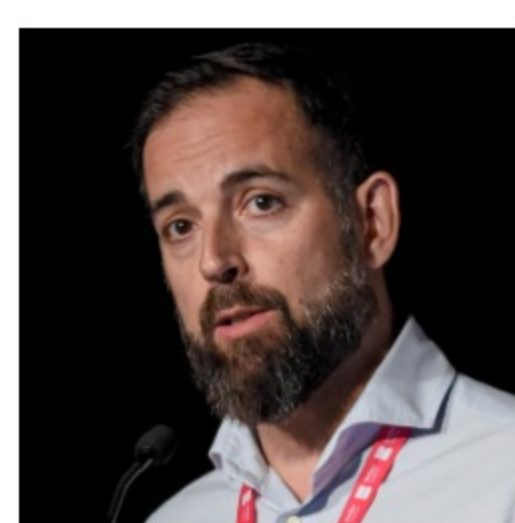


# Rakuten TV is looking for more original reality shows, reveals Daniel Gilgado

European streaming service Rakuten TV is looking into reality and entertainment formats as part of its expansion of its originals offering beyond its core documentary focus.



Daniel Gilgado

With a hybrid offering of TVOD, AVOD and more than 500 FAST channels, Rakuten TV reaches some 140 million homes in 40 markets in Europe, and is positioned as “the only streaming platform that offers free-to-air premium original formats.”

Daniel Gilgado, who earlier this year took over as European head of Original Content and Exclusive Acquisitions following the departure of Cristian Liarte, spoke with C21 about his content needs at the recent Conecta Fiction & Entertainment.

And, as he explained, the streamer is redoubling his commitment to reality shows and entertainment after the success of the first two seasons of his [adventure reality show](#) 'Discovering Canary Islands'.

In co-production with Atlantia Media, Initiative and Mediabrands Content Studio, the program follows social media influencers as they compete to discover the mysterious island of San Borondón, which according to legend is the ninth of the Canary Islands.

The show was Rakuten's first foray into original reality programming, and its success led the platform to acquire 'HairStyle: The Talent Show', a hair competition from Shine Iberia, and to now pursue new reality formats.

“For us, reality was an experiment and something new, but we discovered that it is a genre that really attracts our audience,” Gilgado said.

“We are promoting our FAST channels and our viewers are looking for other types of content, because they are used to seeing only documentaries on Rakuten TV. Our audiences value entertainment content, which is why we want to commission more in this area.”



'Discovering Canary Islands' was Rakuten TV's first reality show

However, Rakuten TV continues to search for new factual genre content to complement its catalog of films and documentary series.

Among its most popular sports titles are 'Ona Carbonell. Start again', about the Olympic swimmer Ona Carbonell; 'Campeonas', which follows female soccer players; or 'Bojan', about the mental health problems of former soccer player Bojan Krkić Pérez.

“Our sports content focuses on great stories with social impact, giving prominence to women's sports and underrepresented groups. Sports titles reflect Rakuten's values: innovation, empowerment and optimism,” said Gilgado.

But he added that he would also like to “continue exploring different topics with our documentaries, beyond sports.”

Rakuten TV has already ventured into this field with the film 'Rumesya Walking Tall', made by GWR Studios, about the tallest woman in the world, and the technology series 'Fast Forward', produced by Vice Media.

During a presentation he made in Toledo to Conecta delegates, Gilgado added that the company bases its strategy on three main axes: content, financial risk and distribution.

“Our content must be closely aligned with our values, with talent and stories with international appeal. We must take great care of the financial risk, so we seek to ensure that our productions recover the investment, with advertisers who sponsor or even co-create, and relying on production companies that know how to use Spain's tax incentives. And then, we look for distribution alliances to find audiences outside the platform and outside Europe,” he listed.

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