



Congratulations to The Bold and the Beautiful! The Daytime Emmy winning soap opera was the recipient of the International TV Audience Award in the "Telenovela/Soap Opera" category on the evening of June 10, 2010 at the Monte Carlo Television Festival awards ceremony, confirming that it remains the world's most watched series in its genre. This is the fifth consecutive year that the series has been the recipient of this award.

The award was accepted by The Bold and the Beautiful's Executive Producer and Head Writer, Bradley P. Bell, accompanied on stage by cast members John McCook ("Eric Forrester"), Jacqueline MacInnes Wood ("Steffy Forrester"), and Brandon Beemer ("Owen Knight"), who all travelled to Monaco to participate in the festival.

The International TV Audience Awards are determined by the sum of ratings across five continents and 66 countries as measured by Médiamétrie and Eurodata TV Worldwide. The win signifies that The Bold and the Beautiful delivered higher ratings worldwide in 2009 than any other daily drama series.

Created by Médiamétrie, Eurodata TV Worldwide distributes programming and audience information, based on its partnership with the national institutes operating people meter systems throughout the world.

Winning its time slot for the past two decades in most markets, The Bold and the Beautiful is broadcast by over 45 networks in more than 110 countries worldwide, airing in morning, daytime, afternoon, access prime and prime time. In some international markets, The Bold and the Beautiful equals or outperforms many U.S. prime time series' ratings. How cool is that? Way to go B&B!