

Formats

NoTa
 NEW ON THE AIR

En partenariat avec Nota, nous vous présentons les formats qui font les succès des chaînes étrangères et créent les tendances internationales. Cette rubrique est rédigée en anglais.

**Original title**

Euphoria

Local title

Euphoria

Format title

Euphoria

Country of broadcast

United States

Genre/Subgenre

Fiction / Drama Series

Program page<https://www.hbo.com/euphoria>**Keywords**

Lifestyle - Experiment -

Friendship - Love - Youth

Producers

Sam Levinson, Drake, Future

the Prince, Ron Leshem,

Daphna Levin, Tmira Yardeni,

Ravi Nandan, Kevin Turen,

Hadas Mozes Lichtenstein,

Mirit Toovi, Yoram Mokadi,

Gary Lennon

Production company

Little Lamb / The Reasonable

Bunch / DreamCrew / TCDY

Productions / HBO / A24

Episodes

8

Cast

Zendaya, Maude Apatow,

Angus Cloud, Eric Dane,

Alexa Demie, Jacob Elordi,

Barbie Ferreira, Nika King,

Storm Reid, Hunter Schafer,

Algee Smith, Sydney

Sweeney

Produced in

United States

Developed in

Israel

Concept

Euphoria is a glimpse at the brutality and pleasures of teen existence today. It follows a group of high school students as they attempt to cope through drugs, sex and violence in an effort to make sense of an uncertain future.

Description

The series features Rue, a 17-year-old recovering drug addict struggling to find her place in the world. As she returns from rehab before her junior year, she immediately goes back to buying more drugs. When she gets home late, her mother makes her take a drug test and Rue calls in a favor from her childhood friend Lexi in order to pass it.

Environment

The programme is led in by the drama series *Big Little Lies* and led out by the variety show *Last Week Tonight With John Oliver*. It competes with the game show *To Tell the Truth* on ABC, the drama series *The Good Fight* on CBS, *New Amsterdam* on NBC, *NOS4A2* on AMC, *The Chi* on Showtime, *Claws* on TNT and *Law & Order: Special Victims Unit* on USA Network, local programming on Fox and the CW and the factual reality *Marriage Rescue* on Paramount Network.

Broadcast details

Channel	Typical duration	Frequency	Time slot
HBO	60 minutes	Weekly (Sun)	22:00

Premiere details

Date	Day	Time	Duration
16/06/2019	Sunday	22:01	54 minutes
		2+	18-49
		Msh %	Msh %
Premiere performance*		0.7	0.9
vs. Channel Timeslot performance (primetime)		0.6	0.7

*The programme scored a market share of 0.7% among total individuals, while the channel has a 0.6% average market share on this target during primetime.

Source: Eurodata TV Worldwide / Nielsen Media Research

Mediametrie

Eurodata TV
WORLDWIDE

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