

HOUSEMATES

Vacation Without Parents

DIE
WG



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FORMAT FACTS

Original Producer / Flying Producer:
E+U TV film and television production

Original Title:
'Die WG' / 'Die Jungs-WG' /
'Die Mädchen-WG' / 'Die Mixed-WG'

Working Title:
Housemates – Vacation without Parents

Country of Origin:
Germany

Language:
German

Genre:
Factual / 10+

PREMISE

The original format 'Housemates' is aired on the German public broadcasting kids and youth channel KiKA.

Each 'Housemates' season usually follows five girls or five boys whose big dream has come true: they are invited to spend three weeks in a beautiful villa, situated in a wonderful spot in Europe. What makes it even more than a holiday: they are doing so without their parents. During their time together, the housemates have lots of fun. But for the first time they must take responsibility for their everyday lives as well.

Documenting the protagonists in a neutral way, helps young viewers to develop an attitude which comes in handy within their family lives, their circle of friends, for school and for their development of values.

Developing attitude is not done by pointing fingers at others, but by the way other children get depicted in the show. Therefore, it is important to present the protagonists in a positive way, as role models, even when dealing with difficult topics or situations. Housemates is cheerful, entertaining and at the same time enriched with informative elements. The format is not about power games, social exclusion or display of weaknesses.

It's about showing how strong young people can be.





UNIQUE SELLING PROPOSITIONS

Today, 'Housemates' is one of the most successful formats for the age group 10 – 15 in Germany. However, it is extremely popular far beyond that, also considering international adaptations.

GERMANY LINEAR: ABOVE AVERAGE TV RATINGS ON KIKA

From the start of the first season in 2009, TV ratings in German were above average for the time slot.

LINEAR MARKETSHARE IN RELEVANT TARGET-GROUP 2017 – 2022

Marketshare age 10 – 13 (in %)

Year	2017/2018	2019	2020	2021	2022
Housemates Boys	10,9 %		11,4 %		16,5 %
Housemates Girls		14,6 %		15,5 %	11,4 %
Housemates Mixed				15,5 %	

GERMANY NON-LINEAR: TOP KIDS SHOW WITHIN THE ZDF MEDIA LIBRARY

- Each 'Housemates' season is regularly among the top 5 watched contents over all genres including adult drama, documentaries and shows.
- 'Housemates' has been the most watched program within the kids genre over the last years (considering accumulated views per library title per year. Each of the three best performing titles were 'Housemates' episodes in 2022, 2021, 2020).
- Top watched episodes have up to 380K views per day
- In 2021, 'Housemates' accumulated 27 million views in total (with an average of 74K views per day)

GERMAN LONG-RUNNING REALITY HIT SHOW FOR TEENS

The show has achieved the status of a true evergreen in German TV by now. 'Housemates Boys' has accumulated over 140 episodes in 8 seasons, while 'Housemates Girls' can look back on over 130 episodes in 7 seasons. On top of that, several specials, spin-offs, and brand extensions have taken the franchise to even higher levels.

IMPRESSIVE YOUTUBE PERFORMANCE

The YouTube channel has around 300K subs and counting. Individual episodes have up to 1.8 million views on average, generating a whopping 200K hours of playback time in total. The channel can be found regularly in the YouTube Trends, along with a surpassing CTR of 6.2% of all impressions.

VIVID SOCIAL MEDIA FANBASE

Communities have formed on all common social media platforms such as TikTok and Instagram. Former residents stay connected and share experiences with their fans. Also contributing to community building are the numerous funny memes and catchy songs that have been released over the years.

MULTIPLE AWARD-WINNING FORMAT

- 'Housemates' was nominated and won multiple awards, among others:
 - Housemates' was nominated for the most prestigious German TV award ,Grimme Preis'
 - ,Housemates' won the kids TV award ,Golden Sparrow Award'
 - 'Housemates' was furthermore nominated for the 'Prix Jeunesse'

ABOUT HOUSEMATES

A TRAILBLAZER IN REALITY TV FOR KIDS AND TEENS IN GERMANY

The first season of 'Housemates' ('Housemates Boys - A Month Without Parents') started in October 26th, 2009 on KiKA with 20 episodes. In 2010 the pendant 'Housemates (Girls)' was broadcasted for the first time. Since then, new seasons of 'Housemates (Girls)' and 'Housemates (Boys)' have alternated annually. In 2020, three boys and three girls, all former 'Housemates' participants, came together in a virtual version of 'Housemates' for the first time. In 2021, the first season with a mixed gender cast was produced.

When 'Housemates' went into production in 2009, reality TV for children and young people was still new territory within Germany's TV landscape. ZDF started an exciting experiment together with the production company E+U TV: Five young people from different parts of Germany spend four weeks without their parents. They live together in a house, have to get along with themselves and the other protagonists during this time and rehearse being an adult in a safe environment. In 20 episodes (16 episodes since 2021), viewers experience the protagonists successfully managing the household or struggling in their attempts to do so; how they cook for themselves but also how they experience great activities and adventures and thus grow together into a team and become friends in just four weeks (three weeks since 2021).

What once started as a one-off experiment has become one of the most successful brands in German children's and youth television. Since 2009, KiKA has been broadcasting one season per year, alternately as 'Housemates (Boys)' and 'Housemates (Girls)'; currently two seasons are produced per year. In 2021, a mixed flat share with girls and boys was realized for the first time.

The show fulfills a big dream of many children: being out of home, without parents and getting in the shoes of a grown-up for a limited period of time. What all seasons have in common: the thoughts and feelings of the protagonists are showundisguised, giving viewers a projection surface for their own attitudes and dreams for the future. The whole show is realized with an high-quality look and feel in an entertaining and humorous way. Attention is paid to mutual respect, which deliberately does not give any room for competition or exclusion.

In the meantime, there is a committed fanbase and active community on social media like TikTok, Instagram and YouTube. A kind of 'Housmates family' has developed in which children and young people can mingle and exchange their thoughts.

Today, 'Housemates' is the top coming of age reality format for 10 – 15 year old's in German-speaking countries: the series stands for intelligent and responsible entertainment for TV and streaming.



SUCCESSFUL INTERNATIONAL ADAPTATIONS

'Housemates' has a proven track record and also sold internationally. Without exception all adaptations of 'Housemates' went into multiple seasons wherever it launched.

There are currently three adaptations up to date.

NETHERLANDS

Dutch title: Zonder Ouders Op Vakantie

Running since: 2022

Format per season: 10 x 20'

BELGIUM

Belgian title: Zonder Ouders Op Vakantie

Running since: 2022

Format per season: 10 x 20'

GERMANY

'Housemates – the Reunion' for FUNK (German public service young adult channel)

Reunion after 10 years staying together for the first time

Running: 2020 and 2021

Format: 20 x 20'

STRUCTURE

Each 'Housmates' episode pursues one goal: to present the world of the young protagonists authentically and lovingly and in an entertaining way. The format follows a clear structure, which sets the frame for the depiction of the protagonists in a documentary style.

THE PREMISE

Five young people who don't know each other spend several weeks without their parents in a shared villa in an exiting place. They not only get to know each other, but also the country as well as local people.

ONE EPISODE, ONE DAY

One episode, one day: As a rule, one episode depicts one day. It starts in the morning with a getting up or breakfast scene and ends in the evening with a concluding 'good night' scene.

THE MIX OF ELEMENTS IN ONE EPISODES

Each episode usually consists of the following elements:

- Household and everyday activities (such as 'cooking', 'cleaning', 'doing the laundry', but also 'hair styling' in the bathroom)
- Bigger activities (such as 'go-karting', 'ice hockey training', 'cooking school', or 'one-day internships')
- Smaller activities (such as 'visiting a hairdresser' or 'shopping')
- Talks between the residents that can either result from the experienced activities, or just happen situationally (such as 'living vegan', first relationships, bullying in school etc.)

The balancing of elements within one episode is handled in post-production by the responsible author, who assesses the footage of the day. The aim is to bring all those elements together in order to tell an entertaining and coherent story of the day.

STANDARDS FOR THE FIRST AND FINAL EPISODE

Certain standards have been established for both the first and final episode:

The first episode always consists of a distinctive pattern to introduce the cast. One protagonist after another gets introduced at recognizable landmarks of the location. These introductions get intertwined with short pre-shot homestories to give further insight in the protagonists background and character. The second main element of the first episode is always the joint exploration of the shared villa.

The final episode also contains two distinctive main elements: the preparation and organization of a final party, inviting as many people as possible whom the protagonists have met along the way. At the very end there is the farewell the next morning – at this point the narration shifts from commenting the present into giving an outlook on the next day when the protagonists will return to their own lives outside the shared villa.





CORE VALUES



'Housmates' offers a glimpse into the world of five adolescents – it's about attitudes, opinions and experiencing new things. Many children dream of living like 'Pipi Longstocking' – without paternalism from their parents, trying out adulthood. In 'Housemates', this dream becomes reality.

The format needs protagonists who can express themselves well and verbalize their emotions (please see 7. Casting-guidelines). Girls and boys who can address conflicts and find solutions to emerging problems.

Thus five strong, emotionally stable young people who are curious and open-minded are required. Although they may differ in their hobbies and opinions, they are equally mature in order to form a team with members at eye level. On the threshold of adulthood, the protagonists are allowed to try out what it takes to make decisions independently and self-responsibility but also what problems and conflicts can be encountered along the way.

The viewers experience how strongly and proactively the residents manage their everyday lives, what opinions they have and what questions are on their mind. The viewers can also experience how 'cool the big ones' are, while being sensitive at the same time. The viewers realize how respectfully the protagonists exchange ideas with each other – about issues that concern children facing puberty and which our

protagonists reflect openly, yet occasionally critically, looking for an attitude. Thus, the format encourages viewers and provides them helpful orientation.

Diversity, especially when selecting the protagonists, is an important requirement. From the beginning, young people from of all stripes were represented in 'Housemates.' Children from big cities and from the countryside, children from working-class families as well as academic households, children with the most diverse religious and cultural backgrounds. Protagonists get casted with different migration biographies, e.g. from Belarus, Turkey, Ghana, Vietnam, Syria and diverse sexual orientation.

'Housemates' is a reflection of a diverse society in which young people grow up in.

During the shoot, a pre-defined frame of narration is given. On the one hand, it relies on the basic premise of being on vacation without parents and on the other hand on participating in daily activities.

One day, the protagonists can do an internship in a retirement home, getting in conversation with another generation when recording a podcast, another day they can go to a wakeboarding workshop or on a self-planned camping trip where they have to set up their tent and cook for themselves.

Within this frame of narration however, the protagonists act freely and authentically. In this way Housemates keeps its documentary character.

The 'Housemates' fanbase appreciates and expects a harmonic atmosphere in the show. It is not about creating and facilitating conflicts among the protagonists. It is about building friendships and respectful cooperation within a team. The format deliberately neither creates competitive, nor excluding situations. Any conflicts that arise are resolved by the protagonists themselves in a respectful manner. The friendly interaction in the group serves the viewers' longing for friendship and affiliation. Based on trust in the group and the unusual freedom without parental care, the young people try out and grow with the challenges of sharing a house.

There are important dos and don'ts that define the core values of the brand.



LEGAL NOTICE

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