



Transparent Debut Smashes Prime Instant Video Records—Amazon Studios Orders Season Two

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Prime Members and Critics Agree, Transparent is this Autumn's Best New Show— scoring 98 percent on Rotten Tomatoes Tomatometer

LONDON—10th October, 2014 - Amazon Original Series Transparent is already breaking records. In just over a week since its debut, the critically acclaimed dark comedy, created by [Jill Soloway](#) (Afternoon Delight, Six Feet Under) and starring [Jeffrey Tambor](#) (Arrested Development), [Judith Light](#) (Dallas), [Gaby Hoffmann](#) (Girls), [Amy Landecker](#) (Louie) and [Jay Duplass](#) (Togetherness), has been streamed by more customers than any other show on the service. New customers are flocking to Amazon Prime Instant Video to watch the show, with Transparent also ranking as the most streamed title for new viewers on the service. Also proving popular among critics, the new show clocked in a near-perfect score on TV/Film ranking website [Rotten Tomatoes](#) with a 98 percent critic rating, and a 91 metacore on [Metacritic](#) making Transparent one of TV's top three highest ranked, currently airing shows. Due to the overwhelming success of the show, and the incredibly positive viewer response, Amazon Studios has greenlit a second season of Transparent, to air in 2015.

"We are absolutely thrilled that the response to Transparent has been so positive," said Roy Price, Vice President of Amazon Studios. "Our goal is to create series that customers love, so it's great to hear that Transparent has not only risen to the no. 1 series on Prime Instant Video, but that it's deemed 'binge worthy' as well. Given all this great feedback, it only makes sense to bring the Pfeffermans back next year in season two."

Written, directed and executive produced by Emmy-nominee and 2013 Sundance Best Director winner Soloway, Transparent is a 10-episode, half-hour novelistic series that explores family, identity, sex, and love. The series stars Tambor as Maura, who has spent her life as Mort—the Pfefferman family patriarch. When she reintroduces herself to her family, everyone's secrets finally start to come out. This includes her ex-wife Shelly (played by Light), and their children—meandering Ali (played by Hoffmann), record producer Josh (played by Duplass), and sexually conflicted Sarah (played by Landecker). Each family member spins in a different direction as they begin to figure out who they are going to become.

Amazon Prime members can watch Transparent now through Prime Instant Video, on more than 400 devices, including Kindle Fire, iPad, iPhone, Xbox, PlayStation, Wii and Wii U, amongst others, and online at www.amazon.co.uk/PIV.

What Prime members are saying about Transparent:

- "...this is great TV and I believe that Transparent is the best thing I've seen so far for the 2014-15 TV Season. It will be hard to top."
- "The best new television programme in years—the writers of this show succeed on so many levels."
- "I just binged watched all 10 episodes. Jeffrey Tambor is brilliant, and so is the series. I hope there will be another season!"
- "I thought the show was very well done—the writing, the acting, the music—everything. I completely enjoyed it, and watched all the episodes straight through in two days."
- "Amazing show! It really shows the struggles that trans people go through daily. I'm so happy to see such an empowering show with such amazing actors and writing to go along with it."
- "Jill Soloway has created a drama with dark comedy, heart and intrigue. Feels so real. I want to know what happens next!"
- "This show has heart, humour, edge and amazing work done by everyone. A leap into uncharted series waters that not only takes us into a unique experience, but also charts a path that entertains, engages, engrosses and enlightens."

What critics are saying about Transparent:

- *A clear winner in the television revolution' '...the latest gem in online programming' 'This show can find exactly the people who love it, and a place like Amazon can sell exactly to those people.'* - **The Independent on Sunday**
- *'For a boundary-pushing show, try this truly great transgender drama'* — **The Independent**
- *'If Laverne Cox's character in Orange Is the New Black was the first promising step towards a better depiction of trans-people on television, then this is the second: a show that not only features a fully rounded transgendered woman in a central role but also explores through its ensemble cast the fluidity of gender in general. This is a series in which everyone is, in some sense, transitioning.'* — **The Independent**
- *'The brilliantly realistic (and very funny) portrayal of a maturing yet highly dysfunctional family unit.'* — **The Guardian**
- *'Bringing understanding to transgender people is the "The Civil rights issue of our time, and, after Sundance I was looking around thinking, what's next?"'* — Jill Soloway for **The Guardian**
- *'An engagingly adult dramedy full of touching dialogue, lived-in performances, and a very nicely handled big reveal.'* — **The Daily Telegraph**
- *'One of the things I admired about it was that although it's got that [the issue of transgender] at its heart, and it's serious*

*about that subject matter; it seems to me that it is cluttered, in a good way, this series. It is full of extraneous bits of life, that are untidy - **BBC Radio 4***

- *'Real quality television' [adding a] 'badge of quality to a company such as Amazon' – **BBC Radio 4***
- *'Put this dysfunctional family on your wish list... a delicious comedy-drama just out on Amazon's video service, Prime Instant Video.' – **The Times***
- *'It's Transparent': Amazon Poised to Take On Netflix' 'Amazon poses a legitimate threat to award-winning pioneer Netflix. Not to mention the cable universe, the birthplace of edgy TV.' – **CNBCnews.com***
- *'Edgy new US comedy' - **The Sun's TV Magazine***
- *'Ground-breaking' –**Daily Star***
- *'Never has there been a television series quite like Transparent' – **Female First***
- *'I take very seriously the fact that Amazon is reinventing every aspect of our culture, including the rules around what it means to make television. They've given me so much artistic freedom - an unprecedented amount of artistic freedom and what they expect from you is to really reinvent an audience's relationship to television.' – Jill Soloway for **FemaleFirst***
- *'Approachable, understated tact, with heart-wrenching scenes juxtaposed with slapstick humour.' – **Pink News***

About Amazon Studios

Last year Amazon Studios launched its first two prime time series, Alpha House and Betas, and recently debuted its first three children's series, the Annecy International Animated Film Festival Award-winning Tumble Leaf from Bix Pix Entertainment; Creative Galaxy from Angela Santomero and Out of the Blue Enterprises, the creators of Blue's Clues; and Annedroids, from Emmy nominated Sinking Ship Entertainment. Amazon Studios recently announced six additional, original series including Chris Carter's The After; Michael Connelly's Bosch; Jill Soloway's Transparent; Mozart in the Jungle from Paul Weitz, John J. Strauss, Roman Coppola and Jason Schwartzman; Wishenpoof! from Angela Santomero; and Gortimer Gibbon's Life on Normal Street from David Anaxagoras, as well as a second season of Alpha House. Upcoming pilots include The Cosmopolitans, Hand of God, Red Oaks, Hysteria, and Really. Amazon Original Series are available exclusively to Prime members through Prime Instant Video.

Amazon Studios launched in 2010 as a new way to develop feature films and episodic series—one that's open to great ideas from creators and audiences around the world. Anyone can upload a script and Amazon Studios will read and review all submissions. Those who choose to make their projects public will also receive feedback from the Amazon Studios community.

Comprehensive cast and crew information, including bios and filmographies, is available on Amazon's IMDb (www.imdb.com), the world's most popular and authoritative source for movie, TV and celebrity content.

About Prime Instant Video

Amazon Prime offers members unlimited One-Day Delivery on over 7 million items, access to 500,000 Kindle books to borrow and unlimited streaming of more than 15,000 popular movies and TV episodes through Prime Instant Video. Prime is available at the low price of £79 a year. Customers who are not already members can start a 30-day free trial of Amazon Prime by visiting www.amazon.co.uk/prime.

For more information about Amazon Prime, visit www.amazon.co.uk/prime. For more information about Prime Instant Video, visit www.amazon.co.uk/PIV.

About Amazon

Amazon.com opened on the World Wide Web in July 1995. The company is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.

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