



INCREASED
RATINGS
BY 31%

LA FAMIGLIA

GENRE: SCRIPTED COMEDY

TIMESLOT: 30 X 30 MINS

BROADCASTER: CHANNEL 10, ISRAEL

PRODUCER: UNITED STUDIOS ISRAEL

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The hilarious Israeli comedy, *La Famiglia* follows the lives of a perfectly normal suburban family with many reasons to be happy, and even more reasons to go to therapy....

As they deal with their issues, they'll have you rolling on the floor laughing with the crazy, yet incredibly true, day-to-day scenarios that all families face!

■ **RAISED THE CHANNEL'S RATINGS BY 31% IN THE TIME SLOT**

■ **INCREASED RATINGS IN THE UPSCALE VIEWERS DEMO BY 22%**

■ **HILARIOUS AND VIRAL STAND-ALONE SCENES IN EVERY EPISODE!**

■ **HIGHLY RELATABLE TO AUDIENCES OF ALL AGES**

■ **LONG-TERM APPEAL WITH HIGH REPEAT POTENTIAL**

■ **COST-EFFECTIVE PRODUCTION - SCENES FOCUSED IN A FEW KEY LOCATIONS**



The Granots are a typical family... parents with twin teenage girls, a 9 year old boy, a new baby, and of course the mother-in-law. But living in a house with a history of divorced owners, in a suburban town that holds the dubious record of being the divorce capital of the country, they will do anything to keep their relationship strong!

Each episode revolves around a new therapy session in which they bring up the most embarrassing, bizarre, awkward and insane moments that are a part of every family's life - from their sex life to her complaints, his best friend, and of course, his mother! Their therapy sessions provide the entertaining basis for the series, through which the comical scenes in their family life are revealed, as we flashback to what happened that week. And just like any good therapy session, you may know where it starts, but you never know where it's going to end!