

Silverback scores a COME DINE WITH ME commission in Denmark

Swedish production and content company Silverback will Executive Produce a local version of world-renowned hit format COME DINE WITH ME for TV3 Denmark.

TV3 has commissioned 48 episodes of the hit format and the first series premieres tonight. BLU is the local producer of the Danish series. The series will be aired Monday through Thursday for 12 weeks.

The Danish commission follows a very successful season for the local adaptation of **COME DINE WITH ME** on TV4 Sweden. The series has steadily increased its audience during the run and is beating the channel's average in the slot by far. In Norway, the second series of the format premieres this Spring as well

About Silverback

Fast-moving, with focus on great content, Silverback is one of the most successful format creators in Europe today.

Our aim is to break new ground and be one of the most creative companies around. We produce content for all major broadcasters in Sweden and in addition, we place our entertaining and thrilling formats all over the world.

In 2009, Silverback secured 9 productions. In total, 128 hours of television entertainment have been commissioned in Sweden, Norway and Holland, which is a 241% increase year on year in number of hours produced.

Despite being created in 2006, Silverback has already become one of the largest and most sought after production companies in Sweden. With a strong network and presence throughout Scandinavia and the world, Silverback is also becoming an international player to reckon with.

Until today, we have placed 22 of our in-house created formats in 16 countries around the world. All together, Silverback has made over 55 option and 15 license or co-production deals in addition to a first-look agreement for our entire format catalogue for the US market.

We pride ourselves in being creators of great content as well as never backing away from a challenge. But above all, we create new original ideas and have fun.

Since 2008 Silverback has been part of ITV STUDIOS, UK's largest advertising funded broadcaster. As a producer, ITV STUDIOS makes more hours of network television than any other UK commercial producer. We have successful sister companies in both the US, Germany, Spain and Australia that all share our belief in creating great content!

Company History

2008 - Silverback becomes part of ITV plc., one of the UK's best-known media brands

2007 - Anna takes full control over the company and re-brands it as Silverback

2006 - Anna Carrfors Bråkenhielm sets up shop together with John de Mol