

NORTHERN FILM GROUP PRESENTS



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# SKAM

THE HOTTEST ORIGINAL SERIES FROM **NORWAY**

6 REMAKES // AUSTIN, ITALY, FRANCE, SPAIN, NETHERLANDS, GERMANY

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DESIGN BY Adrienne Seet



# INTRODUCTION

# SKAM NORWAY



© Photo Credit: NRK

# SERIES DESCRIPTION



© Photo Credit: NRK

SKAM (Shame in Norwegian) is an online drama series that follows the lives of high school teens in Oslo, broadcast on NRK from 2015 - 2017. Taking a cue from the hit show *Skins*, each season of *Skam* revolves around the arc of one character. Viewers could follow the series every day at [skam.p3.no](http://skam.p3.no). Every Friday the whole week's episodes are collected in one episode on NRK.

*Creator* Julie Andem

**Type:** Online Drama series / TV series

**Duration:** S1: 11 x 25' // S2: 12 x 25'  
S3: 10 x 25' // S4: 10 x 25'

**Broadcaster:** NRK

**Rights available:**  
Remakes in Asia, except China & India  
Ready-made series in Italy & France

**Target audience:** 13-30 years

# Why You Should Be Watching 'Skam'



“ The hit Norwegian show, Skam, is one of those shows that became internationally viral through social media; Skam has Twitter and Tumblr to thank. The reason it's so accessible globally is because fans made the effort to create subtitles in multiple languages and posted them online. Translating to “shame” in English, the show focuses on the lives of teens in high school.”

It's fair to say that no one expected the show that originally began online to blow up as much as it has... Loyal fans were drawn to the show for its humor, and the relatability that it provides. The show

showcases the classic cliques that can be found in any high school; this is most clearly seen with a group of...boys dubbed “The Penetrators.” One thing that sets Skam apart from other young adult shows is the normality and relatability of the teens. Often, the actors appear sans layers of makeup, so they look like the average teen complete with acne and tired appearances. On top of that, the characters are portrayed by actors who are basically unknown and are only a couple of years older than the characters they are portraying; it's always nice to have fresh faces on TV. ”

<http://emertainmentmonthly.com/index.php/why-you-should-be-watching-skam/>

# Why would SKAM do well in your country?



**Fan pic: Main characters for all 4 seasons**

© Photo Credit: Bilibili

*Selected fan videos:*

<https://www.bilibili.com/video/av10030801>

<https://www.bilibili.com/video/av29274577>

- Over 6 million teenage fans have seen it on Bilibili in China (even though it is not officially distributed)
- One hour after the live broadcast in Norway, the version with Arabic subtitles appeared in Middle East.
- Japan's biggest broadcaster TBS has expressed great interest in remaking it
- American Idol's Simon Fuller has bought the English remake rights and made SKAM Austin, partnered with Facebook Watch.
- SKAM speaks to young adults around the world, and in Norway even women in their 30s were passionately catching each episode.

***Possibilities for remakes opens up new markets in your country!***

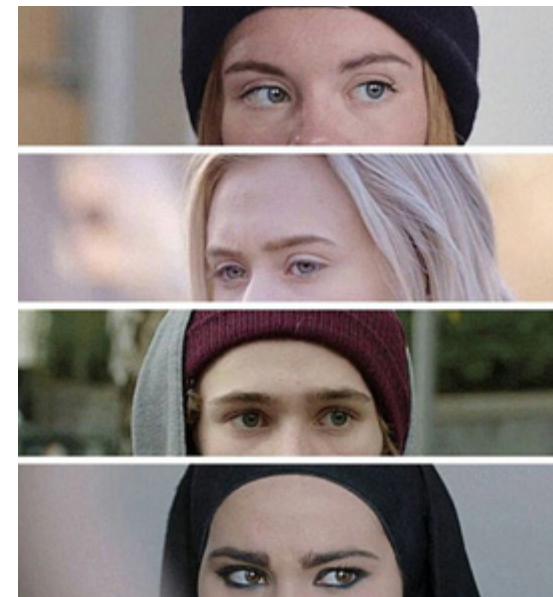
# MARKET SHARE & NUMBERS

*High viewership for remakes!*

## ADAPTATIONS

Name	Produced by	On Air	Market Share
SKAM Norway	NRK	2015 - 17	100%
SKAM AUSTIN	Simon Fuller	Apr 2018	11.9 million viewers Ep 1
SKAM Italia	TIMvision	Mar 2018	6 million views for S1
DRUCK ( <i>Pressure</i> )	ZDF (Germany)	Mar 2018	1 million views by Ep 6
SKAM France	<a href="#">Slash</a>	Feb 2018	1 million views by Ep 5
SKAM Netherlands	NTR	Fall 2018	Not Available
SKAM Spain	Telefonica's Movistar +	TBA	Not Available

- Adaptation rights renewed in every country
- France & Italy renewed for Season 3
- Germany & USA renewed for Season 2
- Average budget of European adaptations: 100 000 Euros per episode





# POPULARITY = AUDIENCE READY FOR LOCAL ADAPTATION

FAN PICS ON TUMBLR & PINTEREST



# FAN PICS ON TUMBLR & PINTEREST



# CHARACTERS *Girl Squad*

*“Eva”*



*“Noora”*



*“Vilde”*



© Photo Credit: NRK

The Girl Next Door. Ostracised by her previous buddies, she sticks to her boyfriend who cheats on her while she joins a clique of self-proclaimed losers.

Also known as the “Goddess” (女神) by Chinese fans. Intellectual, supermodel looks, fiercely loyal, with a lonely family history. In S2, she falls in love with the hottest guy in school, whom she hates.

Ever-cheerful, naive, optimistic. Tries to fit into the coolest girls while hanging out with her buddies. Has a crush on William the hottest guy in school. Her dark secret is that her single mum is dysfunctional and the family is having financial difficulties.

# CHARACTERS *Girl Squad*

*“Sana”*



Raised in a strict Muslim family, Sana faces issues with faith versus her friends' values in the modern Norwegian society. Natural leader, street-wise and a no-nonsense person, she falls in love with a non-Muslim in S4.

*“Chris”*



Fiercely loyal to friends, the least attractive of the squad but remains confident and flirts with guys.

# CHARACTERS - *Male*

## *“William”*



© Photo Credit: NRK

Hottest guy in school. Arrogant and has expressed liking for Noora since S1. Has a destructive manipulative brother. Belongs to the coolest boy group called “Penetrators”.

## *“Isak” S3 Lead Character*



Had a liking for Eva in S1 but struggles with his sexuality in S3. Eventually overcomes his own prejudice for homosexuals and falls in love with the new guy in school.

# PLOT - ORIGINAL NORWEGIAN SERIES



Episode List S1 - from [IMDB](#)

11 x 25'



## Season One

The screenshot shows a list of four episodes from Season 1 of the series 'Eva'. Each entry includes a small thumbnail image, the episode title in Norwegian, the release date, a star rating with the number of votes, and a brief plot summary.

Episode Title	Date	Rating	Summary
Du ser ut som en slut	25 Sep. 2015	★ 7.3 (374)	Eva is her first year at school and has fallen out with her old friends Ingrid and Sara. She only knows her boyfriend Jonas and his friend Isak at school. She gets convinced to go to school party, where she meets several new people.
Jonas, dette er helt dust	2 Oct. 2015	★ 7.3 (296)	During fall holiday Eva, Jonas and Isak go on a cabin trip. Eva is annoyed because her boyfriend invited Isak along. The tension between them rises when she suspects Jonas is keeping secrets.
Vi er de største loserne på skolen	9 Oct. 2015	★ 7.7 (292)	Back at school Eva befriends Noora in her Spanish class. They and Sana gets invited by Vilde and Chris to join them in getting a bus for the graduation celebration when they become "russ" in three years.
Go for it din lille slut	16 Oct. 2015	★ 7.7 (284)	Sana and Vilde wants Eva to get in touch with Christoffer in the third year, to get them invited to a party with the third year boys, among them the most popular boy in school William.

# PLOT - ORIGINAL NORWEGIAN SERIES

Episode List S1 - from [IMDB](#) (continued)

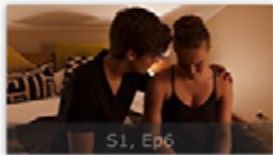


## Hva er det som gjør deg kåt?

23 Oct. 2015

★ 7.8 (273) ☆ Rate

Eva invites Jonas for dinner to meet her mom. Vilde is falling for William, and the girls visits the school doctor to get contraceptives because Vilde has decided she wants to lose her virginity.



## Man vet når gutter lyver

30 Oct. 2015

★ 7.9 (282) ☆ Rate

Eva suspects that Jonas is cheating on her with her former friend Ingrid, and meets Isak to talk about it. Vilde reveals details about her and William. The girls go to a Halloween party Christoffer invited them to.



## Tenker alltid det er meg det er noe galt med

13 Nov. 2015

★ 7.9 (272) ☆ Rate

After kissing Christoffer on Halloween Eva feels guilty, and asks Isak for counsel. Noora wants Vilde to stand up for herself and stop caring for William after he started ignoring her for other girls.



## Hele skolen hater meg

20 Nov. 2015

★ 8.0 (271) ☆ Rate

Everyone knows about what happened on Halloween, and the entire school is gossiping about Eva. Jonas won't talk to her and on top of things Vilde finds out about her past. William starts to show interest for Noora.



## Man er det man gjør

27 Nov. 2015

★ 8.2 (270) ☆ Rate

Eva gets a threatening letter, and Vilde decides to leave the bus crew. Eva is thinking about changing to another school, while trying to find out who wrote the letter.



## Jeg tenker at du har blitt helt psyko

4 Dec. 2015

★ 8.4 (283) ☆ Rate

The girls start to get worried something is wrong with Vilde. Eva talks with Jonas after not talking for a long time. The girls go to a Christmas party, and Eva decides to confront Isak.



## Et jævlig dumt valg

11 Dec. 2015

★ 8.5 (302) ☆ Rate

Vilde reveals that she thinks she may be pregnant. William continues to flirt with Noora. Isak and Eva talk out, and Eva decides to have a heart-to-heart conversation with Jonas.

*Adaptation rights available for all 4 seasons*

# PLOT - ORIGINAL NORWEGIAN SERIES

Episode List S2 - from [IMDB](#)

12 x 25'



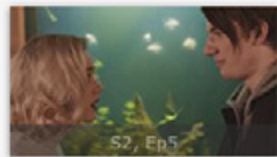
## Season Two

- Om du bare hadde holdt det du lovet** 4 Mar. 2016  
★ 8.0 (279) ☆ Rate  
Noora and Vilde is in disagreement over sponsors for the bus. Noora's flatmates Eskild and Linn are introduced. Noora trying to avoid William who has become very pushy in his advances towards her.
- Du lyver til en venninne og skylder på meg** 11 Mar. 2016  
★ 8.0 (263) ☆ Rate  
Rumors about her ex Jonas is spreading through school to Eva's dismay. Sana experiences hostility from some of the other Muslim girls at school. Noora can't avoid going on a date she promised William any longer.
- Er det noe du skjuler for oss?** 18 Mar. 2016  
★ 8.4 (307) ☆ Rate  
Noora tries to keep the fact that she and William had a date a secret, specially from Vilde. Christoffer and some other of Williams friends has been in a fight. William is hosting a large party in his apartment.
- Jeg visste det var noe rart med henne** 25 Mar. 2016  
★ 7.7 (281) ☆ Rate  
During Easter holiday, Noora and the rest of the girls go to Chris' grandmother's cabin. On their way they meet a weird boy named Kasper. They also play with an Ouija board and Vilde believes Sana has supernatural abilities.



# PLOT - ORIGINAL NORWEGIAN SERIES

## Episode List S2 - from [IMDB](#) (continued)



### Jeg er i hvert fall ikke sjalu

1 Apr. 2016

★ 8.2 (288) ☆ Rate

Noora is worried that she isn't caring enough about the Syrian refugee crisis. William and his bus crew are raising money they owe after trashing a cabin during Easter, and Noora calls him out on being egotistical.



### Jeg vil ikke bli beskytta

22 Apr. 2016

★ 7.9 (270) ☆ Rate

William's brother Nikolai has returned to Oslo, and Noora has problems with William not introducing her properly to him. The girls discuss the fact that Jonas has been beaten up. Noora and William see a strange meeting.



### Noora, du trenger pikk

29 Apr. 2016

★ 7.9 (265) ☆ Rate

The russ celebration has begun. Noora is still keeping her and William's relationship secret from Vilde. Eskild takes on the case to find out if Isak is gay or not. The girls party with the third year boys in their bus.



### Du tenker bare på William

6 May 2016

★ 8.0 (265) ☆ Rate

William tries to explain himself to Noora after he was involved in the fight. Sana gives Noora some advice, and Noora decides to come clean to Vilde. While looking for William, Noora ends up at Nikolai's party.



### Jeg savner deg så jævlig

13 May 2016

★ 8.0 (261) ☆ Rate

Noora wakes up nude in bed with Nikolai not remembering anything from the day before and suspects she has been raped. Sana's problems with some other Muslim girls gets worse.



### Jeg skal forklare alt

20 May 2016

★ 8.6 (304) ☆ Rate

Eskild and Linn try to cheer Noora up, but she is still dealing with last Friday. Noora reluctantly goes to Eva to celebrate May the 17th, the National Day. She also decides to confront Nikolai, to find out exactly what happened.



### Husker du seriøst ingenting?

27 May 2016

★ 8.3 (283) ☆ Rate

Vilde visits Noora. Noora talks to one of the girls from Nikolai's party to find out the truth. William does not answer Noora's calls and messages and haven't been seen at school.



### Vil du flytte sammen med meg?

3 Jun. 2016

★ 8.3 (295) ☆ Rate

Noora and William goes back to William's apartment, and finds a letter from the police. William is wanted for questioning for hitting a boy with a bottle in a fight. Vilde and Noora tries to make sure no one witness against him.

# PLOT - ORIGINAL NORWEGIAN SERIES



Episode List S3 - from [IMDB](#)

10 x 25'

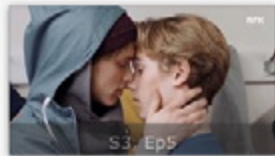


## Season Three

Episode	Title	Date	Rating	Description
S3, Ep1	Lykke til, Isak	7 Oct. 2016	8.8 (495)	Isak has to hide the drugs belonging to him, Jonas, Mahdi and Magnus at Eva's party when the police arrive, and he struggles to get it back. The first year girl Emma, shows interest in Isak. Isak joins the school revue group.
S3, Ep2	Du er over 18, sant?	14 Oct. 2016	8.8 (467)	In class Isak tries to get his drugs back from Sana. Isak is crushing on Even, and tries to find out more about him. Emma still interested in Isak invites Isak and the boys to a party at hers.
S3, Ep3	Nå bänder dere i overkant mye	21 Oct. 2016	8.9 (469)	After ditching the party and lying, Isak have to make amends with his friends, and Emma. Isak is struggling to come to terms with homosexuality and his interest in Even. Vilde gets Isak to hold a party for the school revue at his place.
S3, Ep4	Keen på å bade	28 Oct. 2016	9.1 (512)	Noora returns from London without William, and Isak is wondering how living conditions in the flat will be with four people. Even talks Isak into having a Halloween preparty, with him, his girlfriend and Emma.

# PLOT - ORIGINAL NORWEGIAN SERIES

Episode List S3 - from [IMDB](#) (continued)



## Samme tid et helt annet sted

4 Nov. 2016

★ 9.2 (506) ☆ Rate

Isak and Even spend time together, and talk about their relationship. Isak have to answer to his friends for ditching his Magnus' birthday that weekend. Isak and Eskild have a talk about homosexuality.



## Escobar Season

18 Nov. 2016

★ 9.0 (455) ☆ Rate

Emma is still angry at Isak, and Isak is not talking to Even either. Jonas reaches out and offers to talk with Isak about his issues. Because of sleep problem Isak decides to go to the eccentric school "doctor".



## Er du homo?

25 Nov. 2016

★ 9.2 (532) ☆ Rate

Even is sending Isak some confusing signals, and Isak asks Eskild for advice. Rumors that Isak might be gay is spreading through school. After coming out to Jonas, he encourages Isak to tell Mahdi and Magnus as well.



## Mannen i mitt liv

2 Dec. 2016

★ 9.2 (509) ☆ Rate

Isak's dad wants Isak to answer him about going to a church concert with his mom and him. Sana reluctantly tries to tell Isak she was wrong in previous discussion. Even surprise Isak by booking a hotel suite for them.



## Det går over

9 Dec. 2016

★ 9.5 (700) ☆ Rate

After Even had a manic episode, Isak does some research on bipolar disorder. Issak struggles with getting in touch with Even. Magnus offers some good advice. Isak goes to a church concert with his parents.



## Minutt for minutt

16 Dec. 2016

★ 9.3 (516) ☆ Rate

Isak has to take care of Even while he is in a period of depression and get help from Eskild and the other flatmates. Isak hosts a Christmas party for the revue group after Vilde asks him.

# PLOT - ORIGINAL NORWEGIAN SERIES



Episode List S4 - from [IMDB](#)

10 x 25'



## Season Four

Episode Title	Release Date	Rating	Rate	Description
Du hater å henge med oss	14 Apr. 2017	★ 8.2 (203)	☆ Rate	Sana struggles with being a practicing Muslim and hanging with her friends, specially Vilde discussing her sex life. Sana and the rest of the girls goes to a party with Sanas brother Elias and his friends, Yousef, Mikael, Adam and Mutta.
Jeg er gutt, jeg får ikke hat	21 Apr. 2017	★ 8.1 (173)	☆ Rate	Sana shows interest in Yousef, her brother's friend, and gets protective when Noora also shows interest. The girls get a lead on a bus for the Russ celebration. Sana and Vilde want to buy, but Noora thinks it is too expensive.
Hva mener du om drikking?	28 Apr. 2017	★ 8.1 (153)	☆ Rate	Yousef helps Sana prepare dinner and they get to know each other better, and start flirting. Sara and Ingrid asks Sana if they are interested in combining their bus crews, and Sana has to host a bus meeting. Even has a question for Sana.
Allah hadde digget deg	5 May 2017	★ 8.5 (170)	☆ Rate	Noora reveals the truth about her breakup with William, whereafter Sana brings her along to meet new guys. Elias gets completely smashed, so Yousef calls Sana for help. On the way home, Yousef and Sana share some deep religious insights.

# PLOT - ORIGINAL NORWEGIAN SERIES

Episode List S4 - from [IMDB \(continued\)](#)



## Hvis du er trist er jeg trist

12 May 2017

★ 8.8 (181) ☆ Rate

Sana suspects that Sara is hiding something from her. Sana's mother is worried about her recent behavior, which Sana finds very irritating. Elias then reaches out to Sana and gives her some advice. Everyone gathers for a karaoke party.



## Har du en dårlig dag?

26 May 2017

★ 7.9 (147) ☆ Rate

Sana is furious about recent revelations, which is really getting to her. She tries to discreetly come up with a way to get revenge, but keeps getting distracted in her surroundings. Isak then tells her a story, which gets her attention.



## Vi må stå sammen

2 Jun. 2017

★ 8.2 (132) ☆ Rate

Sana is having a hard time dealing with her feelings towards Yousef. She initiates a social media war, creating turbulence and disunity within the bus group. A surprise awaits Sana at home. Sana and Isak have a discussion.

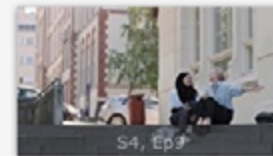


## De største loserne på skolen

9 Jun. 2017

★ 8.9 (183) ☆ Rate

Sana becomes increasingly anxious about telling the girls the truth behind the Instagram account. By accident, she tells Eva the truth, whereafter Sana becomes devastated. Eva hosts a birthday party, which takes an interesting turn.



## Livet smiler

16 Jun. 2017

★ 8.3 (144) ☆ Rate

Sana worries about Noora being off radar with William. Noora encourages Sana to make a move on Yousef.



## Takk for alt

24 Jun. 2017

★ 9.4 (305) ☆ Rate

The point of view of several of the recurring characters are shown, and their lives are explored in the week leading up to Sana's party for Eid.



© Fanpic Credit: Isa Winchester

For a humorous 25 years later mockup, see trailer: [https://youtu.be/kZI\\_WM35yuc](https://youtu.be/kZI_WM35yuc)

# SKAM ITALIA

*Selected remakes to illustrate how the plot easily adapts to your culture.* ★ READY MADE SERIES AVAILABLE.

An Italian version of the acclaimed and innovative Norwegian youth series Skam, which follows a group of teenagers in their everyday life of school, love and leisure time.

*Directed by* Ludovico Bessegato  
*Series written by* Ludovico Bessegato

*Series Cast includes:*  
Giancarlo Commare  
Beatrice Bruschi  
Federico Cesari  
Benedetta Gargari  
Luca Grispini  
Ludovica Martino

[IMDB](#)

Trailer: [skamitalia.it](http://skamitalia.it)



# SKAM FRANCE

*Selected remakes to illustrate how the plot easily adapts to your culture.* ★ READY MADE SERIES AVAILABLE.

Skam France follows five French girls as they go through high-school.

*Directed by* David Hourrègue  
*Series written by* Cyril Tysz, Julie Andem, Frédéric Béliet-Garcia et al

*Series Cast includes:*  
Michel Biel  
Théo Christine  
Lula Cotton-Frapier  
Marilyn Lima  
Philippine Stindel et al

[IMDB](#) Screener: [www.betafilm.com/specialscreenings](http://www.betafilm.com/specialscreenings)  
★ Please email [adrienne.seet@gmail.com](mailto:adrienne.seet@gmail.com) for password.



# SKAM

## ADAPTATIONS

Name	Bought by	On Air
SKAM AUSTIN	Simon Fuller	Apr 2018
SKAM Italia	TIMvision	Mar 2018
DRUCK ( <i>Pressure</i> )	ZDF (Germany)	Mar 2018
SKAM France	<a href="#">Slash</a>	Feb 2018
SKAM Netherlands	NTR	Fall 2018
SKAM Spain	Telefonica's Movistar +	TBA

*Would you be the next adaptation on the list?*



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