

ITV Studios and Talpa Studios' *A Party To Die For* doubles SBS6 primetime average

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[Corporate](#)

A Party To Die For (local title: *Moordfeest*), a format of ITV Studios Netherlands and Talpa Studios in which celebrities become detectives in a murder mystery, has made an impressive debut on SBS6. The first episode of the full series attracted a total of 877,000 viewers including a +27% increase from the overnight figures.

A Party To Die For performed amazingly well in key commercial demographics. The show garnered a strong 28.5% average share with viewers aged 25-59, more than double SBS6's average share in the Saturday 8:00-9:30 PM slot for 2024 (13.1%). It also captured a remarkable 40.1% share among 20-34-year-olds, nearly quadrupling the channel's primetime average for this age group.

Laurens Woldberg, Managing Director, ITV Studios Netherlands said: "We are very pleased with the first results. The Netherlands has a talent for creating formats

that resonate globally. So far *A Party To Die For* is the latest proof, and its success here is a strong indicator of its international appeal.”

In *A Party To Die For*, celebrities are invited to a glamorous party, only to find that one of them has been 'murdered' before the event begins. The remaining guests must use their detective skills to solve the mystery and uncover the culprit, keeping audiences engaged with every twist and turn in this thrilling new reality game.

A Party To Die For is a format by ITV Studios Netherlands and Talpa Studios. The format is distributed internationally by ITV Studios.

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