

NEW SERIES COMMISSIONED

96M VIEWING HOURS

OVER 25 INTERNATIONAL VERSIONS

50.3% SHARE OF 16-34's

THE TRAITORS IS A BAFTA AWARD WINNING, NAIL BITING PSYCHOLOGICAL REALITY SHOW. IT IS THE ULTIMATE GAME OF DECEPTION, SKILL AND TRUST.

In an atmospheric castle, a group of eager contestants come together. Their goal? To work as a team to complete a series of missions to earn money/silver bars for their bank. The catch? Some of the contestants are traitors who will attempt to deceive and manipulate their way to the prize instead of sharing it amongst the group. In this gripping psychological format, will they be unmasked in time?

FACTS & FIGURES

- Series 1 averaged 3.5 million viewers on BBC One
- Series 2 averaged 8.1 million viewers and generated 96M viewing hours in total
- With a 50.3% share of viewers aged 16-34, The Traitors is the top show on the BBC for this group
- The audience split is balanced; 44% male and 56% female
- The Traitors series 2 was the most streamed show in the UK on ALL PLATFORMS

Licensed products include: Dress up (Rubies), apparel (Bioworld), board game (Vivid Goliath) books (Century), food gifts (Kimm & Miller), nightwear (Aykroyds TDP), underwear (OddBalls), knitwear (Not Just Clothing), christmas crackers (Puzzle Post), socks (Roy Lowe), greetings cards & calendars (Danilo).

ARE YOU 100% FAITHFUL

Please contact Claire Potter at Metrostar on +44(0) 203 784 2796 and claire@metrostarmedia.co.uk

Source: All3Media Insight/BARB/TechEdge/AdvantEdge.
*Excluding Films, Sports, News and Live Events.
**Co-viewing performance based on live viewing only

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