M6 France And Play4 Belgium take The Perfect Picture

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Corporate

ITV Studios' format ***The Perfect Picture,*** which originated in the Netherlands as *Het Perfecte Plaatje*, is set to wow new audiences with its upcoming debut in France and Belgium.

Produced by ITV Studios France for M6 to air in the fall and DOK1Media for Play4 (SBS) to premiere next year, the format which capitalises on the general public's passion and popularity for photography, has already aired in three further territories, taking it to five international editions in total.

The news follows the format's remarkable success in The Netherlands, where its spin-off ***The Perfect Picture On The Road*** aired its final episode last week, reaching more than 1.3 million viewers and drawing a 26% audience share, making it one of the top 10 most-watched shows on RTL 4 in 2023 so far. The eighth season of ***The Perfect Picture*** for RTL 4 is also currently in production.

Season seven of the format, which consolidated to 1.3 million viewers and a 21.3% share, outperformed RTL 4’s slot average by 32% for volume and +26% for share.

ITV Studios Netherlands has begun producing season eight for RTL 4, to air in the fall. Elsewhere, a second season for South Africa is in production for ETV and one season has aired on TVN7 in Poland.

"We are thrilled to announce ***The Perfect Picture*** in France and Belgium. Its combination of celebrity combined with the universal love for photography, has proved a winning and topical formula for today’s audience.” said **Ruth Berry Managing Director, Global Partnerships, ITV Studios.**

The Perfect Picture is created and distributed internationally by ITV Studios.

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About The Perfect Picture

Ten celebrities with a passion for photography compete against each other to show they have what it takes to step away from the spotlight and move behind the camera. The celebrities must use their technical and creative skills to show they can take the perfect picture during remarkable shoots varying from landscape to fashion and from street to sports. Witness the creation of beautiful images as we find out who has the best eye for a great shot.

Press Contacts
tanya.nyenwa@itv.com
Viewer enquiries
https://www.itv.com/contact/how-to-get-in-touch