

AUSTRIAN FORMAT “LONELY HEARTS CLUB” SET TO PREMIERE IN SOUTH AFRICA

One of Austria’s most successful television formats, “**Lonely Hearts Club**”, has been acquired by Indigenius for adaptation into a South African version.

AUSTRIA/SOUTH AFRICA – “**Lonely Hearts Club**” has been a beloved staple among Austrian TV viewers for decades. It has been successfully broadcast over 200 times in over 25 years and succeeds in almost any timeslot from mornings to the second primetime or as a late-night show. Owing to its immense popularity and significant impact on the Austrian television landscape, Indigenius has chosen to bring this successful format to South African audiences. Recognizing the rich cultural tapestry of South Africa, the show will initially be produced in Afrikaans, with promising potential to expand and create versions in other languages if the format proves successful, to further cater to the diverse viewership. At this stage, only a pilot episode is being produced in collaboration with Brainwave Productions and TV personality Anne Hirsch, yet several channels have already expressed their interest in the new format.

“Hardly any other program spreads such endearing honesty and simplicity as ‘**Lonely Hearts Club**’. An international version of the format was an idea that I always really wanted to realize. Given its tremendous success in Austria, we saw a fantastic opportunity to bring this beloved format to South Africa, where we believe it will resonate just as strongly with viewers. We are excited to see how the universal themes of love, hope, and resilience will be embraced by a new audience, and we are committed to maintaining the authenticity and charm that made the original show so special”, says **Hans Spielthener**, Co-CEO of Indigenius.

FINDING LOVE IN SOUTH AFRICA.

In this show, lonely people from all different walks of life pour out their hearts in front of a live camera in the hope of finding a partner for life. These miniature portraits, amusing and melancholic, reverberate with the desire for love and trust, as well as the fear of loneliness and death, and range from very moving to very strange. Above all, they are entertaining insights into the intimate lives of our contemporaries. The rewards the candidates earn for their candidness are public sympathy, some prominence and a partner for life, if they’re lucky.

AUSTRIAN INFLUENCE IN NEW FORMAT.

By a fortunate coincidence, Indigenius has selected the “perfect” host for the South African adaptation: Anne Hirsch. Hirsch is a highly esteemed, two-time SAFTA award-winning comedy writer, comedian, and improviser with Austrian roots. Her unique background and extensive experience in the entertainment industry make her an ideal choice to bridge the cultural gap and bring a touch of authenticity to the South African version of “**Lonely Hearts Club**”. Known for her sharp wit and engaging personality, Hirsch is expected to resonate well with audiences, adding a distinctive charm to the show.

„It’s really exciting to develop this program for our South African audience and, in doing so, finally connect with my Austrian heritage! I have family there, spread across Vienna and the countryside, whom I hope to one day meet. I love the idea of bringing this unique show, and maybe a bit of my previously undiscovered Austrian charm, to our local viewers“, adds **Anne Hirsch**, host and co-producer of “**Lonely Hearts Club**”.

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SUMMARY:

- **“Lonely Hearts Club”**, a highly successful Austrian TV-format, has been acquired by Indigenius for a South African adaptation.
- The South African version will leverage the country’s cultural diversity, producing the show in multiple languages.
- Indigenius is currently producing a pilot in collaboration with Brainwave Productions and TV personality Anne Hirsch.
- Numerous channels have already expressed strong interest in broadcasting the new format.
- Anne Hirsch, a two-time SAFTA award-winning comedy writer and comedian with Austrian roots, has been chosen as the host.