



**Prime Video Brings Trevor Noah Home To Host Its First South African Original, *LOL: Last One Laughing South Africa***

*Prime Video announces its first South Africa Original, unscripted comedy series LOL: Last One Laughing, with Trevor Noah in the host's seat*

*Trevor Noah to pit 10 South African comedy stars against one another for a grand prize of R1 million for a South Africa charity of their choice*

*Prime Video offers customers in South Africa a selection of popular global Amazon Originals and Exclusives like The Lord of the Rings: The Rings of Power, The Boys, Harlem, and Riches, as well as local South African exclusive titles such as The Fury, Umbrella Man, and Atlantis - all for R79 per month*





JOHANNESBURG, South Africa —March 28, 2023—Prime Video announced today that Trevor Noah will be the host of its first South African Original, *LOL: Last One Laughing*, set to launch in South Africa and globally early next year, introducing audiences to some of the best South African comedic talent.

In the series, Noah will pit 10 famous South African comedians and entertainers against one another to see who can keep a straight face while simultaneously trying to make their opponents laugh - and lose. It's a competition for a grand prize of R1 million, which goes to the winner's South African charity of choice.

"I'm excited to be back home to host Prime Video's first South African Original, *LOL: Last One Laughing*, and to have a chance to connect with my home audience," said Trevor Noah. "I am equally delighted for the opportunity to be working alongside my fellow home-grown comedy stars on a show that not only entertains but gives back to the South African production and charity communities."

"We are delighted to be announcing Trevor's momentous return home to South Africa as the host of Prime Video's first South African Original, *LOL: Last One Laughing*," said Ned Mitchell, head of Africa and Middle East Originals, Prime Video. "Comedy, in all its forms, shines among South Africa's most valuable treasures. Together with an A-list roster of this country's incredible home-grown comedic talent competing for a great charitable cause, Trevor and Prime Video

are demonstrating the depth of our shared ambition to invest and elevate the very best of South Africa for audiences locally and around the world.”

The *LOL: Last One Laughing* series is an adaptation of Prime Video’s global smash-hit comedy franchise currently produced in more than 20 countries and territories worldwide, including Emmy-nominated versions in Germany, Australia, and the first *LOL: Last One Laughing Nigeria* which will be hosted by Nigeria’s comedy star Basketmouth. The concept was first developed in Japan with the original show called *Hitoshi Matsumoto Presents Documental*. The Prime Video fan-favourite format includes local versions in Canada, Japan, Mexico, Australia, Germany, Italy, France, India, and Spain. Other local celebrity hosts include Jay Baruchel (Canada), Eugenio Derbez (Mexico), Fedez (Italy), Michael "Bully" Herbig (Germany), and Rebel Wilson (Australia). The 30-minute, six-part series is produced by one of South Africa’s leading production houses, Rapid Blue, which has produced world-class, award-winning reality and game show productions, such as *Strictly Come Dancing*, *Come Dine With Me South Africa*, and *So You Think You Can Dance*.

Day Zero Productions, which develops and produces diverse, high-quality creative content for a global audience will also produce the series. Recent unscripted credits include the documentary series *The Turning Point* for MSNBC/Peacock, and Nickelodeon’s annual *Kid of the Year TV* special alongside *TIME* Studios.

*LOL: Last One Laughing South Africa* is set to launch on Prime Video in early 2024. It joins Prime Video’s selection of global Amazon Original and Exclusive series and movies, such as *The Lord of the Rings: The Rings of Power*, *The Boys*, *Riches*, *Harlem*, and *Die Hart*, local South African movies, such as *Atlantis* and *The Fury*, as well as Nigerian content, such as *Brotherhood*, *Kings of Thieves* and *Beyond the Veil*.

Prime Video customers will be able to watch *LOL: Last One Laughing* anywhere and anytime on the Prime Video app for smart TVs, mobile devices, Fire TV, Fire TV stick, Fire tablets, games consoles, or online at [www.primevideo.com](http://www.primevideo.com). In the Prime Video app, customers can download episodes on their mobile devices and tablets and watch anywhere offline at no additional cost. Prime Video is available in South Africa for R79 per month, after a free trial.

Visit [primevideo.com](http://primevideo.com) and follow [@PrimevideoZA](https://twitter.com/PrimevideoZA) across social media platforms.

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**Issued on behalf of Prime Video**

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### About Trevor Noah

Trevor Noah is one of the most successful international comedians in Africa and was host of the Emmy-winning *The Daily Show* on Comedy Central for seven years. A 2020 Grammy nominee, Trevor served as the Grammy Awards host for three consecutive years, with the 2023 show garnering the highest viewership since 2020. Trevor is the author of the #1 New York Times bestseller “Born a Crime: Stories from a South African Childhood” which received the Thurber Prize for American Humor and two NAACP Image Awards. He has written, produced, and starred in 12 comedy specials, and has sold out stand-up comedy shows, including his current “Off The Record” World Tour. Trevor’s new book scheduled for Fall 2023 is a gorgeously illustrated and moving modern fable for readers of all ages about forgiveness, acceptance, and the secret to solidarity.

Trevor is developing and producing diverse, high-quality creative content with Day Zero Productions; and through his philanthropic work, has launched the Trevor Noah Foundation to improve equitable access to quality education for underserved youth in South Africa. Trevor Noah is repped by CAA, Mainstay Entertainment, and Hansen Jacobson.

### About Prime Video – South Africa

Prime Video offers customers a vast collection of TV shows and movies—all available to watch on practically any device:

- **Included with Prime Video:** Watch thousands of popular movies and TV shows, award-winning Amazon Originals and other exclusives, and more. Think global Amazon Original series such as *The Lord of the Rings: The Rings of Power*, *The Boys*, Tom Clancy’s *Jack Ryan*, *The Marvelous Mrs. Maisel*. International and South African exclusives like *The Fury*, *Atlantis*, *Umbrella Man*, *Die Hart*, *Harlem*, *Riches*, as well as critically acclaimed Amazon Original movies like *Nanny*, and *Coming 2 America*, with Nigerian content such as *Brotherhood*, and *Beyond the Veil*. All available at no additional cost as part of Prime Video, which is available in more than 240 countries and territories worldwide.
- **Instant Access:** Watch at home or on the go with your choice of hundreds of compatible devices. Stream from the web or using the Prime Video app on compatible smartphones, tablets, game consoles, or select smart TVs.
- **Enhanced Experiences:** Control how much data you use when streaming and downloading video by choosing between Good, Better and Best visual quality settings, all of which utilize Prime Video’s state of the art video compression technology to use less data without reducing visual quality. Save it for later with select mobile downloads for offline viewing. Make the most of every viewing with High Dynamic Range (HDR) compatible content. Go behind the scenes of your favourite movies and TV shows with exclusive X-Ray access, powered by IMDb.