

# PRESS RELEASE



**Red Arrow Studios**  
INTERNATIONAL

FOR IMMEDIATE RELEASE

## BRAVO US AND NELONEN FINLAND COMMISSION RED ARROW STUDIOS INTERNATIONAL FORMAT “BUYING BLIND”

MUNICH. APRIL 13, 2018: Following a successful outing at MIPTV, Red Arrow Studios International’s ambitious new format “Buying Blind” has been commissioned by a further two international broadcasters, with Bravo in the US and Nelonen in Finland picking up the show.

Originally created by US producer Kinetic Content, a Red Arrow Studios company, the production for Bravo will be produced by Kinetic Content as “Buying it Blind”, with Chris Coelen, Katie Griffin, Eric Detwiler, Robert Zimmerman and Jennifer Faison Herron serving as executive producers.

“Buying Blind” has also been commissioned by Finland’s Nelonen, to be produced by Moskito Television.

These deals join previously announced sales including Nine Network in Australia, produced by Endemol Shine Australia; RTL Netherlands, produced by Wise Monkeys; and M6 France, produced by Studio89. All these commissions are currently in production.

Henrik Pabst, President of Red Arrow Studios International, said: “‘Buying Blind’ has fast become an international format success story, with multiple commissions in production with key broadcasters worldwide. We are delighted that Kinetic Content is producing a new version of their format for



Bravo in the US, and we are excited to see adventurous future homeowners in every territory make life-changing decisions through this show.”

The first production of the format was produced by Snowman Productions, Red Arrow Studios’ Danish production company, for TV3 Denmark. The show proved a smash-hit on TV3 Denmark, boosting the channel’s average share by over 58% for all viewers, and has been recommissioned for a second season.

“Buying Blind” follows couples that can’t decide, or can’t agree, on what kind of home to buy. At a breaking point, they decide to take a radical step and blindly hand the decision – and their entire budget – over to a team of three industry experts who will be charged with making the choice for these couples. The expert team will choose the property for the buyer, who will not get to view the property prior to purchase, and then be challenged to take the house through a stunning renovation. Will the experts create the buyer’s dream home? Or will the client end up with buyer’s remorse?

### **More about Buying Blind**

Buying Blind is the radical new reality format that sees a family who can’t decide what house to buy, put their life-savings in the hands of experts to purchase them a home – without ever having seen it!

The show starts with the family coming together with a host, and property and interior design experts, to discuss how the problems with their current living situation are affecting their lives. Interviewing the family together and separately, they reveal the conflicts and issues in trying to choose a home, and what kind of dream house they would love.

The moment of truth comes when the family must decide whether to grant the experts power of attorney over their life- savings to buy a house on their behalf, or to walk away forever. The experts then start house-hunting, culminating in them putting in an offer, negotiating the price and completing the purchase.



Then the family are taken to the property, blindfolded, and their new house is revealed to them for the first time. Disappointment often ensues; it's not necessarily their dream home! But the experts have a vision of what it all could be, and have kept money in the budget for the renovations.

After the renovations, it's time for the big reveal, as the experts finally show the family their new house, transformed. Will they love their new home and live happily ever after? Or will they hate the house and put it on the market immediately? Find out in the life-changing new format "Buying Blind".

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NOTES FOR EDITORS:

#### About Red Arrow Studios International

Red Arrow Studios International is a world-leading TV distributor of scripted, formats and factual shows from a global network of in-house production companies, outstanding third-party producers and digital-content partners. Led by Henrik Pabst, with offices in Munich, London, New York and Hong Kong, Red Arrow Studios International co-produces and finances global entertainment, and distributes acclaimed content to over 200 territories worldwide. Red Arrow Studios International is part of Red Arrow Studios, which is comprised of 20 production companies in seven territories; digital studio, Studio71; and film distributor Gravitas Ventures. Red Arrow Studios is a ProSiebenSat.1 Media SE company, one of Europe's leading media groups. For more information, please visit:

[redarrow.tv/international](http://redarrow.tv/international)

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