australasia, North America, the UK and Europe; current UK & Ireland tour from September 2026 (20+ dates confirmed)

Major screen credits including;

- *Comedians Around the World* (2019)
- Netflix special *Overqualified Loser* (2020)
- Amy Schumer's hit Netflix rom-com *Kinda Pregnant* (2025)

EPISODES

Episode 1: Omar

Sameer spirals, grappling with the fallout of his wife Aaleyah's request for a divorce after the arrival of their newborn son Omar, while Donna attempts to renovate her new ramshackle house.



Episode 2: Divorce Party

As friends and family gather for the aqiqah of his newborn son, Sameer enlists Donna to help him hide his divorce from his mother, while Aaleyah juggles parenting with managing the unhelpful advice of her own parents.



Episode 3: Dad Material

Determined to prove himself a capable father, Sameer looks after his son Omar on his first day solo parenting and flounders under the pressure, while Aaleyah makes a surprising connection with former mother-in-law Husna.



Episode 4: Convert Privilege

Donna struggles to accept the unsolicited help of Sameer and his friends from the mosque to crowdsource and complete her home renovation, while Sameer crumbles under the pressure of organizing son Omar's circumcision.



Episode 5: Ramadan Brain

During the final days of Ramadan, Sameer spirals and begins questioning the narrative about his long absent father. Meanwhile, tensions flare between Husna and Sadiah, and Donna reveals a shocking truth.



Episode 6: Captain Obvious of Sri Lanka

Sameer travels to Sri Lanka in search of his absentee father, while Donna attempts to reconnect with her teen daughter. Aaleyah defines single motherhood on her own terms and brokers a truce between Sadiah and Husna.



INSIGHTS: PREMIERE EPISODE RATINGS

***Separated at Birth's* ABC premiere made an immediate impact in a competitive Wednesday night market, ranking sixth in non-news national overnights, and edging in ahead of Nine's *Love Island Australia* and outperformed Network 10's *Big Brother Australia*.**

In its first week, the premiere episode achieved a complete audience of 1 million+ on the ABC network, ranking as the #1 watched catch-up episode across all programming - demonstrating the show's potential to connect with audiences through its fresh comedic voice, distinctive premise and compelling mix of talent, humour and relatable storytelling.

Outperformed Love Island Australia
The premiere outperformed *Love Island Australia* on average Total TV audience, despite the Nine reality series attracting a substantially larger BVOD audience; the ABC comedy attracted almost five times the broadcast audience of *Love Island Australia.*

Strong national reach
The premiere ranking sixth in the Total TV overnight reach rankings, excluding news and current affairs – following long-running ratings stalwarts *My Kitchen Rules* and *Home & Away*

Outperformed Big Brother Australia
Separated at Birth outperformed *Big Brother Australia* as well as programs including *Budget Battlers* and *House of Wellness*.

Strong performance in the 25–54 demographic
Separated at Birth ranked ninth in the 25–54 demographic, excluding news and current affairs.

OzTAM and Regional TAM 2026.
Australian Broadcasting 28 Day Consolidated Audience | Commercial-in-Confidence

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MEDIA HIGHLIGHTS

‘Best new shows to stream in November; coping with unexpected chaos is the comic engine of this six-part series’
– Sydney Morning Herald

‘**Pick of the Week**; in among the jokes is a refreshing and sweet story about responsibility and self-discovery’
– The Times

‘A comedy full of laughs, surprises and plenty of heart’
– TV Week

‘A winner for Nazeem Hussain’
– TV Tonight

‘Critic’s Choice – Four Stars
Nazeem Hussain and Urzila Carlson make sitcom magic with this sharp and twisted friendship tangle that tackles a supremely ill-timed break-up with cynical humour and heart’
– Sun-Herald

‘Warm-hearted comedy about fatherhood… sweet and zippy…brimming with life’
– Sydney Morning Herald

‘A warm, messy comedy about friendship, family and the people who hold each other up’
– TV Central

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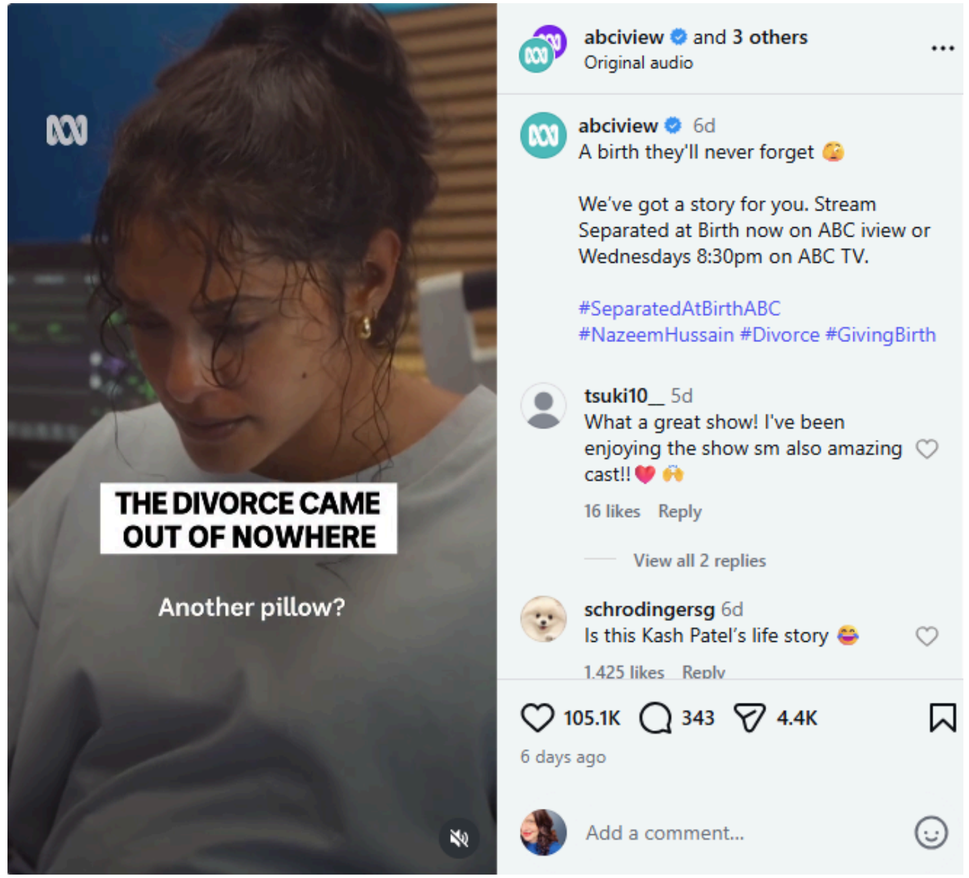
SOCIAL REACH



TikTok

The reel launching *Separated at Birth* on Instagram, Tiktok and Facebook delivered:

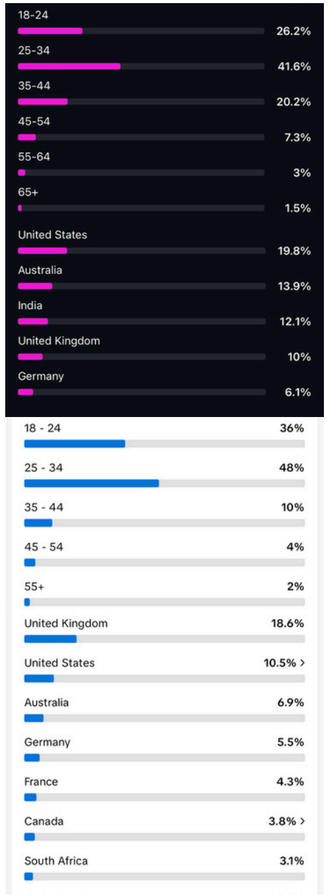
- **a combined video views of 4.57M+**
- **a combined post engagement of 350K+,**

reaching younger demos in the UK, US and other countries around the world.

Instagram
Video views - 3.34M
Engagement - 119.64K

Facebook
Video views - 639.59K
Engagement - 197.63K

TikTok
Video views - 564.15K
Engagement - 197.64K



Instagram and Tiktok Geo + Age Data

SOCIAL HIGHLIGHTS

Instagram

megan_lee1111 2d
Loved this 😂😂😂😂😂 I binged the 6 episodes and want more 👏👏👏😂😂

fzmashood 15h
Such a heart-warming, funny show. Loved it! ❤️

tsuki10__ 3d
What a great show! I've been enjoying the show sm also amazing cast!! ❤️🙌

maas.susanne 6d
I was lucky enough to catch a sneaky peek at the first 2 episodes. Sooooo funny and good.

msmansk 3d
I've watched all 6 episodes! Hope there will be a season 2😊

christinecummings1 1w
@urzilacarlson we need this on our tv in the UK 😀😀😀😀😀
Reply

huma_ayub 6d
How do I watch this in the UK???
Reply

sisterapearl 1w
Can i watch this In UK
Reply

eazy190_e 1w
2 more days. How to watch in the UK?

anonymoususer2000a 1d
When and where can we watch it in New Zealand?

Facebook

Charmaine Shahimah Idris · 3d
Dialogue 🗣️💯 Stellar performances👌 Insightful script that addresses the rich diversity & culture 👏
Reply 10

Robyn Cooper · 38w
Definitely placing a 000 call as I'd need a defib with these two together
Reply 20

Sovanna Som · 38w
just can't run to the loo while these two are on too funny🤣🤣🤣
Reply 5

Ruth Christie · 38w
As a retired paramedic....Perfect casting... thankyou comedy gods!!
Reply 47

Sharon Harland · 38w · by author
I would die laughing before these two "paramedics" could render assistance!🤣🤣
Reply 204

Kai Tú · 4d
"Hold this" was funny ASF 🤣
Reply 128

KEY CAST



SAMEER YUSUF
Nazeem Hussain

A professional people-pleaser, Sameer is a brilliant paramedic who stays calm under pressure but avoids conflict by joking, apologising and solving problems rather than confronting emotions. Raised by his single mother, he has never questioned the stories surrounding his absent father. With a newborn son, Sameer must confront his past and learn to become the present, emotionally available father he wants to be.



DONNA HENDRICKS
Urzila Carlson

Funny, fiercely independent and brutally honest, Donna would do anything for her best mate Sameer but prefers not to rely on anyone else. A major home renovation is her latest attempt at self-sufficiency. Beneath her stoic exterior lies guilt over the daughter she left behind. Watching Sameer embrace fatherhood forces Donna to confront her past, reconnect with her child and accept that she deserves meaningful relationships.



AALEYAH MALIK
Sana'a Shaik

Thoughtful and funny, Aaleyah fell for Sameer's warmth but eventually realised that being nice isn't the same as being emotionally present. Asking for a divorce after their son's birth, she must navigate single motherhood, co-parenting and rebuilding her life. A chronic overthinker who buries frustration beneath jokes, Aaleyah has long followed her family's lead. Now she must trust her instincts, find her voice and embrace her own maternal confidence.



HUSNA YUSUF
Nadie Kammallaweera

Smart, funny and fiercely independent, Husna has worked tirelessly to give her only son, Sameer, opportunities she never had. Abandoned by her husband, she built a life as a single mother while keeping the truth about his departure from Sameer. His unexpected divorce shatters her dreams of a settled family future. But supporting him through fatherhood and forming an unlikely friendship with Aaleyah forces Husna to confront an old feud.



SADIAH MALIK
Leah Vandenberg

Immaculately dressed and effortlessly charming, Sadiah has perfected the art of appearing the ideal wife, mother & hostess. Her love for daughter Aaleyah often emerges as unsolicited advice disguised as concern. Beneath the polish is genuine warmth, complicated by a longstanding feud with Husna over Sameer's absent father. As Aaleyah navigates single motherhood, Sadiah must confront her own prejudices and learn to be a supportive friend, not just a critical mother.



BILAL MALIK
Jeeves Verma

Gentle, thoughtful and quietly playful, Bilal is a devoted provider approaching retirement after decades in a white-collar career. In a household dominated by strong personalities, he struggles to express affection beyond practical gestures. Aaleyah's divorce saddens him as he faces losing a son-in-law he genuinely loves. Determined to keep his family connected, Bilal must learn to listen as well as advise if he hopes to become the grandfather he has always imagined.

SUPPORTING CAST



KAREEM MIRZA · Akhilesh Jain

An overconfident junior lawyer who loves winding Sameer up, Kareem relishes his newfound power as Sameer's landlord. Still nursing teenage grievances, he remains locked in a relentless, childish rivalry with Asad, each convinced the other is an idiot.



ASAD ABDALLAH · Osamah Sami

Sameer's fiercely loyal best mate, Asad is an eternal optimist who has opted out of adulthood. Living with his parents and working as a security guard, he avoids responsibility but is always there for Sameer, even when his advice makes everything worse.



IMAM · Rodney Afif

Sameer's closest thing to a father figure, the Imam is a respected spiritual leader with genuine integrity and an eccentric sense of humour. Having known Sameer since childhood, he carries a difficult truth about his absent father that Sameer deserves to know.



BRIAN · Tom Sainsbury

A sweet, dependable paramedic with a heart of gold and little understanding of women, Brian is desperately seeking love. He develops a hopeless crush on his new colleague Donna, completely missing that she's a lesbian.



CLUCKY WOMAN · Melanie Bracewell

Warm, maternal and intensely enthusiastic about babies, Clucky Woman becomes instantly smitten with Sameer and baby Omar. Her overwhelming baby fever terrifies Sameer, while her absolute intolerance for Asad makes her an unexpectedly formidable presence.



MIKAEL/MICHAEL · Luke McGregor

An earnest, well-meaning convert to Islam, Mikael embraces his new faith with overwhelming enthusiasm, liberally deploying "Inshallah" to dodge unwanted commitments. Oblivious to his own cultural blind spots, he regularly offers unsolicited advice, much to Donna's irritation.



RABBI KLEIN · Ryan Shelton

An enthusiastic, well-meaning practitioner of tax returns and circumcisions, Rabbi Klein is delighted by every new customer. Friendly and perpetually over-involved, he'll do almost anything to keep clients happy, despite leaving just enough doubt about his professional methods.



SHY PATIENT · Takashi Wakasugi

A deeply embarrassed man injured in an unfortunate video game controller incident, Shy Patient desperately wants treatment without anyone finding out. With his wife and children due home, he hopes to survive the ordeal with his dignity, marriage and gaming setup intact.

KEY CREATIVES



NAZEEM HUSSAIN
Creator, Writer, Star

Nazeem Hussain is an acclaimed Australian comedian, writer and television personality, best known for creating and starring in *Legally Brown* and *Orange Is the New Brown*. His internationally streamed Netflix special *Public Frenemy* introduced his stand-up to global audiences. A two-time Helpmann Award nominee, Nazeem created and stars in his first narrative comedy series, *Separated at Birth*, for the ABC.



LAURA WATERS
Executive Producer

Laura Waters is a producer known for her innovative and diverse contributions to the industry. She founded Princess Pictures, which quickly gained a reputation for producing bold, original content that pushes creative boundaries. She has produced internationally distributed hits including Chris Lilley programming for HBO, BBC and Netflix, alongside Disney+ drama *Last Days of the Space Age* and Netflix comedy *Son of a Donkey*.



CHRIS LOVEALL
Executive Producer

Chris Loveall is an international television executive and producer with more than 20 years' experience across global markets.

A founding member of Disney+ International Originals, he helped launch its first global scripted slate. His credits include *Please Like Me*, *Fortitude*, *Cleverman*, *Rosehaven*, *Last Days of the Space Age* and Netflix comedy *Son of a Donkey*.



EMMA FITZSIMONS
Executive Producer

Emma Fitzsimons is Partner and Managing Director of Princess Pictures, where her legal and producing expertise has helped secure commissions for the ABC, HBO and BBC. Her credits include *My Year 12 Life*, *How to Stay Married*, *The Divorce*, *Superwog* and International Emmy-nominated *Wrong Kind of Black*. Her experience spans content development, production and financing across Australian and international screen industries.



PENNIE BROWN
Producer

Pennie Brown is a Producer and Production Executive at Princess Pictures, with credits spanning comedy, drama and children's television.

Her work includes *How to Stay Married*, *Planet Lulin*, *The Family Law*, *The Last Days of the Space Age* and Australia's first Muslim rom-com short-form series, *MATCHED #2*, which she executive produced.



LISA WANG
Producer

Lisa Wang is a producer with more than 30 years' experience in screen production. Her credits include *Please Like Me*, *White Fever*, T*he Family Law* and feature film *Late Night with the Devil*. She founded Screen Presence, a not-for-profit supporting Asian Australian screen practitioners. Drawn to character-driven stories exploring identity, migration and cross-cultural relationships, Lisa sees *Separated at Birth* as one of many Asian Australian experiences.

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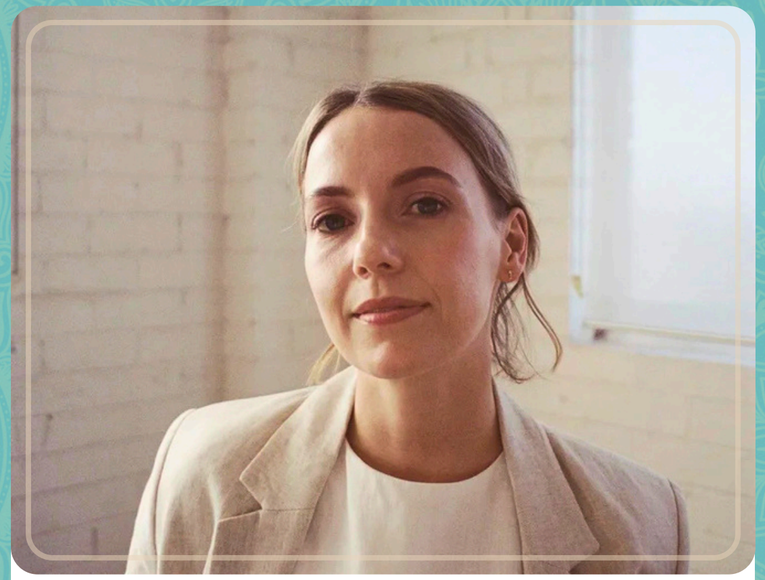
KEY CREATIVES



NINA BUXTON
Director

Nina Buxton is an award-winning director whose credits include Netflix's *The Inbestigators* and *Heartbreak High*, Paramount+ drama *Paper Dolls* and ABC's *Summer Love* and *Planet Lulin*.

Her short films *Woof!* and *Mwah* have screened internationally, earning festival recognition including Young Australian Filmmaker of the Year. She has also worked as a director's attachment to Jocelyn Moorhouse on Netflix's *Boy Swallows Universe*, building experience across acclaimed Australian productions with international reach.



SARA PASCOE
Writer

Sara Pascoe is a critically acclaimed British comedian, author and screenwriter whose television appearances include *Taskmaster*, *Live at the Apollo*, *QI* and *8 Out of 10 Cats Does Countdown*.

Her books include bestselling non-fiction title *Sex, Power, Money*, novel *Weirdo* and *Animal*, which inspired BBC sitcom *Out of Her Mind*. Her stand-up show *I Am a Strange Gloop* toured the UK, Australia and Canada in 2025–2026.



MATT OKINE
Writer

Matt Okine is an award-winning Australian comedian, actor and screenwriter whose screen credits include creating, co-writing and starring in *The Other Guy* for Stan, which earned AACTA nominations, and re-creating and co-writing the ABC's *Mother and Son*, in which he stars alongside Denise Scott.

His work spans writing, acting and producing, establishing him as a leading creative talent in Australian television comedy.

HOW TO MUSLIM...NAZEEM'S BEGINNER'S GUIDE

ALHAMDULILLAH

Praise be to God (Allah). Used to convey gratitude. E.G.I didn't get arrested, Alhamdulillah.

INSHALLAH

God-willing. Inferring that God has willed something to happen - only then it will happen.
E.G.I'll stop looking at my ex's Instagram, inshaAllah.

SUNNAH

The traditions/ practices of the Prophet Mohammed (PBUH) which Muslims try to follow to gain blessings and improve their character. The practices span a lifecycle from birth to death, including eating and drinking etiquette, to how to raise children, care for parents, conduct business, to conducting funeral rites.
E.G. I'm following the Sunnah and having a nap after lunch, boss.

MABROOK

Translated to Congratulations and is spoken after any milestone event, including birthdays, weddings, anniversaries, graduation, a promotion - any good news event. E.G. Mabrook on the promotion. Now you can finally afford therapy.

SALAAMS

An abbreviated version of Asalaam Alaikum meaning *Peace Be Upon You* - a universal Muslim greeting. Technically, Salaams translates to Peace.
E.G. Salams. Sorry I'm late. I've been told there's free food here?

ASSALAAMU ALAYKUM

Translates to *Peace Be Upon You*. This is the full universal greeting offered by Muslims when they meet another Muslim - at any time of day.
E.G. Asalaamu Alaikum. I'm Nazeem. Apparently you know my mum.

WA-ALAYKUM ASALAAM

Translates to *And Upon You Be Peace* - the response to the above greeting. It complements the giver by the receiver answering this way: Wa alaykum Assalam. I'm Sarah. Yes, she told me to tell you it's time to get a proper job.

JUMMAH

Translates to Friday and is also the day for the obligatory Jummah Prayer, (Friday Prayer) which is performed midday by practising Muslims. It is regarded as the holiest day of the week, akin to Sundays for Christians.
E.G. Hey, Nazeem - I'll see you at Jummah, assuming I can find parking.

JUMMAH MUBARAK

Translates to *And Upon You Be Peace* - the response to the above greeting. It complements the giver by the receiver answering this way: Wa alaykum Assalam. I'm Sarah. Yes, she told me to tell you it's time to get a proper job.

AQIQAH

A traditional Islamic celebration when a child is born, in which an animal is sacrificed as an act of gratitude to God, with the meat distributed to those in need. Additionally, the baby's head is shaved and the equivalent of what that hair weighs in gold is donated to charity. Some families choose to celebrate the Aqiqah with a gathering, akin to a christening in its spirit. E.G. We're having the baby's Aqiqah this weekend. He has no idea.

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HOW TO MUSLIM...NAZEEM'S BEGINNER'S GUIDE

RAMADAN

This is the most auspicious month of the Islamic calendar, marking when the Quran was first revealed. It is also the month of fasting in which Muslims abstain from food and drink from sunrise to sunset every day.
E.G. I can't wait for Ramadan so I get to answer "not even water" 400 times.

RAMADAN MUBARAK

Technically translates to Happy Ramadan and is the greeting to wish someone throughout the month of Ramadan. Anyone can say this to a Muslim, regardless of their faith background.
E.G. Ramadan Mubarak. You've put on weight.

IFTAR

This is the meal enjoyed at sunset, to break the fast during Ramadan and typically the form of a family or communal gathering. It is common to share Iftar with others to gain blessings in the holy month.
E.G. What time is iftar? I've been thinking about food since 6.16am.

EID

The celebration enjoyed by Muslims twice a year: once after Ramadan and then again after the Hajj (pilgrimage) is completed. Both are joyful occasions observed with communal prayers, feasting, the giving of gifts, charity to those in need and the gathering of family and friends. In terms of cultural and spiritual significance, Eid is akin to Christmas & Easter. E.G. It's Eid, so I've put on my best clothes and have already spilt coffee down my top.

EID MUBARAK

Translates to Happy Eid and is the greeting to wish someone on the occasion of Eid. Anyone can say this to a Muslim at Eid, regardless of their faith background. In spirit, it is akin to wishing someone Merry Christmas.
E.G. Eid Mubarak, Sarah - may your relatives only ask socially acceptable questions.

SADAQAH

Translates to the giving of charity via donating money, time, skills or kindness to those in need, purely out of goodwill and for the sake of God. Even positive behaviours are a form of Sadaqah including a smile, a kind word, or helping someone in need and are highly encouraged in Islam.
E.G. No bro, giving your ex money isn't Sadaqah – that's called a divorce settlement.

BARAKAH

Translates to Blessings or bountifulness and can be used to convey the blessed abundance of success, happiness, prosperity that Muslims experience. E.G. May your baby fill your lives with Barakah, and your house with things you step on at 3am.

HALAL

That which is designated as permissible/ allowed in Islam for Muslims to partake in, including food, drink. Regarding halal meat, this is meat that has been prepared according to Islamic rites that commands ethical standards.
E.G. Don't worry, it's halal. I interrogated the waiter, spoke to their butcher, and reverse image-searched the halal certificate.

HARAM

That which is expressly forbidden for Muslims as stipulated in the Quran, in terms of vices, behaviours and products.
E.G. Charging $19 for a sandwich feels haram.

WUDU

The ablution a Muslim performs before praying. It essentially requires washing of the face, hands and feet in order that a person stands before God in a state of cleanliness.
E.G. I need to make wudu, so naturally, three of my children suddenly need the toilet.

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