

The Redneck Auction

Reality



Cost-effective Reality Format Showcasing the Daily Activities of an Auction House

Synopsis

Two wild and eccentric auctioneers delve into the lives of celebrities and ordinary people to unearth the most interesting - and profitable - antiques, valuables and rarities in this addictive reality show.

In each episode, the charismatic auctioneers travel the length and breadth of the country in their van, meeting one celebrity guest and three ordinary sellers as they rummage through the wares of the famous and not-so-famous. Their mission - to find hidden treasure to sell at their auction house at the end of each week. Their aim - to get the best price from the sellers and secure the maximum profit.



Key Selling Points

- **Ratings success** - continually draws enormous audiences; moving in 2015 from a secondary channel in **Finland** to main channel **Nelonen**.
- **Season 5** aired in **September 2016** with **over half a million viewers**, securing the **no. 1** spot in its time slot and beating the long-running *Talent Finland*.
- **Great** response from viewers - **winner** of the **Golden Venla** award for **BEST SHOW** two years in a row, **2015 & 2016**.
- **Low budget** and **high return** and **highly repeatable**, re-runs have always drawn favourably **high ratings**.

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