



“CATFISH: THE TV SHOW”

Catfish: the TV show

They fell in love online. But who with?

FIND OUT WITH MTV’S BRAND NEW TV SERIES

Cat-fish [kat-fish] noun — a person who pretends to be someone they're not, using social media to create a false identity, particularly to pursue deceitful online romances

Starts Monday 21st January@ 10pm on MTV (opening with double bill)

Brand new and exclusive to MTV for 2013, is the highly anticipated real life drama that’s taking America by a storm. **“Catfish: The TV Show”** is a gripping 12-part series that lifts the lid on the shocking truth and jeopardy of finding love in the digital age. The majority of British 16-34’s have at least one social media profile and are looking to hook up online but how can you be sure people are who they claim to be behind the digital mask?

Some Facts:

- 40 Million US singles have tried online dating.
- 1 in 5 relationships start online
- There are 83 Million fake Facebook profiles across the world.

Based on the critically-acclaimed documentary film, “Catfish,” focuses on young couples who have fallen in love online but never met face-to-face. In an unprecedented new style of television formatting which takes reality to the next level, the show follows filmmakers Yaniv “Nev” Schulman and Max Joseph on their quest around the country to investigate and document the true and deeply personal stories of these hopeful (and some could argue naïve), young romantics.

Each of the 12 hour-long episodes is an emotional voyage to discover the truth about his or her significant other, filled with mystery, surprises, and sometimes shocking revelations. At the end of each episode these relationships are put to the test as Max and Nev engineer a meeting between the couple. Are these relationships based on reality or are they steeped in lies? And is there ever hope for a positive outcome? This show will have you on hooked and desperate to know the ending.

From a young woman who wonders why the guy she’s been in daily contact with for the last 10 years and plans to marry won’t meet her in person, to a single dad who hopes that his online girlfriend is really who she says she is. To a farmer who believes he’s dating a former Miss Teen USA/Playboy model and an actor/ anaesthesiologist, Nev and Max use their personal experiences and documentarian skills to uncover the truth. Will there be happiness for any of them or are they all the victims of catfishes?

The 12 episode, hour-long series follows Nev Schulman, whose own online love drama was the subject of the "Catfish" film, and Max Joseph as they take viewers on a deeply personal journey that goes inside the stories of young people as their online-only romantic relationships collide with first-time, real-life encounters.

ABOUT NEV AND MAX

Yaniv "Nev" Schulman started a film and photography production company with his older brother, Ariel, at the age of 19. One of the projects that came out of this successful partnership was the hit documentary feature, "Catfish." Nev has lived and worked in New York City his entire life. After five years of studying dance and performing internationally as a child, he began taking photography seriously in high school. In 2004, Nev began photographing the New York ballet community and has worked with many companies and choreographers, and continues to be a passionate advocate of the art form.

Max Joseph is a young filmmaker from New York City who at the age of 18, licensed his first short film to HBO Family, where it aired over the next four years. Since then, Max's films have screened at festivals all over the country, including Sundance, Telluride, and SXSW, and he's directed and edited award-winning commercials for well-known brands including Nike, Pepsi, Starbucks, TOMS and Toyota Prius. Additionally, Max formerly served as creative director of video at GOOD Magazine, where he wrote and directed over 60 short films, some of which screened at the Los Angeles County Museum of Art (LACMA), Brooklyn Academy of Music (BAM,) and the Gagosian Gallery in New York.

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Nev and Max will be in the UK in January

For more info, previews or access to talent please contact MTV Publicity:

Press Contacts:

Lauren Goddard: lauren.goddard2@vimn.com / 020 3580 2556

Hayley Hamburg: Hayley.hamburg@vimn.com / 020 3580 2558

Roberta Duman: duman.roberta@vimn.com / 020 3580 2557

About MTV:

MTV is the world's premier youth entertainment brand. With a global reach of more than a half-billion households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. Outside of the United States, MTV is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIA, VIAB), one of the world's leading creators of programming and content across all media platforms.