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# FORMAT NEWS MIPTV 2022



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## MUSTER DOGS

The ABC stand-out, high rating summer show delivered mass reach and audience joy

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## SCRIPTED OPTIONS

Unique and contemporary: drama and comedies that are striking a chord

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## NEW TAKES ON FIRM FAVOURITES

Gardens, bees, kids, dogs – fresh, energetic takes on the favourites close to our hearts

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## YOU CAN'T ASK THAT

The latest updates from the international juggernaut

*And more inside...*



A winning combination of entertainment, reality TV and documentary...and let's not forget to mention cute puppies that are sure to win hearts...enormous potential for the program in a global market  
 - The National Tribune

Simply delightful TV as well as being thoughtful, engaged and cast with a bunch of wonderful characters from the land...unlike most reality TV, in this cleverly produced, four part series, there is no humiliation or shame at its core - only love and delight  
 - The Australian

#1 ABC program on TX & catchup, 2022 YTD

Complete audience average approaching 1.5 million

Ranked #2, Sunday night primetime slot (against *The Australian Open* & *Married at First Sight*)

Achieved over 2 million views of social content during TX

## MUSTER DOGS

Audiences can't get enough of the canine adventures in *Muster Dogs*; the ABC standout, high rating summer show delivered the network mass reach and audience joy.

An uplifting story of five adorable livestock-herding pups and their trainers on a journey of discovery, *Muster Dogs* is the highest rating program on both the broadcast and catch-up service in its home country (2022 year-to-date) and is set to win hearts and minds...and ratings around the world.

Spanning the red earth of the Top End to the green pastures of regional Victoria, *Muster Dogs* is a warm, highly entertaining character-driven series featuring five graziers from across the nation, each of whom has been given a Kelpie puppy from the same litter to train up to be a muster dog.

Checking in with the puppies at key milestones, our training gurus and mustering experts set challenges and assess the pups' progress. The journey to train these unique dogs is an emotional ride into the farmers' lives and provides a deeper understanding of the unique bond between human and dog.



HD 4 x 60'  
 Ambience Entertainment

## AFTERTASTE

Commissioned for a 2<sup>nd</sup> season, with broadcast anticipated later in 2022

Recently optioned in the US, with other territories to be announced

The comedy with bite and a burgeoning fanbase

Embraced by audiences and critics alike, food-filled comedy *Aftertaste* was recently commissioned for a second season by the ABC.

Production is underway, taking place across Adelaide and the stunning Adelaide Hills wine region; broadcast is anticipated for later in the year.

4K/HD 6 x 30' | Closer Productions



Recently optioned in the US

## PULSE

The compelling medical drama based on a true story

Brought crashing down to earth by chronic kidney failure, successful highflier Frankie (Claire Van der Boom) sets her targets on a different future. Eight years on, she's in her second year as a practising doctor, inspired by Berger (Owen Teale) - the man who saved her life. Driven to use her second chance to save others, Frankie is forced to confront an ailing healthcare system and faces her toughest challenge yet - learning to let go.

HD 8 x 60' | Storylines available for Series 2 | Clandestine Beyond



Recently optioned for a modern, revisionist treatment in Australia

Serbia relicensed all local territory series for ongoing broadcast

## MOTHER AND SON

The timeless comedy lauded for its fine characterisations and sharp-edged humour

4K/HD 6 x 30' | Closer Productions



## GARDENING AUSTRALIA

**Going from strength to strength, the country's premier primetime gardening and lifestyle brand continues to draw new audiences**

Providing practical, trustworthy advice to engage, inform and inspire audiences everywhere, the 2021 TV season continued to hold its place as the No 1 entertainment lifestyle program for the network with an average audience in excess of 1 million. Broadcasting in 2022, Series 33 is set to increase its profile across a plethora of social platforms including Instagram and TikTok.

Now in its 30<sup>th</sup> year, the *Gardening Australia* magazine also holds its position as Australia's no. 1 gardening magazine, ranking in the top 20 magazine overall by national readership.

Published in October 2021, the long awaited first book from the lead *Gardening Australia* presenter was the #1 gardening book for the year with sales of over 25,000 copies, and has now been shortlisted for the 2022 Indie Book Awards.

Series 33: HD 38 x 60' | ABC Multiple Episode Broadcast  
Australian Broadcasting Corporation

#1 ABC entertainment lifestyle program

#1 gardening magazine, nationally

#1 gardening book (from lead *Gardening Australia* presenter)

## RESTORATION AUSTRALIA

**Restoring heritage ruins into living homes**

In 2021, the popular lifestyle program achieved a total average audience of approaching 1 million

Commissioned for a 5<sup>th</sup> season, with broadcast anticipated later in 2022

HD 7 x 60'  
Australian Broadcasting Corporation

## MOVIN' TO THE COUNTRY

**Entrepreneurs and innovators grow great ideas in regional communities**

2# metro ranking Friday night timeslot (during Olympics period)

Commissioned for a 2<sup>nd</sup> season, with broadcast anticipated later in 2022

HD 8 x 30'  
Australian Broadcasting Corporation

## WIN THE WEEK

**The fun, high-drama primetime entertainment format quiz show that tests your knowledge and your loyalty**

A hilarious hit that brings a brand-new twist to the quiz show format, *Win The Week* pairs everyday people with celebrities to see whether they can tackle trivia together and who will win!

A game of knowledge and strategy that's funny, informative, light-hearted and entertaining – *Win The Week* delivers the news with comedy and drama, and makes champions out of everyday punters.

HD 6 x 30'  
Wrapsheet

Recently optioned in the US with additional territories expected to follow

Commissioned for a 2<sup>nd</sup> season, with broadcast anticipated later in 2022

## SPICKS AND SPECKS

**The highly entertaining, quirky and at times totally crazy, music-themed primetime TV show with a unique vibe and just the right mix of music and comedy**

HD 9 x Series + Specials + Limited Series  
Australian Broadcasting Corporation

Achieving a total average audience of over 1 million, Series 9 delivered excellent timeslot growth, with +14% growth in metro markets and +11% growth in regional markets

Achieved 3<sup>rd</sup> metro ranking in the hotly contested Sunday primetime slot, up against *Celebrity Apprentice* and *MasterChef* on commercial networks

Commissioned for a 10<sup>th</sup> season, with broadcast anticipated later in 2022

## REVIEW

**Recently optioned in the UK**

**The truly unique comedy with a cult following, critical acclaim and multiple hit US series**

While other critics waste time with trivial matters such as film, food or art, one man dares to review all facets of life! This multi award-winning comedy is a truly unique proposition, with lauded format productions in the US/Canada and Denmark – including Comedy Central.

HD Series 1-2: SD 12 x 30'  
Starchild Productions

## THE WONDER GANG

Recently optioned in France

Series 2 delivered an average audience in excess of half a million, with first-run audiences up +8% YOY, and over 2 million plays on catch-up

Brand extensions in the home territory now expanded to publishing & merchandising

Nominated for both the ATOM (Australian Teachers of Media) Awards and AWGIE (Writer's Guild) Awards 2021

The latest series from the commissioning team behind the global hit *Bluey*

Over-delivering on the timeslot average and finding outsize audiences on catch-up, this delightful series appeals strongly to both genders 0-4 and 5-9, as well as to co-viewing audiences.

Series 1-2 HD: 60 x 15'  
Australian Broadcasting Corporation

In the UK to acclaim; Series 2 now in development

Currently optioned in 5 additional territories

## THE GREAT BEE CHALLENGE

In the original uplifting series, four diverse families from both rural and urban homes take on a life-changing challenge – competing, with the help of a leading entomologist and a beekeeping expert, to build thriving hives that produce delicious honey.

The BBC commissioned Keshet Productions to deliver a 7 part, aged-down version of the award-winning competition format, delightfully re-named *Show Me The Honey*, for their children's channel CBBC.

HD 2 x 60' | Australian Broadcasting Corporation

Produced in Gaelic for BBC Alba, *Advice to My 12-Year-Old Self* went to air in January 2022 as the snappy and social-media friendly @12

## ADVICE TO MY 12-YEAR-OLD-SELF

Features a host of funny, entertaining, smart and inspiring individuals including prominent politicians, athletes, academics, activists, performers and artists who outline the advice they would give to their 12-year-old-self now, and how they use their influence and experience to change the world today for kids all over the world.

HD 2 x Series | Australian Broadcasting Corporation

## YOU CAN'T ASK THAT

Funny, moving, life changing – the unique series that explores and embraces our differences

The multi award-winning *You Can't Ask That* continues its international trajectory with new seasons commissioned around the globe, international award nominations and options in additional territories.

Series 1-6: HD 52 x 30'  
Australian Broadcasting Corporation

Commissioned for a 7<sup>th</sup> season in its home territory, with broadcast anticipated later in 2022

Series 4 commissioned in The Netherlands, Norway, Spain and French Canada

Recently optioned in Serbia, adding to an additional 14 other territories

New awards and nominations include the *Rose d'Or Awards 2021*: Nomination Best Reality & Factual Entertainment Program (Australia), the *Canadian Screen Awards 2021*: Winner Best Factual Series (English) and the *Israeli Television Academy Awards 2021*: Nomination Best Factual Series, Best Director, Best Cinematography, Best Sound, Best Research (Hebrew)

DO WHITE PEOPLE  
ALL LOOK  
THE SAME?

 **ABC COMMERCIAL**  
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