



Just for laughs all over the world

15 English and French conventional television and digital networks produced content showcasing Montreal as a world-class city with a world-class comedy festival for global audiences.

MONTREAL, August 9th, 2016 – With another successful Just For Laughs Festival now coming to an end, this year has proven to be an ambitious and very successful one with over fifteen networks and digital platforms from multiple countries partnering with JFL to film content. A testament to JFL as it proves to be a leader in the comedy industry with the best production teams, highest calibre of talent with the greatest stages in the world to produce content.

JFL has seen a 50% increase in productions during this festival period officially marking its place as a true global comedy brand seen worldwide on multiple international networks.

Universal networks and platforms such as Comedy Network, CBC, Comedy Central, CW, HBO Canada/ The Movie Network, TVA, Showtime, Iflix, A&E, W9, Network 10 to digital platforms such as NBC's Seeso, CW Seed and Kevin Hart's new LaughOutLoud digital platform, 29 shows and galas were filmed at various Montreal venues this July for an impressive total of nearly 150 episodes of content.

On the Francophone side, more than ten hours of Galas were produced for broadcast on TVA. An average of 800,000 viewers will see the six galas under the theme "Quebec Rivalries", the legendary Gala hosted by Jean-Marc Parent; and "Gala Incroyable" hosted by JFL's very own, Founder Gilbert Rozon.

Territories including North America, Asia, Middle East, Central America to Africa, have acquired specials and series shot at the festival this year alone.

Each time a Just For Laughs production airs on a broadcast, on a digital platform or on a podcast, Montreal is represented as the mecca for the comedy community. Every July, Montreal Quebec hosts the top performers and industry insiders, resulting the best comedic content that provides entertainment to global audiences 365 days a year.

HIGHLIGHTS THIS YEAR INCLUDE,

Kevin Hart's LaughOutLoud

Kevin Hart returned to Montreal, choosing Just For Laughs specifically to launch his new streaming platform, *Laugh Out Loud Network* (LOL). On July 28th, Hart heard the concepts of ten finalists out of hundreds of entries, ranging from actors, writers, producers and creators, all vying for a development deal. In a turn that surprised everyone, LOL optioned all the projects, awarding everyone a development deal for possible broadcast.

In addition, the Festival partnered to produce Hart's *LOL @ JFL*, twelve shows over six nights filmed at the Berri Theatre, featuring a stellar line up of 122 comics from around the globe. This new collaboration between and LOL and Just For Laughs TV will generate 52 episodes of stand-up. The series will be broadcast on the new LOL platform, which is currently scheduled to launch in Q1 of 2017.

Jeff Ross presents Roast Battle on Comedy Central

The Just For Laughs Festival hosted a very special four-night event that was telecast across North America. Comedy Central treated fans to *Jeff Ross Presents Roast Battle*, a new comedy competition in which comedians go head-to-head in a battle of wit and insults. Featuring a celebrity panel of judges, Jimmy Kimmel, Sarah Silverman, Kevin Hart, Whoopi Goldberg, David Spade, Anthony Jeselnik and more), the event was taped live at the Just For Laughs Festival at L'Astral from July 27-29th. On July 31st, the final was broadcast live on Comedy Central in the US and the Comedy Network in Canada.

CW Special hosted by Howie Mandel

On July 29th, the Festival presented a Gala emceed by renowned TV host and producer Howie Mandel (*Deal or No Deal*, *America's Got Talent*). The taping at Salle Wilfrid-Pelletier will result in a two-hour special to be aired on CW Network. Last year's 2015 gala obtained ratings of over 1.5 million.

Comedy Network's Just For Laughs: All Access Series

The *Just For Laughs All Access* shows and galas received their share of TV talent. At Club Soda, Jay Pharaoh, star comedian of NBC's *Saturday Night Live*, YouTube stars Grace Helbig and Mamrie Hart, (4 million subscribers combined on YouTube), Deon Cole, author and comedian from Chicago (*Tonight Show with Conan O'Brien*, *Conan*), and Nikki Glaser, comedian and TV host on US network Comedy Central and Much headlined the week. Montreal's Wilfrid-Pelletier venue played host to four televised Galas hosted by David Cross, Sebastian Maniscalco, Russell Peters and Carrie Fisher. These Galas showcased almost 100 comedians who will be seen in 13x one hour and 26x 30mins specials that will be broadcast on Comedy Network across Canada.



Sebastian Maniscalco. Photo credit : Eric Myre



Godfrey. Photo credit : Eric Myre

CBC Gala Specials

Four specials were filmed for CBC at Salle Wilfrid-Pelletier hosted by Jeff Goldblum, Nathan Lane, P.K. Subban, as well as a *Mega Stars of Comedy Gala* featuring Lewis Black, Danny Bhoj, JB Smoove, Gerry Dee and more.

Quebec vs France Gala

The Quebec vs France Gala hosted by Rachid Badouri and Eric Antoine will be broadcast in France on W9 TV channel, which represents some thousands of potential viewers.

***Juste pour rire en direct* Specials**

22 episodes of *Juste pour rire en direct* as well as the popular Twins Day Parade were filmed over a two week period. Among other productions by Just For Laughs: *Les Pêcheurs*, *Dans ma tête* (two episodes will air in September averaging 1.1 million viewership!), *Les Grandes Entrevues*, *La Trappe* (a new show to debut on V in September), *Arrange-toi avec ça* et *Les Enfants Roy*.

NBC's Seeso series *Funny As Hell*

On July 26th and 27th at Usine C, six episodes of the sixth season of *Funny As Hell* were shot during the four tapings hosted by Jon Dore. These episodes will be seen on NBC Universal's SeeSo streaming platform and on HBO Canada.

Showtime Cable Network Special *The Nasty Show*

On July 31st at Club Soda, the Festival filmed a special performance of *the Nasty Show* to be aired on US's Showtime cable network.

CW Seed's *Elevator Talk Show*

Beyond stand up, Just For Laughs TV is also producing forty episodes of the second season of the web series *Elevator Talk Show*, shot at the Hyatt Regency Montreal during the Festival, to be aired on CW's web site CW.

JUST FOR LAUGHS, FROM MONTREAL TO AUSTRALIA!

Australians love Just For Laughs for the extraordinary talent showcased at the Festival. 2016 marks the 14th year of JFL producing specials for Network Ten. Last year's production reached 850,000 Australians and was THE most popular show in its time slot across all key demographics in its first viewing cycle!

In addition to the collaboration with Network Ten, shows produced by Just For Laughs for North America are acquired in Australia by the Comedy Channel (Foxtel) and will air in primetime in a branded JFL slot. Foxtel also commissions original stand up episodes that JFL will shoot at the upcoming Sydney JFL comedy event.

THROUGH PODCASTS, JUST FOR LAUGHS PLAYS MONTREAL IN THE WORLD'S HEADPHONES

The JFL ComedyPRO Podcast Series returned with a bang (literally) as Scott Aukerman presented his popular podcast *Comedy Bang! Bang! Live from Just For Laughs* in front of a sold-out crowd. Other sold-out podcasting events included Dan Harmon's *Harmontown* and *Guys We F#@%!d* with Krystyna Hitcheson and Corinne Fisher. In total, 12 podcasts were featured, others included were *The Smartest Man in the World Proopcast*, *Industry Standard with Barry Katz*, *My Dumb Friends*, *Put This In Your PYPE And Smoke It*, *The Dork Forest*, *The Comedian's Comedian Podcast with Stuart Goldsmith*, *The Todd Barry Podcast*, *Truth and Iliza* and *The Comic's Comic presents Last Things First*. In total, these podcasts represent over 3.6 million downloads per year! A great way to showcase the Festival and Montreal long after its official dates, and well beyond the city!

#JFLCREATORSCAMP

The Festival presented a new initiative through Just for Labs: #JFLCreatorsCamp. Hosting 4 top creators who collectively helped JFL reach over 13 million fans across social media aimed this project at creating a 3-day online festival experience. The Creators Camp's Snapchat activation alone reached more than 1.3 million views through the stories of popular influencers Matthew Santoro, JusReign, Harley Morenstein and Hey Nadine. Digital clips documenting this experience are to be launched on JFL's YouTube channels as well as through the Creators involved. This will include a unique Just For Laughs Gag featuring Santoro, JusReign and Morenstein.

JUST FOR LAUGHS GAGS

Just for Laughs Gags is the longest running & funniest prank show and boasts over 276 half-hour episodes. As the largest collection of non-verbal hidden-camera in the world, the show cuts across cultural boundaries and has universal appeal, entertaining audiences of all ages and demographics in over 155 countries on all platforms and more than 85 airlines.

Source: Just For Laughs

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