

**FOX CHALLENGES PARTICIPANTS TO CREATE A
PERFECT “UTOPIA,”
IN BOLD NEW UNSCRIPTED SOCIAL EXPERIMENT**

**Ambitious Project Created and Executive-Produced by
John de Mol
To Air on FOX and Online**

Can a perfect world be created? From unscripted mastermind John de Mol, and based on the hit Dutch television series of the same name, UTOPIA is a bold new unscripted series that moves a group of everyday people to an isolated, undeveloped location – for an entire year – and challenges them to create their own civilization.

“UTOPIA will be the largest, most ambitious social experiment on television, and I’m thrilled that Talpa Media USA has chosen FOX as its U.S. broadcast partner,” said Simon Andreae, Executive Vice President of Alternative Entertainment, Fox Broadcasting Company. “The series offers people from all walks of life the chance to start all over again and re-write the rules of civilization as we know it. It addresses fascinating and fundamental questions about human law, morality and social structures, wrapped in an irresistible and truly forward-thinking television format.”

“FOX’s speed and passion for the project, combined with its pioneering reputation in the unscripted field, make it the perfect home for this unique proposition,” said de Mol. “The key questions UTOPIA asks are ‘Are people able to create an ideal society from scratch, without a given leader and without any rules? And will it be ultimate happiness or complete chaos?’ What makes this even more interesting to watch, both on television and online, is the question that viewers undoubtedly will ask themselves, ‘What would I do?’”

With no existing power structures and limited amenities, these “pioneers” must draw on their own ideals and everything they know about societies around the world, to create a new one...will it be better? Will they rewrite the rules they have always lived by? Will they falter or prosper?

As the Utopians build the new society, every decision counts. Each must try to become indispensable to the group or risk being exiled to their regular lives and replaced by potential newcomers who have been vying to join.

With cameras following the Utopians 24/7, viewers can watch their society unfold, both weekly on FOX and also online. As they observe the inhabitants living together, and building their new existence, viewers themselves will have the chance to become a valuable and powerful asset to the community, and ultimately to question whether Utopia remains an elusive but alluring fantasy, or whether the pioneers have truly realized their dream.

“Utopia,” which debuted in The Netherlands earlier this month, was an instant sensation, ranking as one of SBS 6’s highest-rated premieres in six years. On the first night, the debut achieved more than 25% market share in the country’s key 20-49 demographic. On the second night, the series retained most of its launch audience with a 24.5% market share.

UTOPIA is a presentation of Talpa Media USA. The show is created by John de Mol who will also executive-produce.