

Romania's Country Girls travel

DISCOP NEWS: A reality format in which simple country girls are turned into catwalk queens has become the first original Romanian format to sell abroad, in Russia, France and Ukraine.

Endemol has picked up French format rights to Miss Country Girl a hit on Prima TV in Romania, and is already going into production. Broadcaster 1+1 has picked up rights for Russia and Ukraine.

Marius Toader, creative director at Romanian prodco Media Factory, which created the format, told C21 that Miss Country Girl was the first original Romanian format to be produced in a foreign country.

The show, in which celebrities take girls from rural villages and turn them into beauty queens ready for the catwalk, will air for a third season on Prima TV this autumn, having debuted in September 2010. A six-episode spin-off, featuring prospective male models, has also aired on Prima.

Miss Country Girl was recently named best reality show by the Professional Association of Television in Romania at its annual awards.

The show is being distributed internationally by LA-based Small World IFT, which says it is also in discussions about the format with broadcasters in the UK and Scandinavia, and a production company in the US.

Small World is also distributing Media Factory's latest format, called Bite This! The Real Vampire Adventures.

Michael Pickard
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