

## P R E S S R E L E A S E

MIPTV 2017

### **Reality and Comedy: WDR mediagroup expands its international distribution catalogue with original WDR formats**

**Cologne, 3<sup>rd</sup> April 2017.** Just in time for MIPTV (3rd to 6th of April in Cannes), WDR mediagroup (WDRmg) has added two new reality formats and a fictional comedy series to its international distribution catalogue. In "Made with Love", couples have to demonstrate how well they know each other by re-furnishing their partner's flat. In "My Garden on a Plate", participants try to out-cook each other using ingredients from their own gardens. And the series "Suck it up!" is about a vacuum cleaner salesman who gets himself involved in the most bizarre predicaments. All three formats were commissioned by WDR and are now available for international adaptation or remake for the first time.

In the home furnishing format "Made with Love", the participating couples have to give a room in their home a makeover for their respective partner, supported by an interior design expert and a handyman. The end result shows whether they're able to capture the taste of their partner without allowing their own preferences to creep in.

"My Garden on a Plate" is the perfect format for hobby cooks and gardeners: Six participants take it in turn to prepare a three-course meal using produce from their own gardens. They then have to rate each other's performance - both in terms of their culinary skills and garden design.

The six-part comedy series "Suck it up!" centres around a vacuum cleaner salesman who has six weeks to sell 60 units of the latest model in order to keep his job. But customers like suicidal life coaches and narcissistic music producers make it tougher for him than expected, and he keeps getting embroiled in extremely odd situations.

Stefanie Fischer, Head of Content at WDRmg: "These three new formats give an idea of our strategy for building up our catalogue: We want to position ourselves as broadly as possible while simultaneously betting on quality and originality. The addition of reality formats on topics such as a cooking and home decorating and a brand new comedy series further broadens our spectrum to cover a variety of different programme genres."

#### **Image material can be downloaded at:**

**[http://wdr-mediagroup.com/en/company/press/press\\_releases/](http://wdr-mediagroup.com/en/company/press/press_releases/)**

#### **Contact:**

Andreas Haider  
Corporate Communications  
Telephone +49(0)221 2035-1968  
[andreas.haider@wdr-mediagroup.com](mailto:andreas.haider@wdr-mediagroup.com)

WDR mediagroup GmbH  
Ludwigstraße 11 50667 Cologne  
[www.wdr-mediagroup.com](http://www.wdr-mediagroup.com)