

PERFECT BRIDE



Every girl dreams of finding the man of her dreams, meeting his parents, the unforgettable proposal, getting married, moving in together. But what if the order is mixed up?

What if the mother-in-law is the one proposing ... to HER idea of the Perfect Bride? 12 potential brides, 6 grooms, and 6 mothers-in-law are brought together to see who will make a perfect match!

Genre:
Wedding Reality

24 total – 12 brides,
6 mothers-in-law, 6 grooms

Duration:
13 Weeks, Strip with
Weekly Prime Time Eliminations



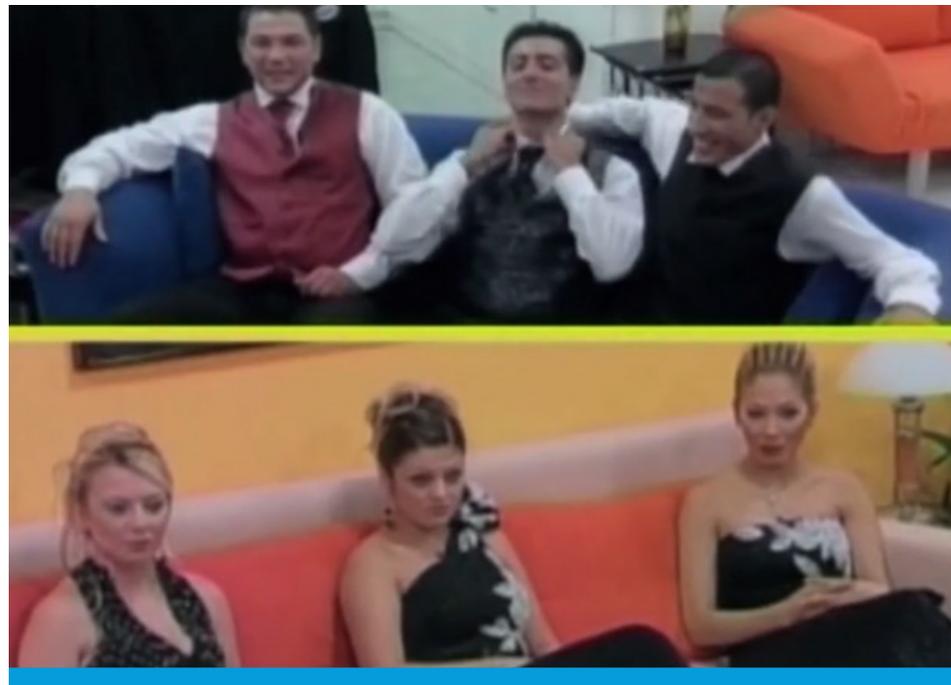
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How does it work?

“Perfect Bride” introduces 12 young women who want to get married to 6 young men, but the men bring their mothers along with them!

All the contestants live together for 13 weeks, divided into two houses monitored 24/7, with one house for the grooms and one house for the brides and mothers. The houses are connected and many events are arranged to bring the grooms and potential brides together. Drama mixes with funny and exciting moments, guaranteeing a mass audience for the show. Throughout the romance and flirtations, the mothers are fighting to select a perfect match for their sons.



Each week, the public votes for their favorite mother-in-law by SMS, who then gets to eliminate one of the brides. The following week, it's payback time! The public vote for their favorite bride by SMS and she can eliminate a mother-in-law, but her son also has to go with her. At the end of the show, if a young man and woman agree to marry with his mother's full consent, they will be rewarded with a lavish wedding, honeymoon, and other amazing prizes.

The pressure that mothers put on their son, the timeless conflicts between young women and their mothers-in-law, and the jealousy and competition between young men is all exposed in “Perfect Bride.”



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Additional Information

- Since its debut on Turkey's Show TV in 2004, "Perfect Bride" has aired on public broadcaster Rai TV in Italy, LBC in the Middle East, Everyshow in Korea, Kanal D in Romania and Star Plus in India.
- The format has current options in Australia, Bulgaria, Canada, Chile, Germany, Indonesia, Russia, Serbia, Ukraine, UK, USA.
- The format has recently been licensed to Bulgaria, China and Romania.
- Perfect Bride was nominated for an award at Asian Television Awards 2010 in "Best Adaptation of An Existing Format" category.
- The show achieved a staggering 71.1% audience share in Turkey, breaking all previous ratings records.
- In the Middle East, prime time ratings were over 40%.
- The original idea for the format comes from traditional Turkish matchmaking patterns. Even though Turkey and Korea are geographically distant, they have many similarities when it comes to family structure and traditions.
- Actual weddings took place in the Middle East and India.



Abdi İpekçi Cad. Park 19 Kat: 3
Nişantaşı 34367 İstanbul - Turkey

T. +90 212 240 5769
F. +90 212 296 6053

www.theglobalagency.tv



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For more information, please contact the sales agent in your territory

GÖZDE SERGİLİ
Europe & Scandinavia
gozde@theglobalagency.tv
+90 533 928 8065

ŞENAY TAŞ
Central and Eastern Europe
senay@theglobalagency.tv
+90 532 285 0696

İŞİL TÜRKŞEN
Asia
isil@theglobalagency.tv
+90 533 459 9439

EKİN GABAY
*North America, Canada, UK,
Australia, New Zealand & Baltics*
ekin@theglobalagency.tv
+90 533 727 4123

IVÁN SÁNCHEZ
Latin America
ivan@theglobalagency.tv
+90 530 952 6648

DENİZ TÜZÜN
Russia/CIS
deniz@theglobalagency.tv
+90 530 140 9922

MIROSLAV RADOJEVIC
MENA & Africa
miroslav@theglobalagency.tv
+90 530 943 4146