

Pretty Small opens big in the Netherlands

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December 7, 2020 - ITV Studios' newest competition format Pretty Small had a huge opening night yesterday on SBS6 in the Netherlands. The inventive miniature building competition succeeded to draw the attention of the Dutch audience right away, as the launch episode kicked off to 1.5 million viewers and a 22.9% market share in the key demo (25-59), which was 112% above SBS's slot average. The show was also the winner in its time slot yesterday evening. Promising results for a completely new format.

Pretty Small is a huge competition for tiny creations! The country's best miniature model-makers compete against each other to create miniature model masterpieces. From little landmarks to a pet art-gallery and fully-functioning model villages, their creativity and craft will be tested to the max!

Pretty Small is created by ITV Studios Netherlands and distributed internationally by ITV studios.

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About ITV Studios

ITV Studios is a creator, producer and distributor of world-leading programmes that people can't get enough of. We connect millions of people every day and shape and reflect the world they live in, we are More Than TV. ITV Studios is home to some of the best creative minds, crafting over 8,400 hours of original programming across 55 production labels. Our global footprint spans 13 countries including the UK, US, Australia, France, Germany, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 46,000+ hours to broadcasters and platforms around the world.

ITV Studios is part of ITV PLC, which includes the UK's largest commercial broadcaster.

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