**Media Alert**

**OSN signs deal with ITV to bring ‘Come Dine with Me’ to the Middle East as an original production, ‘Yalla Neta’asha’**

***The popular British reality TV show will air in the region exclusively on OSN***

***Casting is now open, with UAE residents invited to apply to appear on the hit show***

**United Arab Emirates, Dubai - 25 June 2020:** [OSN](http://www.osn.com/), the region’s leading entertainment network, has signed with ITV Studios for the exclusive rights of the first ever Arabic version of the widely-loved British reality TV show **Come Dine with Me**. The ongoing series has been a nationwide favourite for over 15 years in the United Kingdom with the format having been replicated to great success in more than 40 countries across the world including Australia, Canada, Greece, Ireland and South Africa. The OSN original production will be locally produced by ITV Studios Middle East and filmed in the United Arab Emirates during the summer where episodes will run exclusively on OSN. A casting call for residents to apply for a chance to take part in the reality TV show is currently open, with UAE residents between the age of 23-45 invited to apply online by emailing itvsme-casting@itv.com with their name, age and address.

Rolla Karam, Interim Chief Content Officer at OSN commented: “OSN is thrilled about the acquisition of the format **Come Dine with Me**, which will be the first original production of the extremely popular show that comes to our region. This production further cements our commitment to providing curated content and bringing the best in entertainment to our audiences in the Middle East. We believe that **Come Dine with Me** will be as huge a success in the Middle East as it is in the United Kingdom and across the globe and are very excited for what’s to come in the pipeline in terms of original productions.”

The endlessly entertaining and hugely popular television programme will follow the same format as the United Kingdom where every week a different group of four strangers take turns to each host a dinner party, with the other guests rating the evening out of ten. Each contestant believes that they are the ultimate host but at the end of the week, only one can be crowned the best host and walk away with a valuable prize. The series combines elements of authenticity, witty humour and fascinating guests, making the show one of the most relatable series to a wider spectrum of audience.

Ziad Kebbi, CEO ITV Studios Middle East added: “We are thrilled to join hands with OSN in terms of delivering compelling original content on their platform and are committed to turn the Arabic **Come Dine with Me, ‘Yalla Neta’asha’** into a massive hit.”

The 45-episode series will run weekly from Sunday to Thursday with a new group of contestants every week. Each host will cook and serve a starter dish, a main course and a dessert and followed by a grading session by the three guests of their hosting skills and the overall experience. Contestants will come together from all walks of life and include various nationalities such as Lebanon, Saudi Arabia, United Arab Emirates, Kuwait, Egypt, Bahrain, Oman and Western expats.

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