

New TV show targets new audience dynamic

The coloured population of South Africa, making up 9.1%, will have its own home-grown comedy slot from 8 July 2011 at 7.30pm on SABC 2. Described as being loosely based on the Saturday Night Live format, Colour TV will take the format of a variety show to include spoofs using international and local properties with which the audience will be familiar.



The series originator, who teamed up with Bonngoe Productions and Jungle Works to create it, is Bernhard (Bernie) Baatjies, a 'coloured' who recognised the niche in TV content that would talk directly to the nation through the eyes of this demographic.

He comments, "Never before have the conditions been so ripe to introduce a show to South Africans that challenges a thought process and teases diplomacy so outrageously. SABC 2 is the perfect platform to launch this first-of-its-kind series to the world. The series provides the channel the opportunity to talk directly to a broad South African audience using comedy and satire as a tool of engagement for an audience that has traditionally been under-served.

Content will incorporate sketches employing iconic coloured humour to talk directly to viewers through characters who will populate the 45-minute variety show. It has been carefully constructed to appeal to secondary target viewers with situations and set-ups through parodies that will resonate with a wide South African audience. It will use South African talent such as David Isaacs, Quanita Adams, Kim Cloete, Robin Adams and Terence Bridgett.

Zandile Nkonyeni, publicity manager of SABC 2, adds, "This project is unlike any other the SABC has previously commissioned and we are proud to be able to give it a platform to showcase content that will push the boundaries in honest comedy that's authentically South African in its approach."

Programme peeks

Content will include Soap - Give A Little Love, a story based on two feuding families, the Jones and the Pietersens; actuality shows parodying Isabel Jones, Special Assignment, Judge Judy; lifestyle shows introducing real people rather than celebs; a game show; a reality show; Late Night Talk with Terence Bridgett, a spoof on the news, financial news and weather and a State of the Nation Address.

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