NOT GOING OUT - GOING TO JAPAN

It was announced today (Friday 1st July) that BBC ONE ratings hit Not Going Out – the *Royal Television Society* and *Rose D'Or* winning sitcom written by *BAFTA* Award-winning comedian LEE MACK – has been sold to Japan's WOWOW channel in a deal negotiated by Avalon Distribution.

The channel has acquired series three (8x30') and four (6x30') of the popular sitcom and follows news of BBC ONE's commission of Not Going Out series five and six. The multi-award-winning sitcom returned to BBC One earlier this year with series four, pulling in a record audience of 4.8 million viewers, 1.5 million above the last series average.

The show has already been sold to over 120 countries; with a succession of international sales to channels in North America, South America, Africa, Asia, Australasia and Europe. As a result the show is currently being broadcast across six continents.

Recorded in HDTV, Not Going Out is a sitcom packed full of the jokes, jibes and general misunderstandings of happy-go-lucky Lee (LEE MACK, Would I Lie To You?), his friend Tim (TIM VINE, Live At The Apollo), Tim's ditzy girlfriend Daisy (KATY WIX, Torchwood, Outnumbered), Lee's cleaner Barbara (MIRANDA HART French & Saunders, Absolutely Fabulous, Miranda) and the object of Lee's hapless affections; his flatmate Lucy (SALLY BRETTON, The Office, Green Wing). The programme has been acclaimed by the press for its high gag rate and traditional comedy format.

Avalon Distribution distributes comedy, entertainment, factual and documentary programmes and formats on behalf of Avalon Television, Liberty Bell, Flame Television and Topical Television. The distributor's global successes include: the sale of Avalon Television's BBC ONE Royal Television Society, and *Rose D'Or* award – winning sitcom Not Going Out to over 120 countries, Liberty Bell Production's critically acclaimed Channel 4 factual-entertainment series Willie's Wonky Chocolate Factory; sales of Flame Television's genealogy observational documentary series Heir Hunters to Foxtail In Australia and Living in New Zealand, the format sale of Avalon Television's acclaimed BBC THREE sketch show Touch Me, I'm Karen Taylor to RTL, Germany's biggest channel; the sale of Topical Television's observational documentary series Real Rescues to TV4 Fakta; the package sale of award-winning BBC, ITV and Sky Arts to STVDIO, FOXTEL, YES and Living New Zealand; and an additional format sale to Germany of Liberty Bell's long running factual entertainment series Grumpy…, adding to sales of the original programmes, which have seen the brand bought by over 20 countries worldwide.

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