



INSIGHTTV

DIVE IN

12 x 30'

IBIZA

2023 is expected to be the busiest year in Ibiza's history. As the party capital of the world prepares to open its doors for the 23 season, we follow the promoters, clubs, businesses and workers in Ibiza, the party capital of the world, as they prepare to navigate their way through a brand new summer season.

CREATED BY EMILY CHAPMAN



LOUD
PRODUCTIONS



SYNOPSIS

IBIZA is one of Europe's most loved holiday destinations with millions heading to its shores every year. Now, as the party capital of the world prepares to open its doors for the 2023 season, we follow the promoters, clubs, businesses and workers in Ibiza, the party capital of the world, as they work together and play together, throughout IBIZA 2023 - expected to be Ibiza's busiest and wildest tourist season ever.

The 22 season saw the island revel in the pent up in demand of tourism after two years of a closed travel industry. The world famous clubs reopened to sell out nights and securing table reservations and day beds with less than 2 weeks notice was tough. Travel chaos at airports, challenges recruiting good workers in a post-brexit Europe and limited taxi drivers to move the millions of pent up tourists around the island, led to a busy but challenging season. Now, with lessons learnt and a record number of bookings already in place, the island is ready to make 23 its biggest season ever.

The return of the some of the biggest names in clubland including Elrow, Defected, Circo Loco and Antz as well as the return of legendary promoters such as Manumission's Claire and Mike in 22 is expected to be overshadowed in 23 as Ibiza is going all out to secure its clubbing crown and with tourists eager to make up for lost time, it's a season where rumours are already rife about what Ibiza will do next, and one we have unprecedented access to. The buzz is bigger than its ever been and the anticipation for 2023 season, at boiling point.

In the last few years the affluent day-club scene has fast outgrown the night-time one. Day-beds have been in extraordinary demand and tables at hot spots Ushuaia, Cova Santa and Lio's going for thousands of pounds at a time. Many local boat charter companies reported record bookings for 2022 and the islands infamous wellness retreats saw record bookings as the tourists look for a way to recover from the parties. With the clubs reopening, day-clubs thriving and record numbers of boat bookings and alternative parties, therapies and retreats, will the tourists and residents be able to keep up or will too many parties take their toll?

The IBIZA series follows the journey of one of the most famous islands in the world as it works its way through its busiest and wildest season yet. After two years without any tourists, one with many challenges and a string of naysayers questioning its place as the clubbing capital of the world in recent years; its residents, businesses, clubs and workers are fighting back. Which businesses, relationships and friendships will survive and which will be squashed by the impetuous demands of the season? Will 2023 see IBIZA regain its magical, hedonistic and musical glory and position itself at the very top of club-land - again - or will we see a new Ibiza emerge?

STRUCTURE

We will avoid as many of the reality and doc-series tropes as we can to present a modern and authentic, deep dive in to this special place - Ibiza.

We'll have deeper, core focused episodes where the series plays almost like a procedural documentary or anthology. We'll start with an ensemble episode and a chance to introduce the island, its inhabitants and some of the characters we'll meet along the way.

Episodes 2-11 will be focused as below before we bring it back round for a final ensemble episode where more and more stories converge and we bid farewell to the island for this season.

1 - Opening Ensemble

2/6/10 - Clubs (clubs opening, closing, underground parties etc.)

3/7 - On the waves (boats, Formentera, Kayaking, exploring other parts of Ibiza by sea, meeting the skippers, sunset etc.)

4/8/11 - Music (DJs old and new, historical Balearic sound, new sounds emerging in Ibiza, traditional music, hippies drumming etc.)

5/9 - Alternative Ibiza (wellness, adventure, other side of Ibiza etc.)

6 - Closing Ensemble

The series is titled IBIZA and the title, and structure, lends itself to further series and expansions down the line with a new set of themes and deep dives. 2023 is the year Ibiza and the world is expected to see the greatest increase in travel bookings in history.



CHARACTERS V STORY LINES



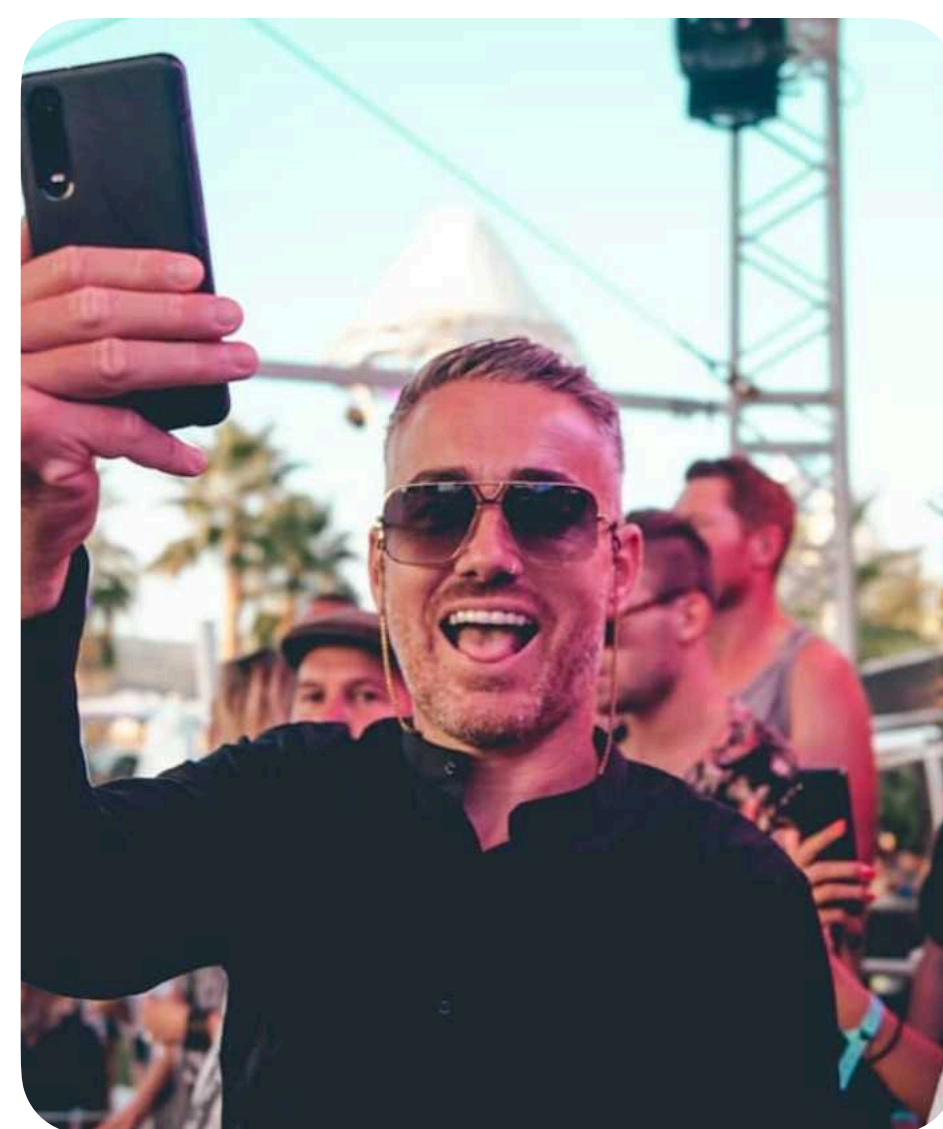
DC10: Carl Cox

In 2016, after 27 years as the heartbeat of Ibiza nightlife, the legendary Space nightclub closed to an outpouring of love, reportedly for good. However, just 5 years later the buzz, and the rumours, returned, hitting boiling point in May 2021 when Space wiped all content from its social channels. The expectation was long-standing resident Carl Cox would return to a new Space, but with a 2022 residency recently confirmed at underground venue DC10, the rumours are squashed again. Until 2023 anyway.



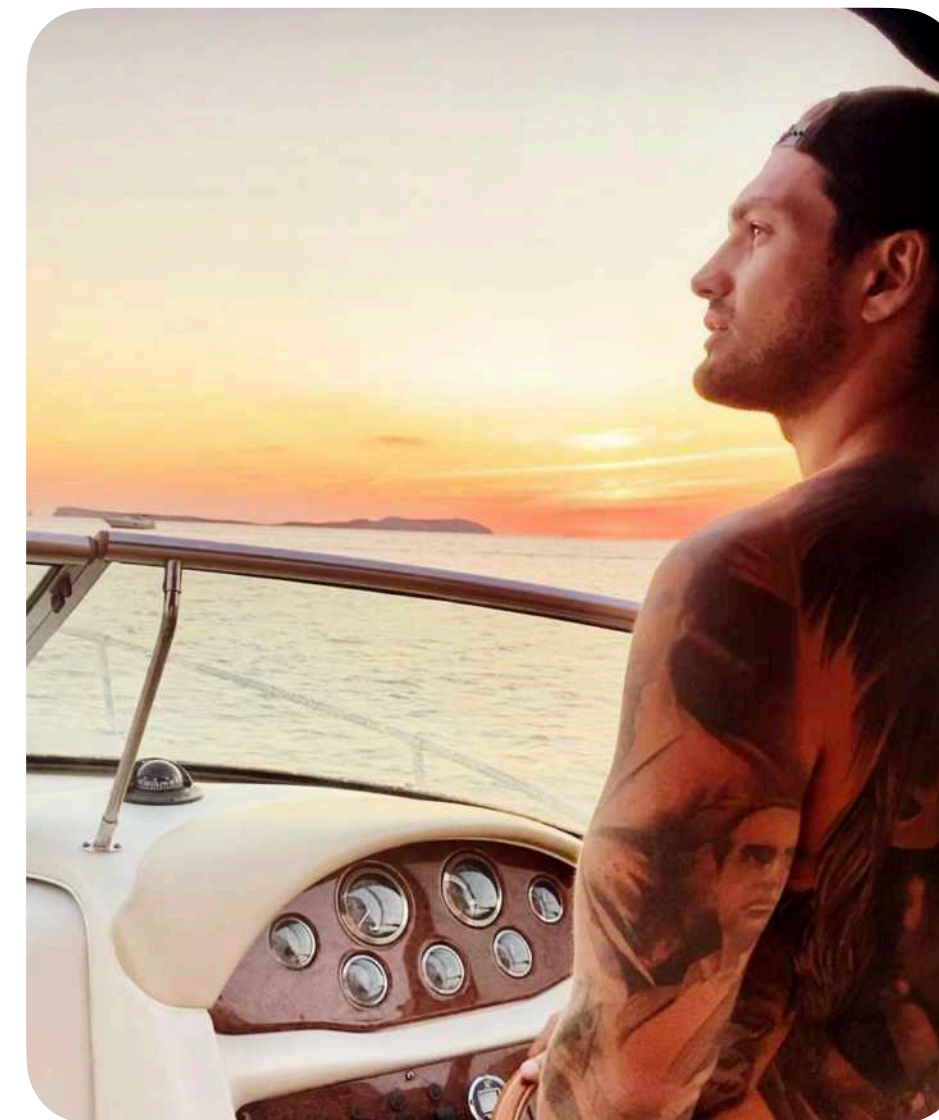
DJ: Sam Divine

DEFECTED is one of the biggest brands in club-land right now. After two years away from the island it's been hosting parties on for years, it returns to EDEN in San Antonio and long-standing DEFECTED resident DJ, Sam Divine, can't wait. We join Sam and friends throughout the season as she plays to the expected huge crowds at the newly refurbished super club and during her down time too as she makes the most of being back on the island she loves and which helped escalate her to super stardom.



Promoter: Kai Cant

Kai is one of the biggest promoters in clubland with ABODE and HotBed. Entrepreneurial Kai reacted quickly to his club world shutting down and launched The Tribe in 2022, a modern concierge service aimed at the millennial, Instagram hungry generation. The Tribe experienced an unprecedented demand for its private boat charters in 2021, fuelled by the closure of clubs. In 2023 as HotBed returns for its residency at daytime venue O Beach in 2023 and ABODE is selling out parties all over the world - will The Tribe follow in their hugely successful footsteps?



Business owner: Ash Ienco

Former model, Italian Ash, launched disco themed burger restaurant, iBeefa Burger, in 2021. The DJ themed restaurant has already attracted huge recognition from many of the worlds top DJs who will be stopping by for a Marco Charcoala or a Hot Mince 82. Ash is also a qualified skipper with his own boat which he'll be chartering out to tourists and we'll join Ash throughout the season as he welcomes DJs and guests at the restaurant and on the waves.



Tourist: Oliver Pittam

Popular Mancunian DJ, actor and Ibiza mega tourist Ollie, is the life and soul of the party. The pandemic saw his world of entertainment stripped away and his pent up demand is ready to explode as soon as the first flight to Ibiza leaves Manchester. We follow Ollie and his mates from the UK as they're reunited with their beloved island after 2 long years. How will they party in a new Ibiza and will it still hold its appeal?

CHARACTERS V STORY LINES



Runner and Artist: Charlotte

Talented artist and Barcelona resident, Charlotte, lived in Ibiza for 5 years where she was part of the art team for the biggest club night on the island, Jamie Jones's Paradise at DC10. She moved to Barcelona in 2019 to pursue her art career and will return to Ibiza in July as runner on Ibiza Unlocked. We'll be 'breaking the fourth wall' with Charlotte as she is reunited with many of her friends around the island during her time as runner on IBIZA.



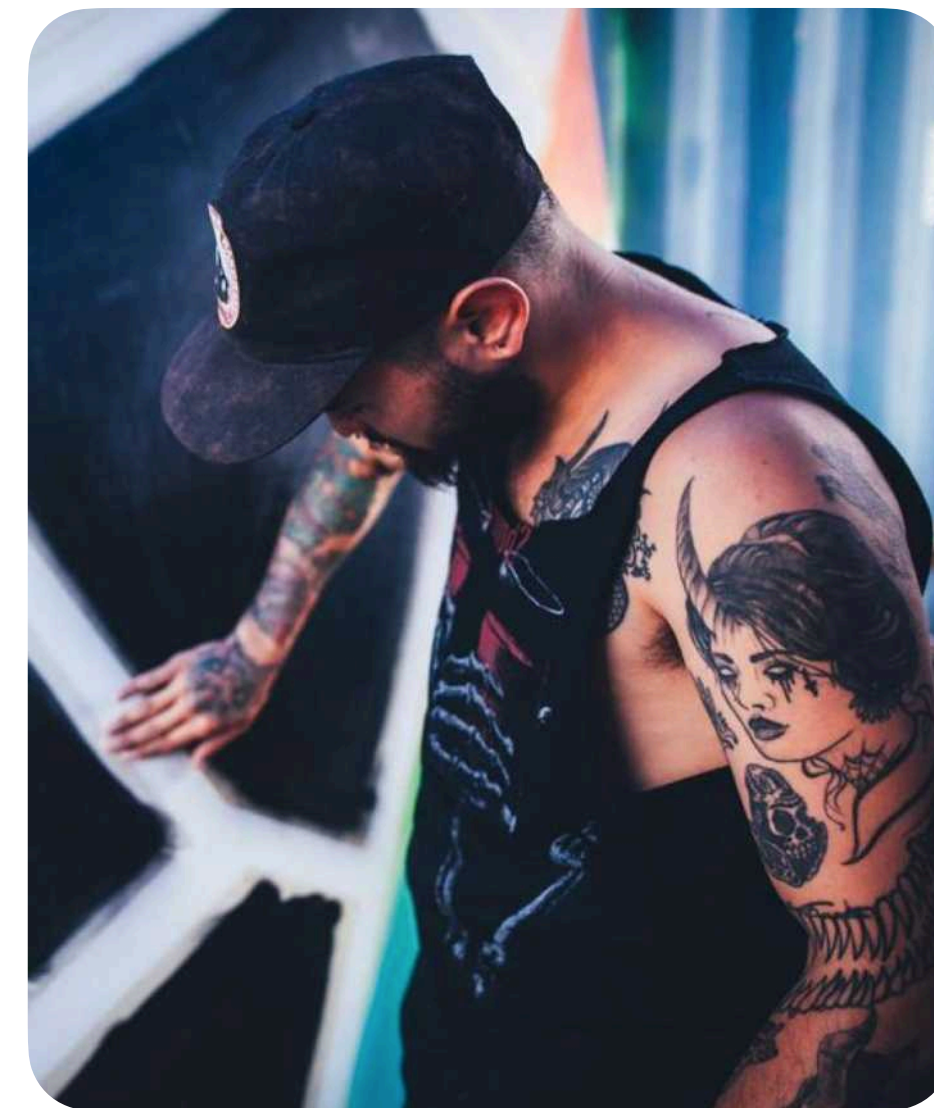
Boat Host: Jareth (back)

Dutch Jareth is a promoter in Holland and an artist. His 'All Your Little Faces' art brand focusses on DJs, nightlife and lifestyle. A huge clubbing fan, Jareth usually spends his summers in Ibiza emerged in the nightlife however this year will see him emerge in something different as he takes up the role of 'Host' on board Kai's boats. As a Dutch citizen he is able to travel and work freely in Ibiza this year, unlike UK citizens who are restricted to just a 90 day stay post-Brexit. We join Jareth throughout the summer as he meets, greets and hosts an endless stream of tourists.



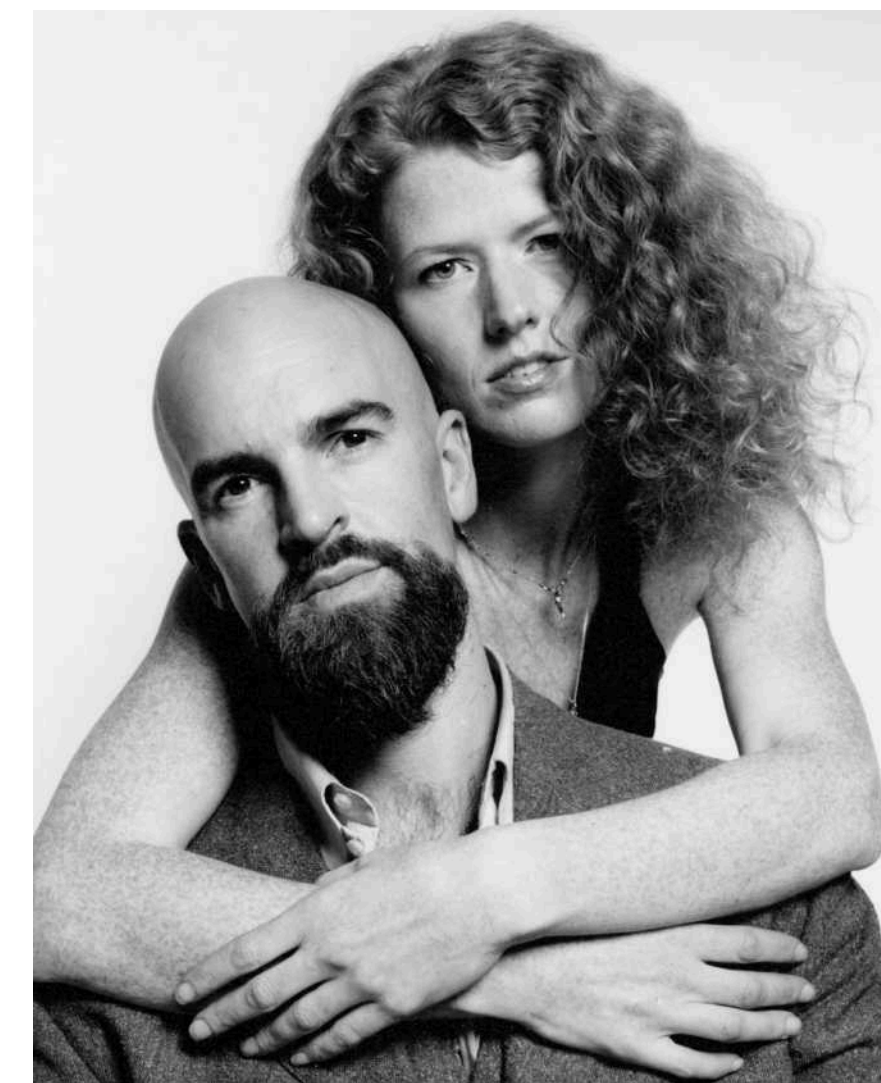
Presenter: Faris Stingrai

Faris has presented for the likes of ITV, LADBible, Facebook, MOBOs, BBC Asian Network as well as some of the biggest names in clubland including ANTS, Elrow and ABODE, who began hiring him to interview their headline DJs. It was these events that led Faris to spend his first summer season presenting in Ibiza - in 2020 - year one of lockdown! In 2023 he will return to the island for his first 'proper' season. We follow him throughout as he interviews many of the islands biggest names and gets to grips with what an Ibiza season is really like!



Tattoo Artist: Gerson

Costa Rican tattoo artist Gerson has lived and worked in Ibiza for 5 years. His studio, in the heart of San Antonio's West End, opened briefly in 2021 and will be back for a full season in 2023. The West End is usually packed with tourists but the notorious hot spot was in already decline before the pandemic. Will the walk-in tourists return? We join Gerson and his fellow tattoo artists and friends as they wait for the tourists to arrive so they can, hopefully, make up for a disastrous last two years.



Promoter: Claire & Mike

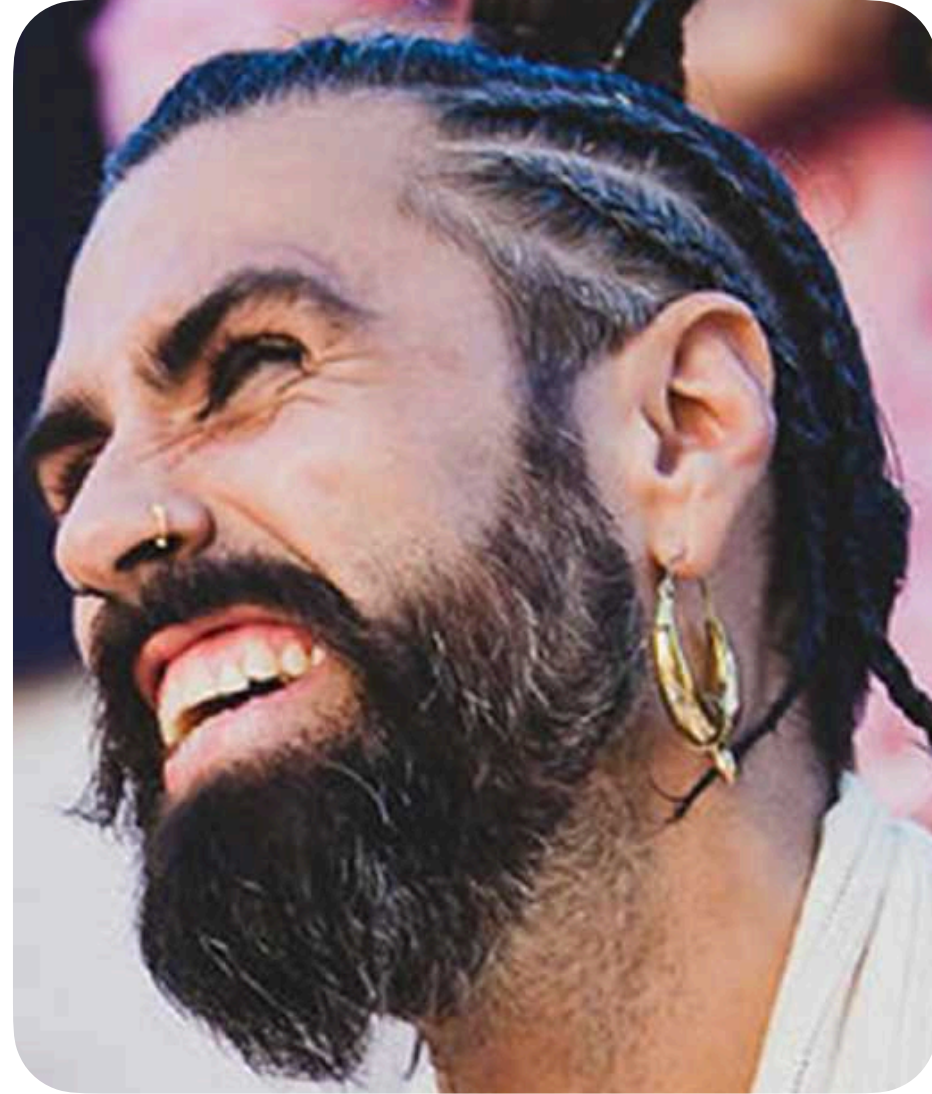
Manumission was the most famous club night in the world in the 90s. With 10K people heading to Ku (now Privilege), the biggest nightclub in the world, to watch the infamous sex shows and become entangled in the debauchery. Legendary founders Claire and Mike will launch Ailien, a continuation of the Manumission story, at famous daytime venue O Beach. We join Claire and Mike to see what happens when hedonism and affluence collide in a very different Ibiza from the one they knew when Manumission launched.

CHARACTERS V STORY LINES



Skipper: Andres

Ibican born Andres has lived in Ibiza all his life. The famous cafe, Amsterdam Bar, has been in his family for years and was recently passed down to Andres by his father. Really popular, likeable character - Andres has been a skipper on charter boats to pay the bills over the last year or so while the cafe has been shut and now looks set to leave the West End behind as the demand for skippers is huge and the West End, not so much.



Alternative Parties: Mogli

Mogli is one of the Director at Ibiza's artistic theatrical company, Ritual, and its alternative party sub-brand, WooMoon. Created 5 years ago with a low door price, large resident island guest list so hippies, families, children and even pets could come together and dance through the day, WooMoon has gone on to be a global success with a residency at Barcelona's Sonar Festival and in Mexico. We join Mogli as he shares WooMoons plans to bring the island back together again, in the true essence of Ibiza - parties.



DJ and label owner: Alex

The last two years have been tough for former resident at Together (Amnesia), Ibiza resident and British DJ, Alex Herbert AKA Dirty Herbert but he has put his time to good use and launched Ibiza's first Drum & Bass label, Balearic Breaks. The label is causing quite a stir in Europe so are his fortunes about to change? We join Alex at the Balearic Breaks launch party, along with girlfriend and Jet2 holiday rep Nicole, as they prepare for a season they've been waiting so long for.



Holiday rep: Nicole

Alex's girlfriend Nicole was appointed as a Jet2 holiday rep at the end of 2019 so only experienced her first full season in the role in 22 - as season fraught with travel industry challenges and Nicole was on the front-line for the many frustrated tourists. Will 23 see those challenges disappear and Nicole able to finally enjoy her new role? We follow Nicole throughout the 23 season as she welcomes her first Jet2 clients to the island and deals with the highs, lows and pent up demands of an unprecedented number of tourists.



Worker: Ellie (The Tribe)

Ellie has been working hard back in the UK to pitch her skills as 'social media manager' for Kai's new business, The Tribe. Ellie and her DJ boyfriend Jack are used to spending 6 months of the year working in Ibiza but this year rules have changed post-Brexit and they will be allowed to stay for just 90 days. Will that be enough time to be able to prove herself worthy of a full time job with The Tribe?

TOURISTS

International tourists are a key part of the IBIZA story.

We have access to a number of tourists from around the world. With a Millennial focus and authentic approach to content, we will put out a casting-call on socials to attract applications from new tourists from key destinations, increasing our opportunity for strong story-lines from a diverse group of people.

This will also build a buzz around the series ahead of filming and release.



PLANNING A VISIT to IBIZA this SUMMER?!

NOW CASTING



LOUD Productions are looking for outgoing tourists heading to the island this summer for a new documentary series. We are looking for a diverse group of people **Age 18-40**
We are particularly interested in tourists from the following countries...



Italy



Denmark



Ireland



Germany



Netherlands



Norway



Finland

Get in touch with our producers via **email:** ibiza@loud-productions.com
or call Emily on: 078 255 456 789

DJS

We have access to a number of the biggest DJs in dance music right now including artists such as Fisher, Solardo, Darius Syrossian, wAFF and many more.

Darius Syrossian is likely to perform at least one exclusive DJ set on the waves, on one of Kai's boats. We'll have exclusive access to filming this and are confident we can secure other similar exclusives as plans confirm in the next few weeks.

What do new Brexit rules mean for the biggest DJs in the UK as they land in Ibiza for their long-awaited returns and how does it feel finally, to be back in Ibiza performing to the biggest and most enthusiastic crowds in the world?

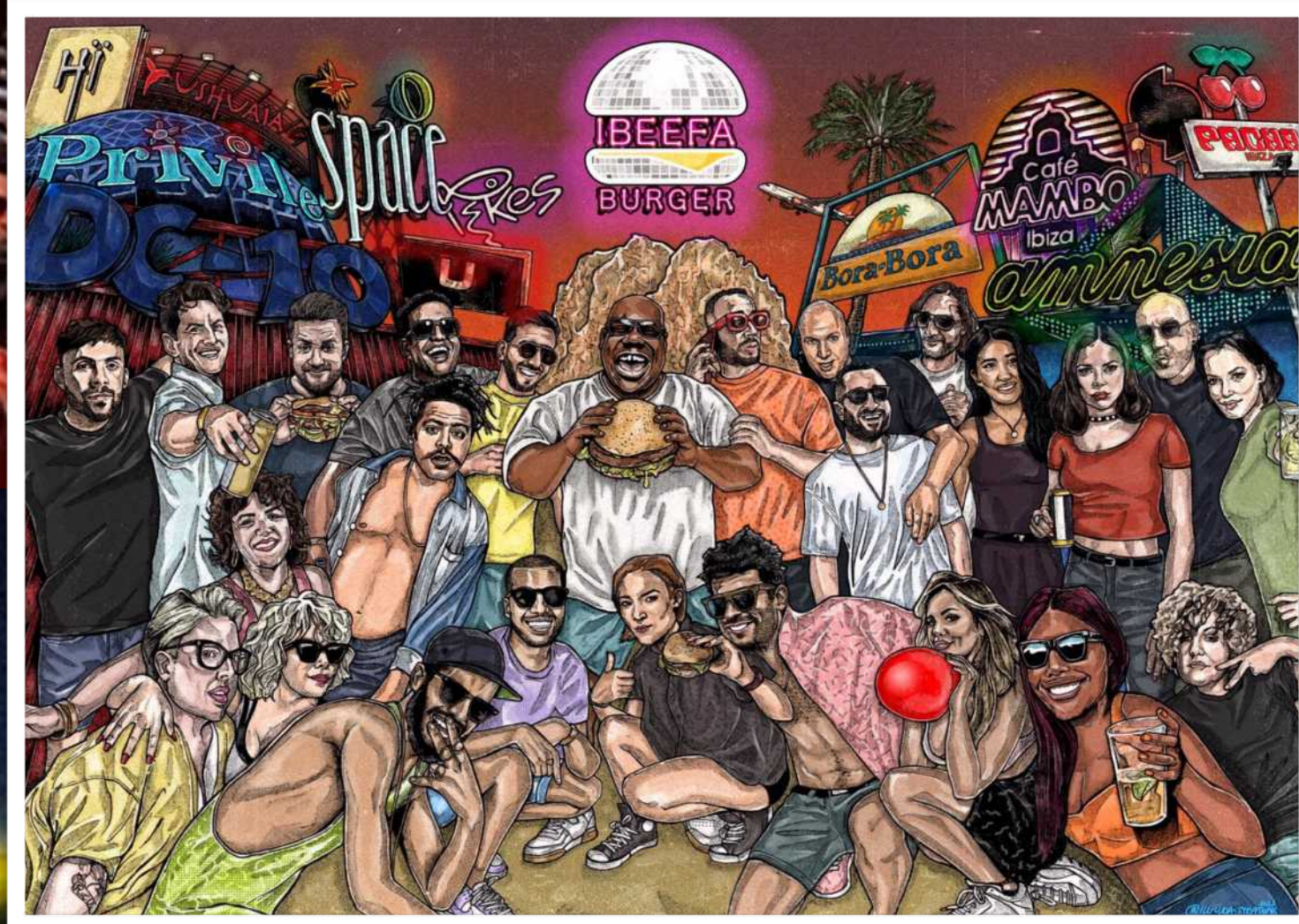
Our main storylines feature some of the biggest DJs in Europe, plus we have ongoing access to the weekly residents O Beach's biggest party, HotBed on Wednesdays, throughout the summer.



DC-10



EDEN



COVA SANTA



O BEACH





HOW IT WORKS

- 12 x 30' episodes filmed from May to October '23
- Each episode is structured by theme, with 2 ensemble episodes - one at the start, one at the end.
- The story is told through the eyes of the key characters whose stories intersect with each other - like the Mayor who signs off O Beach for opening, to the promoter who is pinning his entire reputation and future on his parties there
- Ensemble episode 1 will give context of Ibiza's 22 season, how it bounced back post-pandemic and the challenges it faced as it welcomed tourists back.
- A series of themed episodes will follow (music, parties, boats and alternative Ibiza) as the island tackles a brand new summer season.
- It will include if, and how, Ibiza will operate as a tourist destination in Autumn for the first time ever and explore whether this experiment could set Ibiza on course to becoming a year round holiday destination.
- A final ensemble episode will sew the seed for a return to the island series to see how the characters and the island continue to evolve in 2024.
- Spin off shows/episodes include the opening of San Antonio's newest restaurant, iBeefa Burger, and the history of the original super-club, Amnesia.

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