



AVALON AND VERTICAL NETWORKS ON THE HUNT FOR U.S. NETWORKS WITH HIT SNAPCHAT SHOW

[Tuesday 13th February 2018]: Avalon and Vertical Networks are taking their hit unscripted comedy format, *Ghost Hunt*, to U.S. Networks following the show's successful launch on Snapchat.

Ghost Hunt, produced exclusively for Snapchat's Discover page, debuted November 2017. The premiere secured 5.35 million unique viewers and subsequent episodes retained its audience of over 5 million unique viewers per episode, making it one of Snapchat's top performing Shows at the time of air.

Following the series' success, Avalon and co-production partner Vertical Networks, will be taking the format to linear networks in the U.S. as a long-form unscripted format.

David Martin, CEO of Avalon USA, said: *"Ghost Hunt has proved to be incredibly popular with a young demographic and is the perfect format for linear networks looking to cater to that hard-to-reach audience. With the show exploring the highly topical phenomenon of online dating - in all its dramatic, funny and entertaining guises - it has the potential to appeal to mass audiences."*

Tom Wright, CEO of Vertical Networks, added: *"We have seen huge audiences for Ghost Hunt on Snap and fans are asking if we can create a longer version of the show for television. Watch this space"*.

Ghost Hunt takes aim at the modern dating phenomenon of "ghosting". In each episode, comedian Matteo Lane helps someone track down a past romantic partner who "ghosted" them, ultimately bringing the two parties together for some "ball-busting and closure".

Ghost Hunt is the first co-production partnership between mobile-first content studio Vertical Networks (creators of *Brother*, an original Publisher Story on Snapchat Discover) and USA and UK production house Avalon (*Last Week Tonight with John Oliver*, *Catastrophe*, *Workaholics*). The original series was produced by Chloe Pisello at Avalon and Matt Harper at Vertical Networks.

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Notes to Editors:

About Avalon

Avalon is a multi-award winning talent management, live promotion and television production group with offices in the UK and the USA.

Avalon and ARG, the talent management arms of the business, have discovered and represent many artists which are household names, in the UK, the USA, and around the world.

In 2017 Avalon was named the number one true independent television production company in the UK and has produced numerous ground-breaking television shows including: Emmy and Peabody award winner *Last Week Tonight with John Oliver* (HBO), multi-award winning and Emmy-nominated *Catastrophe* (Channel 4/Amazon Prime), RTS and Rose d'Or winning *Not Going Out* (the BBC's longest running sitcom currently on air), BAFTA and RTS-nominated *Taskmaster* (DAVE/UKTV), multi-BAFTA award winning *TV Burp* (ITV1), *Russell Howard's Good News* (BBC2), *Fantasy Football League* (BBC/ITV) and *Workaholics* (Comedy Central USA).

Avalon and Topical Television form the television arm of the company and other shows currently in production include: *Taskmaster USA* (Comedy Central), *Man Down* (C4), *Dave Gorman's Modern Life is Goodish* (Dave/UKTV), *The Chris Ramsey Show* (Comedy Central), and *Stand Up Central with Chris Ramsey* (Comedy Central); whilst the catalogue is sold worldwide by Avalon Distribution.

Avalon produced *Newman and Baddiel: Live at Wembley*, the UK's first arena comedy show; *Jerry Springer: The Opera*, the first West End show to win all four UK 'Best New Musical' awards; and has continued to produce live shows globally, as well as promoting more winners and nominees of the prestigious Edinburgh Comedy Award than any other company.

For Avalon news visit: www.avalon-entertainment.com or @avalonent.