

"THE SEXIEST SHOW ON TV..."
The Independent

EURO TRASH

*THE UK'S BIGGEST CULT SERIES NOW
AVAILABLE AS A FORMAT*



rapido[®]
TELEVISION



EUROTRASH : A Major Entertainment Format Package From The UK

Eurotrash is one of UK television's best known brands, and is the biggest entertainment series in Channel 4's history.

Now in it's 16th series, after a massively successful 10yrs, the show achieves millions of viewers and national audience-shares exceeding 20%. For the first time, Eurotrash is being made available as a format for international broadcasters, supported by 45 big-budget virtual sets, almost 1000 unique 3-5min stories, and a range of programme-title variants.

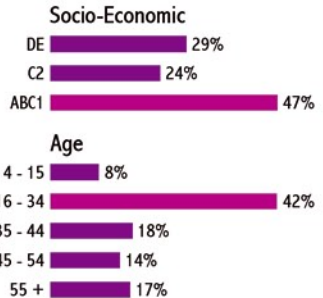
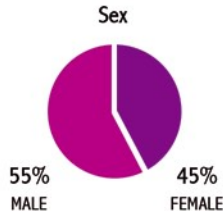
The Eurotrash phenomenon is based upon its unique ability to laugh at every country outside your own! It's a mix of mocking studio-comedy and outrageous VT stories (from Canadian rabbit-racing & dwarf bullfighters to American porn holidays & nude German waitresses). A massive hit with 16-34yr olds, Eurotrash is almost as popular with girls as it is with boys. It's the only sexy show on television that you can sit and laugh at with your girlfriend... or your parents!

Eurotrash's 3D virtual sets are among the most spectacular in the business and, like the Eurotrash stories, are timeless and boast ultra-high production standards. Rapido Television has produced more than £30m worth of Eurotrash for the UK market, so far. Now, for the first time, major international broadcasters will be able to have their own version of this giant hit series.



Jean-Paul Gaultier and Antoine de Caunes present the UK version of Eurotrash

EUROTRASH: AUDIENCE PROFILE



www.rapidotelevision.com

Rapido is one of TV's best-known producers with a catalogue of over 100 well known series and documentaries, launching the careers of names like Antoine de Caunes, Graham Norton, Johnny Vaughan, Sara Cox and many others.

Rapido's unparalleled track record for producing long-running hit programmes has earned it a coveted reputation with both broadcasters and viewers, making our famous 'froggy' ident among television's best known brands. Rapido has been making popular titles for major broadcasters for over 10 years. Our BAFTA winning catalogue contains long-running hit series including Eurotrash, Passengers, Unzipped, Fortean TV, Naked City, Carnal Knowledge, Here's Johnny, The Girlie Show and many more. Factual series range from the award winning 'Channel Hopping' presented by comedian Eddie Izzard, to the epic life stories of Brigitte Bardot, and Lolo Ferrari, just completed for UK broadcaster Channel 4.

New investment is now supporting expansion, and development of ground-breaking new programmes. For more information contact sales@rapidotelevision.com.

