



NATPE Catalogue 2021

Atlantic Formats are a newly formed distribution agency specialising in the sale of TV and online formats from the Celtic regions.

Formed by Dublin based TV production company **EZ Films**, we are supported by a number of producers and industry stakeholders throughout Ireland and the UK.

Atlantic Formats exist to bring original and exciting TV formats which have been conceived and produced in the Celtic regions to producers and buyers from around the world. Our goal is to share local formats produced in North Western Europe, with global content creators so that they can be adapted, interpreted and allowed thrive in new regions.



Love is in the Air

GENRE: Dating

EPISODES: 6 X 12 Minutes

SLOT: On Demand

ORIGINAL BROADCASTER: RTÉ Ireland

Dating alfresco is having a moment and in this fun and entertaining format, love-starved singletons try and find love in the great outdoors.

Love is in the Air is a short-form dating format emphasising the fun and joy to be had when dating outside. Embracing cold, wind, rain, each dater must battles the elements to win hearts. Together they must also complete a challenge.

Will they be able to overcome the elements and find romance in spite of weather conditions, or will it be a damp squib?

Sample Episode: <https://vimeo.com/488878457/aaa4e1fd59>

Unique Selling Points:

- A Covid-light outdoor dating show
- A chance to showcase the great locations of a country
- An opportunity to explore young people's lifestyles at the moment and help show a way to responsibly date during Covid.
- Fun, positive and harmless distraction





Love in Lockdown

GENRE: Dating

EPISODES: 6 X 12 Minutes

SLOT: On Demand

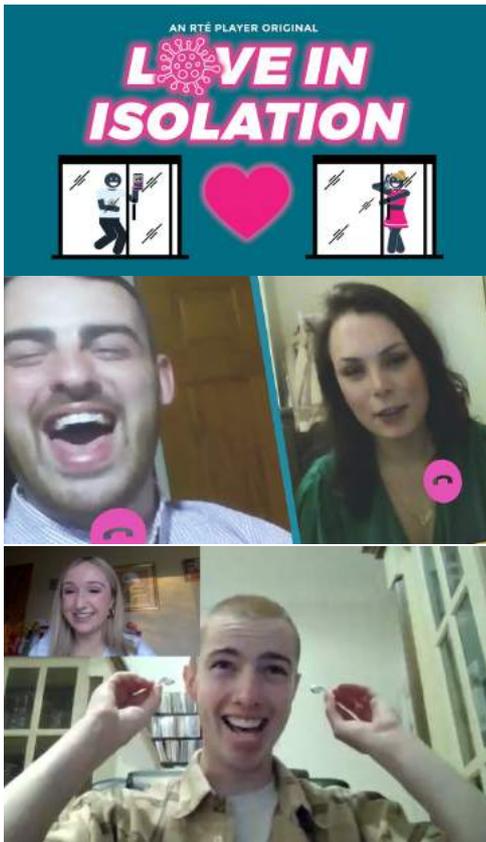
ORIGINAL BROADCASTER: RTÉ Ireland

Love in Lockdown is a unique short-form dating format set against the backdrop of Covid-19. With whole countries going into quarantine and populations social-distancing en masse, this unique format explores love and dating in the time of Covid.

Connecting via video chat, two singletons are thrust together by both the format and by global circumstances. Their love lives have disappeared and they are looking for connection. Together they must form a bond, complete a challenge and ultimately decide whether their relationship could exist in the real world. Will it simply be a friendship forged by circumstance, or can love blossom in isolation so as to exist in the real world when Covid has come and gone?

A very light and entertaining dating format, this format can be produced remotely irrespective of any health restrictions or quarantine rules. Love in Isolation is an entertaining window into dating in 2020 but also adds flexibility to production companies output during the Covid crisis.

SAMPLE EPISODE: <https://vimeo.com/420372269>



Unique Selling Points:

- Second series commissioned (but now Love After Isolation.....dating in open air locations)
- Most popular online series in Ireland during Covid appearing on RTÉ (The Biggest broadcaster in Ireland)
- Potential to wrap dates into 26" episodes
- Can be filmed regardless of national restrictions in the country of production
- Positive, light, entertaining, harmless distraction
- Fills a format gap created by lockdowns. Handy to have optioned when heavy-hitting formats get cancelled / delayed (Love Island, First Dates etc.)



Creative Company

GENRE: Factual Entertainment

EPISODES: 6 X 52 Minutes

SLOT: Thursday 9pm

ORIGINAL BROADCASTER: TG4 Ireland

Creative Company is a fact-ent whittle-down television format that sets out on a mission to find a country's most creative workplace through the medium of art. Are ordinary workers able to band together and create a piece art? Will a cleaner be more artistic than the CEO? Can a workplace survive the ultimate creative test that is the collaborative production of a large scale piece of art?

With huge shifts towards the smart economy, working lives in the modern world are changing dramatically. Many organisations now promote themselves as "a hotbed of creativity" but behind all the management jargon, how is creativity really regarded in workplaces today? In a game of art, what type of organisation will emerge as a nation's most creative and what type of working culture helps create a great piece of art?

A fun and accessible art format, **Creative Company** is a superb window into diverse workplaces and revels in the awkward dilemmas of modern working lives.

FORMAT PROMO: <https://vimeo.com/420028185>

SAMPLE EPISODE: <https://vimeo.com/392465236>



Unique Selling Points:

- A fun and accessible art format filled with inherent entertainment and drama.
- A superb window into diverse workplaces and modern work cultures
- Revels in the awkward dilemmas of modern working lives
- 37% Share with Core TG4 Audience
- Second series financing has begun.



National Treasures

GENRE: Factual Entertainment

EPISODES: 4 X 52 Minutes

SLOT: Sunday 6pm

ORIGINAL BROADCASTER: RTÉ Ireland

**Produced in:
Ireland,
Denmark, New
Zealand, Spain**

National Treasures is a landmark multi-platform format exploring the social history of a country using cherished objects in the hands of ordinary people. Formed in partnership with a national broadcaster and a museum partner, this public-service format reveals itself through web, roadshow, TV and exhibition to create a truly impactful cultural moment within a country.

Focusing on the fascinating objects in the hands of ordinary people, each programme is filmed at a series of unique roadshow events held across a country. Each episode uncovers an eclectic mix of objects that have been preserved in the attics, mantelpieces and shoe boxes of the nation's inhabitants. During each programme a carefully selected team of curators are tasked with examining these artifacts with the ultimate goal of selecting a special few to be included in a unique exhibition in the National Museum partner. From politics to sport, work life to civil rights and music to childhood every single aspect of social history can be explored in a very positive and inclusive format.

FORMAT PROMO: <https://vimeo.com/468894241>

SAMPLE EPISODE: <https://vimeo.com/395737459>



Unique Selling Points:

- Very Positive and very feel-good. Campaign and online portal can launch during Covid.
- Incredibly popular in Ireland...25% audience share, 187% increased museum footfall, over 7000 submissions.....huge landmark project
- Finalist at the C21 Format Awards
- In production in Denmark (Blu Productions for TV2) and New Zealand (Pangu Productions for TVNZ) in partnership with their respective national museums
- Fremantle retains the rights in a number of territories (Australia, Sweden, Norway, Israel, Poland, Finland)
- Spain and German Speaking Europe not available also.



Revealing Recipes

GENRE: Factual Entertainment

EPISODES: 8 X 26 Minutes

SLOT: Thursday 8pm

ORIGINAL BROADCASTER: TG4 Ireland

Revealing Recipes asks the public to post their favourite traditional recipes on a national data base (website) to record the inherent personal and societal histories for future generations. Taking content from this database a fascinating TV series then utilises the amazing recipes discovered to delve into our past and also to recreate these recipes for a modern audience by organising local cookouts in regions around the nation.

In each series, our presenter is on a travelogue journey to meet the people who lovingly post their recipes to the site. As the recipes and the stories attached to them are revealed, they unearth a wealth of industrial and social traditions from local culture. We discover why these recipes developed, the origins of the ingredients, and unearth forgotten traditions.

This rich format utilises simple contemporary research methods to create a vibrant programme that appeals to both history enthusiasts and foodies alike.

FORMAT PROMO: <https://vimeo.com/444830382>

SAMPLE EPISODE: <https://vimeo.com/375947330>



Unique Selling Points:

- Unique way to connect food and social history
- Largely outdoor food show (Covid)
- Great platform for a food historian presenter
- Positive and inclusive. Online platform and campaign can be launched in Covid.
- Produced in Ireland with a National Folklore institution so became landmark (also a reason why no second series)
- 34% Share with broadcaster Core Audience



Pick Your Ride

GENRE: Factual Entertainment

EPISODES: 13 X 26 Minutes

SLOT: Thursday 9:30pm

ORIGINAL BROADCASTER: TG4 Ireland

In this light-hearted car-culture dating show, women pick the man of their dreams not by looks or personality...but by the vehicle that he drives.

How big is his engine? One lucky lady will get the chance to pick from three eligible bachelors to take her on the date of a lifetime. But there's one catch: she won't meet the three singletons—she'll just see their cars! In a final twist, the chosen gent will now be back in the driving seat. He will have the option to go on a date, or spend a voucher on his beloved car. Can one special lady come between a man and his vehicle?

Sample Episode

<https://vimeo.com/301860656>

Unique Selling Points

- Entertaining format with inherent humour
- Really hitting the young demographic and excellent vehicle to get 18-25 year olds on screen
- Loads of virality and very marketable. One clip from show was briefly most popular on Reddit world-wide (<https://www.youtube.com/watch?v=C2EGd6aOtV8>)

Head of Sales: Gavin Farrell

Phone: +353 1 5589170

Email: gavin@atlanticformats.com



www.atlanticformats.com