

Rhythm City, e.tv's new weekday soapie

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Free-to-air channel e.tv will launch a brand new local soap opera on Monday 9 July 2007 - Rhythm City. Rhythm City will be produced by Curious Pictures, which has a reputation for innovative productions of independent films and large scale television dramas.

The soap opera's topical storyline revolves around the contemporary music industry and the trials and tribulations of those who are brave enough to enter and often exit this cutthroat business.

Says Bronwyn Keene-Young, channel director of e.tv: "We are confident that this is the right show for an important timeslot, specifically with the vibrant music industry as a backdrop for a soap opera which will appeal to both the youth and adults."

The show will be broadcast in the prime-time weekday 6.30pm to 7pm slot.

Monde Twala, executive producer of Rhythm City says, "The show aims to entertain, but also to explore deeply the lives of young people, their needs, wants and motivations. Research has proved that young people want entertaining and informative programming and the youth drama is an opportunity to mirror the fast changing trends and challenges faced by South African youth."

Many of South Africa's foremost directors and producers have cut their teeth on productions with Curious Pictures.

David Jammy, Curious Productions managing director says: "We are currently casting and sourcing some of South Africa's top talent to star in this new weekday soapie which will contribute to the much-needed growth of the local television industry."

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