

CHANNEL 4 COMMISSIONS PEAK-TIME BUY IT NOW AT CHRISTMAS WITH RYLAN CLARK-NEAL

dock10

Channel 4 has commissioned a new Christmas-themed series of Buy It Now to be hosted by Rylan Clark-Neal and filmed at dock10. The studio entertainment show that gives sellers and inventors the chance to showcase and sell their innovations to an audience of real shoppers will return in a new peak-time slot for a four-part series. This time round, there's even more trade up for grabs as the innovators will have the opportunity to pitch to some of the UK's biggest national retailers just in time for the busiest shopping period of the year.

In each programme, the sellers are given just 90 seconds to demonstrate their product to an audience of 100 potential customers who each hold a voting handset; if the innovators manage to impress at least one of the 100 shoppers, they get a chance to pitch to a panel of big-name retailers who can make a potentially life-changing bulk order; if not they are spun off the revolving stage, making way for the next seller.

Last series saw a number of sellers successfully have orders placed by the retailers, including Sylvia from Sutton whose nifty solution for tired, sore feet scooped an order with a retail value of £225,175.

Rylan Clark-Neal said: "I love nothing more than always trying to get my hands on the latest products, so now I can't wait to meet these fantastic inventors who have designed and developed some amazing items and see how many of our audience want to buy it now!"

Tim Hancock, Commissioning Editor comments "We loved

seeing ordinary people with a passion for their innovations succeed in the daytime series of Buy It Now. The new, supercharged, peak-time series with Rylan promises festive fun and Christmas contraptions that are sure to surprise and delight."

Studio Lambert North's Head of Unscripted, Darrell Olsen said: "This is an incredible opportunity for anyone out there with a product, no matter how big or small to showcase this to real customers, and potentially have the opportunity to supersize their sales with life-changing orders from our high street and online retailers."

Creative Director of Studio Lambert, Tim Harcourt said: "This fun series shines a light on two great British characteristics; our high regard for creative, commercial endeavour and our guilty love of the impulsive purchase.

"Buy It Now is produced by Studio Lambert North and was commissioned for Channel 4 by Tim Hancock, Commissioning Editor for Features and Formats. Tim Harcourt and Darrell Olsen are the executive producers for Studio Lambert. The series will be filmed at dock10.

#dock10

