ABC COMMERCIAL

URZILA



WARNER BROS.
INTERNATIONAL TELEVISION
PRODUCTION AUSTRALIA

URZILA

Crackling with mischief, a new sketch comedy is unleashed



Dive headfirst into the brilliant mind of comedy powerhouse Urzila Carlson in this bold, fast-paced sketch series.

Drawing on two decades of stand-up, Carlson turns familiar situations into chaotic pressure-cookers, riffing on public meltdowns, medical horror shows, wedding cake tastings, true-crime obsession and reality-TV fantasies.

Joined by a handpicked ensemble, she brings character comedy, cultural commentary and outrageous situations together in a fearless, irreverent showcase for one of comedy's most distinctive voices.

The series demonstrated standout audience engagement; across Urzila and the network's combined social platforms, related content generated more than 100 million views, interactions, shares and saves within the first two months of launch.

PRODUCTION DETAILS

GENRE
COMEDY

EPISODES & DURATION
S1: 6 x 30' | S2: 6 x 30'

PRODUCTION COMPANY
WARNER BROS TV INTERNATIONAL

TX DATE
S1: 29 APR 2026

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- **Multi-award-winning Urzila Carlson** is a South African-born, New Zealand-raised **comedy powerhouse whose razor-sharp deadpan and cheeky wit** have **propelled her onto the global stage**
- She has consistently sold-out tours across **Australasia, North America, the UK and Europe**; **current UK & Ireland tour from September 2026** (20+ dates confirmed including **a sell-out at the London Palladium**)
- Has racked up **high-profile TV appearances**, with **major screen credits** including **Netflix**'s *Comedians Around the World* (2019) and her own special *Overqualified Loser* (2020), plus an attention-grabbing role in Amy Schumer's hit **Netflix** rom-com *Kinda Pregnant* (2025)
- Launched **her own sketch comedy series *Urzila*** on the ABC network in April; currently in the **Top 3 Australian scripted comedies** for the year
- Clips from the show approached **100M views across combined socials in the two months** – sparking engagement from **Amy Schumer, Queen Latifah, Katie Couric** and more!
- '**Carlson finds comedy gold** wherever she looks' – *Screenhub*
- Premiering in 2026, Urzila stars alongside friend and fellow comedian Nazeem Hussan in the **Sara Pascoe co-scripted parenting comedy *Separated at Birth,*** also for the ABC network

1 million+ followers | **TikTok 600K+ followers** | **500K+ followers** | **YouTube 55K+ subscribers**



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Urzila Carlson + ABC iview

TikTok

Overall results

91.9m views

6.85m interactions

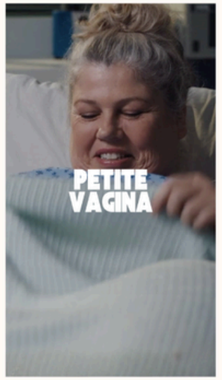
2.87m shares + saves

Between April 29 and June 29, 2026 - across Facebook, TikTok and Instagram.

CONTENT RANKED BY TOTAL VIEWS

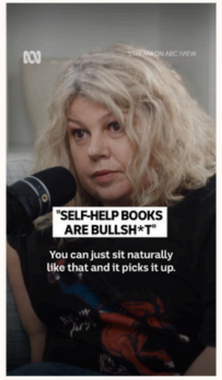
Combined across Urzila and ABC iview (Facebook, Instagram & TikTok)

#1



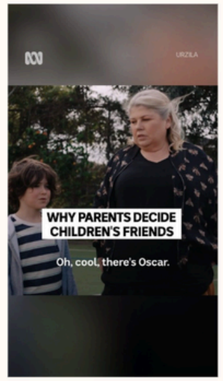
21.97m views
1.74m interactions
989k shares + saves

#2



6.27m views
873k interactions
419k shares + saves

#3



5.7m views
646k interactions
251k shares + saves

#4



5.2m views
681k interactions
312k shares + saves

#5



4.18m views
137k interactions
37.1k shares + saves



MEDIA



‘A sketch comedy for the cheerfully unhinged… Carlson finds comedy gold wherever she looks… you couldn’t ask for more.’
– Screenhub

‘Urzila Carlson is undeniably funny’
– The Age

‘Nothing is off limits…you know it’s all in good fun’
– Daily Telegraph

‘Brings the laughs…and a whole lot of chaos’
– TV Blackbox

‘Four stars…laugh out loud’
– TV Tonight

‘The stand-up scenes are sharp, smart and funny’
– Sydney Morning Herald

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RATINGS PERFORMANCE

***Urzila* delivered buyers a younger-skewing, cross-platform audience that outperformed the network's comedy benchmarks, bringing new viewers to the ABC and strong on-demand and shared viewing:**

- **NEW AUDIENCES**: *Urzila* brought new and casual viewers to the network (+3% new, +6% casual against comedy benchmarks), extending an advertiser's reach beyond the regular ABC audience.
- **YOUNGER SKEWING AUDIENCES**: the series overperformed comedy benchmarks in the 0-39 (+5%) and 40-54 (+6%) demos, making it a strong fit for campaigns targeting younger adults.
- **METRO DELIVERY**: audiences in metro areas were +4% above comedy benchmarks, reflecting strength in the markets that matter most for national campaigns.
- **ON-DEMAND STRENGTH**: *Urzila* overperformed on both BVOD (+9%) and VOD (+20%), delivering value across platforms for buyers measuring on Total TV audiences or consolidated data.
- **SHARED VIEWING**: co-viewing was +10% above benchmark, indicating an audience that watched together, which is an attractive environment for brand messages.



EPISODES

EPISODE 1

Urzila confronts early-onset Karenism, pitches increasingly deranged reality shows in TV development meetings, endures a disastrous women's health check-up and wedding cake tasting, and blunders into an underworld heist armed with nothing but her true-crime knowledge.



EPISODE 2

A missing courtesy wave sends Urzila into a rage, while her new Hire-A-Lez business and anti-self-help philosophy take shape. She becomes a menopausal cop, returns to Karen rehabilitation and farewells her cougar years.



EPISODE 3

Urzila takes household grievances to court, tackles an unruly nipple hair and expands Hire-A-Lez to increasingly desperate clients. Meanwhile, she sparks a public toilet revolution, investigates irritating suspects as Menopause Cop and choreographs a routine for Anastacia.



EPISODE 4

An unexpected house guest, specialist bra mechanics and a global Karendemic test Urzila's patience. She also discovers the world of box-wine tasting, navigates the perils of compulsory school-parent friendships and advertises an international phone-sex hotline.



EPISODE 5

Urzila's hatred of camping threatens her relationship, while a T-shirt slogan war and a dinner party secret create fresh complications. Elsewhere, she teaches older men to delete their internet history, tackles an unusual clean-up job and challenges male scientists.



EPISODE 6

Urzila confronts an overzealous verbal assailant, runs an underground cake operation for school parents and receives an unexpected service from a heterosexual man. She also plays a sexist witch doctor, coaches husbands through Hire-A-Lez and polices supermarket produce.



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IF IT WAS,
I'D BE GAYER









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