



the
OVERSEAS PROPERTY
show

NEW SERIES ON TV3

A new **OVERSEAS PROPERTY** television series will begin on TV3 in Autumn 2006. The television series is aimed at the growing number of Irish people looking for a holiday home or an investment property abroad.

The twelve weekly, half hour TV programmes will feature almost 100 properties and offer ideas on new and second hand homes for sale in Europe and further afield. The series will show properties that are attainable and include something of interest to everyone, from the basic entry level to a dream home abroad. The visual style of the programme will be a mixture of Cribs with an element of a Holiday Show.

The programme will feature properties in established European markets including Spain, France, and Portugal among others. The series will also feature a number of the emerging eastern European markets including Turkey, Bulgaria, Poland and Hungary. For buyers interested in looking beyond Europe overseas property destinations such as Florida, Dubai and South Africa will be featured.

Each programme will also include useful information for viewers on the legal and financial aspects of purchasing property in that country. The series will be supported by a new website which will contain further information on each of the properties featured and provide advice on purchasing property abroad www.propertytv.eu

GTV and Parcom Media are producing the TV series for broadcast on TV3. Details of the presenter have yet to be announced. In each of the programmes the presenter will visit the country and guide the viewer through 6 to 8 properties.

The series will both lead and reflect the moves in the property market and viewers interests. It will also bring an element of topicality to the programming by visiting properties that are available on the market.

With SSIA savings coming on line over the coming months the OVERSEAS PROPERTY programme presents a great opportunity to tap into new buyers.

To feature a property in the TV series contact

Leslie Graham, GTV

Mobile +353 (0)86 8115873

Email leslie@gtvsport.com

Jerry Foley, Parcom Media

Mobile +353 (0)87 2362067

Email jfoley@parcom-media.com

For Advertising Bookings contact

TV3

Telephone +353 (0)1 4193474

Website <http://www.tv3.ie/sales.php>