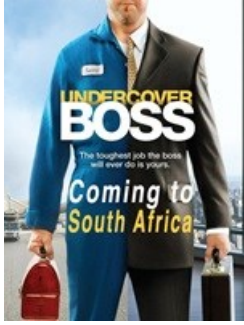


# CIA Films to produce Undercover Boss in SA

all3media International has granted Cooked in Africa (CIA) Films the production rights to produce the Emmy award-winning reality series, Undercover Boss, in South Africa.

Created by Stephen Lambert, Undercover Boss was first produced and shown on the Channel 4 in the UK in 2009, followed by its premiere in the US in February 2010, where it became the highest rated unscripted US premiere of all time - with 38.6 million viewers - and the most watched new series overall on US television since 1987.



The series follows high-level corporate executives as they take the extraordinary step of going undercover in their own companies and walking in the shoes of an ordinary employee. Sometimes they carry out the lowest level jobs within their companies, as they find out what their employees think of them and discover whether their companies are really operating as smoothly as they believe. In the process, these senior executives learn about themselves, the perception of their company and the spirit of their work force. They discover what needs fixing, who deserves praising and who needs a wake up call - an experience that transforms not only the bosses but also the people who work for them.

## South African context

CIA Films is thrilled to be able to create this series in a South African context and shed light on South African business in a different and entertaining way. Executive producer Peter Gird says, "There are some incredible success stories to be shared with over 20 years of democracy in South Africa forming the backdrop to businesses' contribution to transformation of our rainbow nation. The market response has been phenomenal and we are excited to be working with corporate change leaders in bringing their stories to the fore for local viewers."

all3media International VP Formats, Nick Smith comments, "Having recently acquired the format rights from CIA Films to launch the local reality series 'Ultimate Braai Master' into the global formats market, we invited the company to take up one of our most successful formats to launch into the local market.

"As a leading creator of content with good track record and reputation around the world, our take up of Ultimate Braai Master makes the perfect addition to our formats catalogue. Similarly, Cooked in Africa's original approach and record of accomplishment in producing quintessentially South African and African content makes it the perfect choice in converting and localising a global TV series for South African audiences. We're confident that the company will deliver the same high production values and audience ratings the series has enjoyed throughout its international roll-out."

The South African series is currently in pre-production with filming kicking off in July. It is scheduled to premiere in 2015.

To view the promo, go to [Cooking in Africa](#).