



THE NOSE  
THAT KNOWS

THE SNIFFER

They call him The Sniffer. He's the proud owner of an extraordinarily acute sense of smell. He can detect things about you that you desperately want to conceal. He'll find that needle in the haystack. Don't ever doubt his extraordinary skills! But the truth is that his sense of smell is as much a curse as it is a gift. This guy can solve a mystery by having a single sniff around but what happens when all these myriads of smells force their way into his private life? Let's just put it this way – he's not exactly a happy camper.

Season 2 of the successful series is even more intriguing and full of sophisticated crimes! A new mystery comes up and runs through the entire season. In addition, a new female character joins the team. Who she is and how she changes lives of the main characters – is another intrigue of the new season.

In season 3, the audience will finally receive answers to some long-standing questions. However, will the main secret of The Sniffer be revealed? This time the lead characters' personal stories will get into the spotlight, along with more puzzling and intriguing investigations.



VIEW SEASON 1  
TRAILER



WATCH SEASON 1  
FULL EPISODES



VIEW SEASON 2  
TRAILER



WATCH SEASON 2  
FULL EPISODES



VIEW SEASON 3  
TRAILER



WATCH SEASON 3  
FULL EPISODES



THE FACTS

**FORMAT:** Season 1 – 8 eps x 1 hour / Season 2 – 8 eps x 1 hour / Season 3 – 8 eps x 1 hour / Season 4 - in production

**GENRE:** high-octane crime / detective series with self-contained plot, resolved within the same episode

**AUDIENCE:** 14-59

**TIME SLOT:** weekly / daily primetime

**PRODUCED BY:** FILM.UA

**KEY BROADCASTERS:** Channel 1 (Russia), Channel 9 (Israel), KTK (Kazakhstan)  
Channel 1 Eurasia (Kazakhstan), ICTV (Ukraine), ONT (Belorussia)  
BNT HD, BNT-1 (Bulgaria), K2 (Estonia), Lietuvis Ryto (Lithuania)  
TV5 (Latvia), BTV (Lithuania), AXN Mystery (Japan), YLE (Finland)  
Bolovsrovsuvag / MovieBox (Mongolia), RTS (Serbia)  
Telearaqua (Venezuela), Prime (Moldova),  
TV Puls / Puls 2 (Poland), K+ (Vietnam)

**FORMAT SOLD  
TO JAPAN**

**FORMAT SOLD  
TO FRANCE**



RATINGS



## "THE SNIFFER" RATINGS SUCCESS

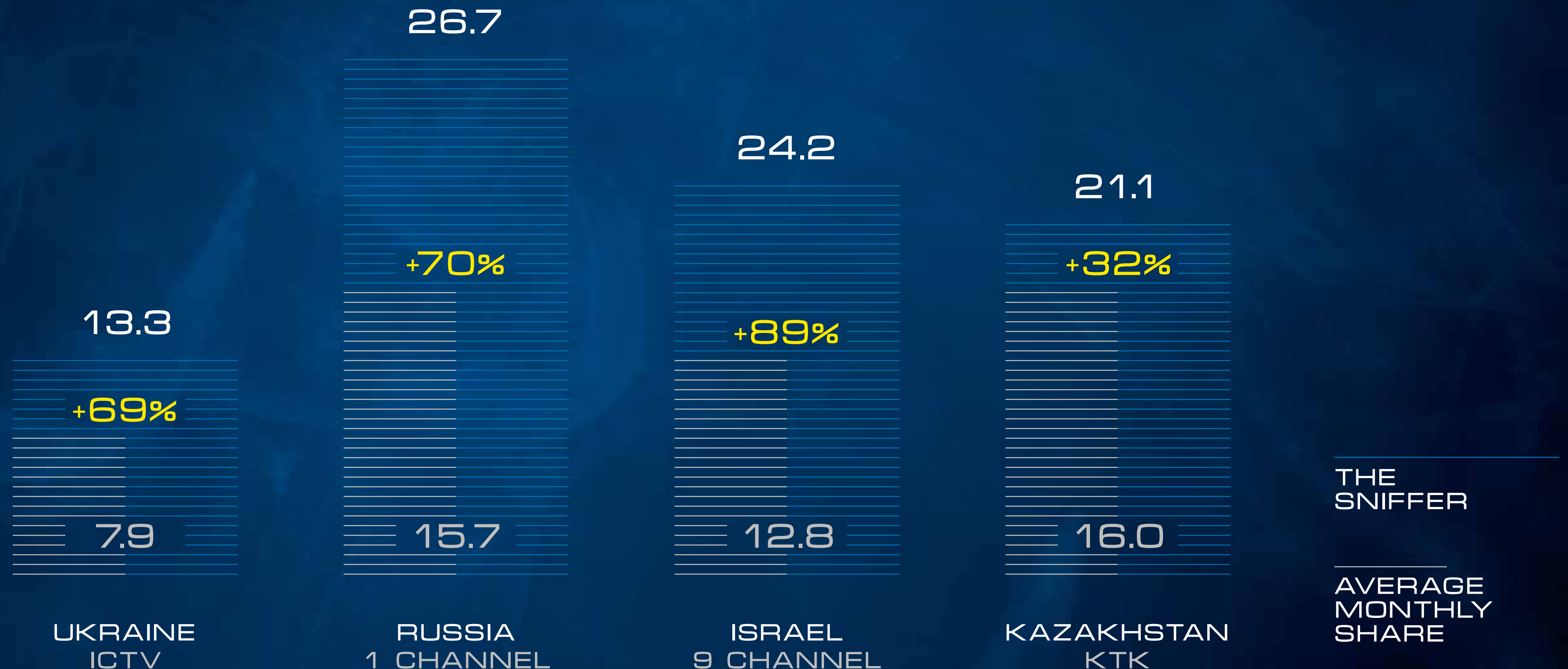
**RUSSIA:** "Season 1 of "The Sniffer" has become the most watched TV series of the last 5 years.

**UKRAINE:** "Season 1 of "The Sniffer" has become the highest rated series of 2013, thus making the broadcaster (ICTV) a leader in its time slot.

## RATINGS IN BROADCAST TERRITORIES

In Ukraine and in Russia season 1 of "The Sniffer" has outperformed the broadcasters' average daily share by 70%!

In Kazakhstan and Israel the series has become a highlight in its slot with average market share of over 20% (every fifth viewer tuned in to watch the show)

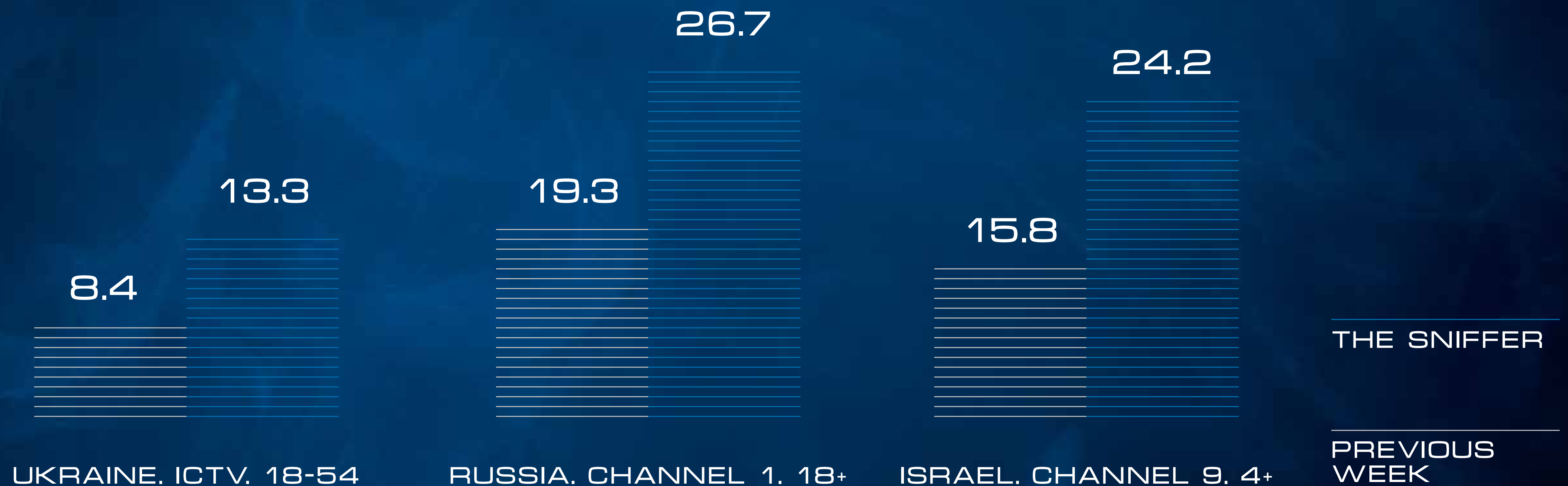




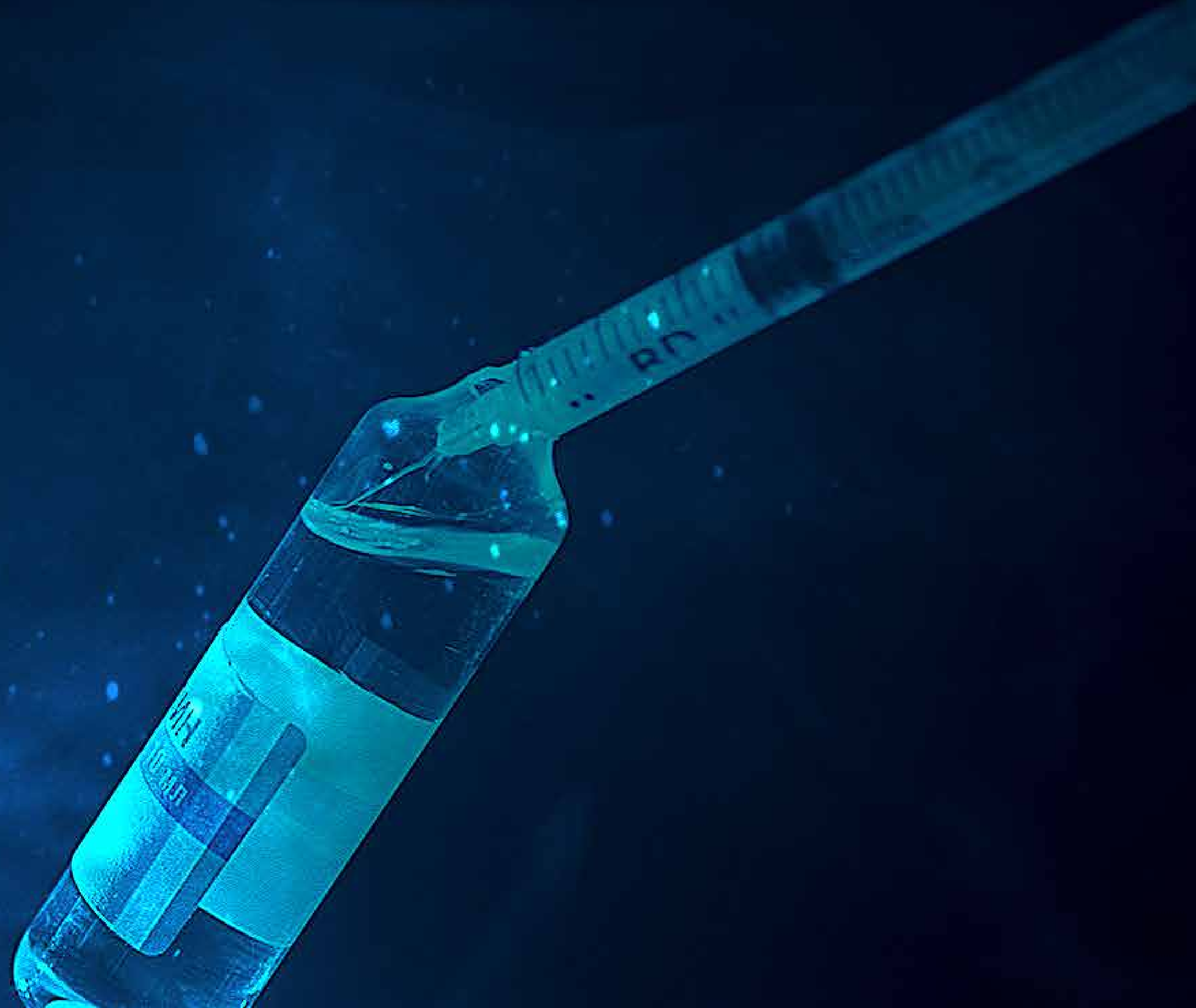
## TIME SLOT COMPARISON CHART (AUDIENCE 18-54)

The average share of season 1 of "The Sniffer" in Ukraine and Russia was 40 to 60% higher than the time slot average the previous week.

Peak prime time slot 20:00 - 22:00



# CHARACTERS





## The Sniffer

Distinctive traits: easily hurt, self-centered, hypersensitive and hot-tempered. He tries to prevent smells from intervening with his life by putting filters in his nose and tends to avoid social contact. The Sniffer is burdened by his loneliness but accepts it as the flipside of his extraordinary talent. He realizes all of his relationships are doomed. Who would want to remain involved in a relationship with a man from whom they cannot keep anything private...even the most intimate, personal details of one's life? There's one person, however, who accepts The Sniffer the way he is – Victor. Victor is overprotective of The Sniffer. Their relationship reminds that of two brothers. Victor is patient when dealing with The Sniffer. The Sniffer is a private detective. He takes up cases, which need to be solved with extreme diligence since the participants prefer to maintain low profiles. The Sniffer charges his clients a stiff price. But he can, because as unconventional as his methods may be, he is remarkably effective and successful at what he does. In season 1, episode 4 The Sniffer joins SBI (see below) as a part-time employee. He, however, does not give up on his private investigation practice.



## Victor Lebedev

Lieutenant Colonel, later a colonel is in charge of the SBI First Division – a special investigation unit. An optimist, although somewhat infantile. Finds special pleasure in pulling guns out of the holsters cowboy-style. An operative to the bone, crafty, in very good shape, has good aim, skilled in combat. A ladies' man. Victor is easy-going and laid-back: the problems of this world don't seem to worry him at all. He's everything The Sniffer is not, thus giving their relationship a complimentary aspect. Victor is the General's darling and will probably take over SBI once the general retires.

## Yulia

Alex's mother. Considered to be The Sniffer's ex-wife. However, whether in fact Yulia is The Sniffer's former wife is a mystery unto itself. Yulia mentions in one of her conversations with The Sniffer that "she did the right thing 15 years ago". This is probably connected to something that happened at the time of Alex's birth. However, what she specifically means by this is not clear. What she did back then and why she did it is one of the mysteries of this series. Yulia is controlling and nagging. She has deeply-rooted issues due to a lack of a personal life. The Sniffer and Yulia share a love-hate relationship. The Sniffer is burdened by these ties but considers it his duty to maintain this relationship. After all Yulia is the mother of his child. Nevertheless, it's obvious The Sniffer feels guilty for something that happened 15 years ago.





## Alex

The Sniffer's son. A typical rebellious teenager trying to explore and ascertain his personal identity. He has a difficult relationship with his father. Alex did not inherit his father's gift. Or did he?

## Voskresenskaya

The Sniffer's treating physician. Recommended by Victor. Despite being skeptical about the doctor's ability to treat his recurring allergies, The Sniffer grows to admire Voskresenskaya for her in-depth knowledge of chemistry and biology. The doctor, in her turn, sees The Sniffer's gift as a scientific phenomenon yet to be examined. Their mutual interest for each other soon develops into something bigger. Their relationship, however, is evolving at a slow pace. Voskresenskaya is hiding a secret – every now and then she visits a man in prison. What kind of ties bind these two people is yet to be revealed. In episode 8 Yulia is kidnapped by a maniac and The Sniffer risks his own life to rescue the woman whose life now hangs in balance.





## General Bondarev

SBI Director. Energetic, smart, diplomatic, assertive, tough and overbearing at times. Suspicious of The Sniffer, fatherly with Victor. He can be vicious and tyrannical when a situation calls for it.

## SBI - Special Bureau of Investigation

Fictional organization. Analogous to FBI or CBI (California Bureau of Investigation). SBI's investigative priorities include: violent crime, child abduction, fraud and criminal conspiracy.



EPISODES



# SEASON 1

## EPISODE Nº 1

Meet The Sniffer. Blessed by his extraordinary sense of smell. It is thanks to it that your plane will make it today to its final destination rather than explode in the air. His logic is solid - the smell of acetone peroxide plasticized in celluloid, used by a terrorist, is not to be confused with anything.

The Sniffer's talent helps prevent major catastrophes, but this extraordinary man doesn't stop there. He helps his friend Victor, an SBI employee, solve crimes. This time the duo will have to find out who killed the owner of a large construction company, along with the main suspect in the investigation.

## EPISODE Nº 2

The smell of cheap tobacco follows a hitman wherever he strikes. He's recently been a busy bee and murdered a chairman of a bank and the Deputy Prefect all in a single day. Victor and The Sniffer will have to crack this case. How are the victims connected? Who's the next target? Is there a way to put an end to this killing spree?

## EPISODE Nº 3

The Sniffer's son, Alex, is in trouble. He's been apprehended at a murder scene with a gun in his hands and a bag of marihuana. The detective in charge of the case seems to be involved in foul play. This time the stakes are higher – should The Sniffer fail at solving the crime, his son's very life would be in peril.

## EPISODE Nº 4

In an act of goodwill, The German Ministry of Culture decides to return one of the greatest paintings of a revered and celebrated Russian genius, Ilya Repin. The painting is exhibited at a beautiful venue jam-packed with journalists and reporters. "I love the smell of genius" – says The Sniffer. He makes a step forward only to find that the painting in front of him is, in reality, a fake. The Sniffer makes a bold statement concerning the authenticity of the painting, which unavoidably causes an international scandal.



## EPISODE № 5

An unknown man kills four soldiers. The investigation of this crime sheds light on the life in the military base. Turns out officer abuse is not just a thing of the past. Soon enough another soldier gets murdered indicating that these heinous crimes have been committed by the same person. The killer is painted as being smart and careful, always remaining one step ahead of the investigation. How do these murders fit into a bigger picture and who is the man behind the carnage is yet to be established.

## EPISODE № 6

The son of a wealthy businessman gets kidnapped. The kidnappers demand a ransom, leaving the grief-stricken father with only 48 hours to come up with the demanded sum. The Sniffer describes the kidnapper: a 50 year-old man, grey hair, suffers from a severe liver deficiency, was discharged from a hospital 3-4 days ago. However, the investigation doesn't seem to be able to narrow down the list of suspects. Besides, the father's refusal to share crucial information risks leading the case to a dead-end.

## EPISODE № 7

The sudden murder of underboss Misha Kievsky shatters the criminal world. One of the mobsters, Trefa, is suspected to have committed the murder. However, the Don makes a bold play when he calls upon The Sniffer to find the instigator of a gang war and put an end to the bloodshed.

## EPISODE № 8

The Sniffer receives a package. In it he finds a pen and a note: «Save her». What's peculiar about this package is that the paper and the box have no smells. The pen, however, smells like horse stables and cheap cosmetics. In a couple of hours Victor and The Sniffer hear about the murder of a young hippodrome employee. They find yet another note at the murder scene. The Sniffer gets pulled into a twisted game, the rules of which remain unclear. Unfortunately, there's no time for theories. The Sniffer has to beat his opponent in time as the life of the woman he loves hangs in the balance.



CGI



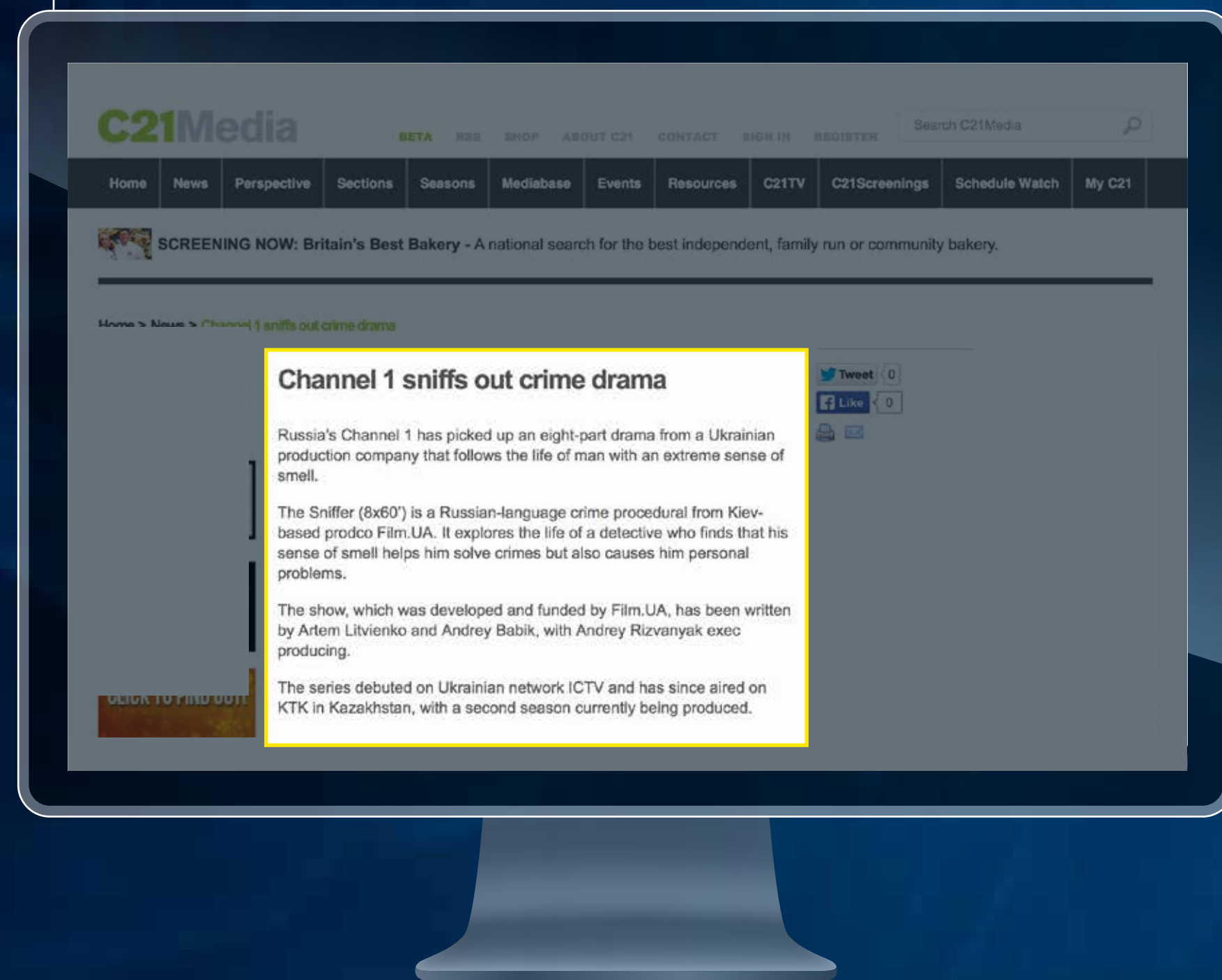
A close-up, low-angle shot of a fountain pen nib resting on a document. The scene is bathed in a deep blue light, creating a moody and professional atmosphere. The pen nib is the central focus, with its intricate details highlighted by the light. The document it rests on has some faint, illegible text, possibly "CTOWM" and "HE".

# KEY POINTS

- a unique character never seen before on TV
- CGI further reinforces the narrative and creates a visual feast for the viewer's enjoyment making The Sniffer stand out from among the other crime drama series.
- the number of episodes is not limited. You can create more episodes within the frame of the heroes' «universe» (reference: House M.D., The Mentalist)
- suitable for both vertical and horizontal blocking
- the format has been sold to national France broadcaster – TF-1 and to national Japan broadcaster – NHK

**AWARDS:** Intermedia-globe-Gold, WorldMediaFestival Hamburg 2014  
Intermedia-globe Grand Award, WorldMediaFestival Hamburg 2014  
Gold Plaque, Chicago International Film Festival Television Awards 2014  
Platinum Remi Award, WorldFest Houston 2015  
Cinematography in a TV film/series, Teletriumph 2014-2015  
Director of a TV film/series, Teletriumph 2014-2015  
Best TV series, Teletriumph 2014-2015  
Discovery of the Year, Teletriumph 2014-2015  
Certificate for Creative Excellence, The US International Film & Video Festival 2015  
Intermedia-globe-Gold, WorldMediaFestival 2016  
Platinum Remi Award, WorldFest Houston 2016  
Award of Excellence: Drama Program/Series, Accolade Global Film Competition 2016  
Best script of a TV film/miniseries/series, Teletriumph 2016  
Best cinematography, Teletriumf 2018

The show has been lauded with critical acclaim and has been praised by media publications both in Ukraine and abroad.



## Channel 1 sniffs out crime drama

Russia's Channel 1 has picked up an eight-part drama from a Ukrainian production company that follows the life of man with an extreme sense of smell.

The Sniffer (8x60') is a Russian-language crime procedural from Kiev-based prodco Film.UA. It explores the life of a detective who finds that his sense of smell helps him solve crimes but also causes him personal problems.

The show, which was developed and funded by Film.UA, has been written by Artem Litvienko and Andrey Babik, with Andrey Rizvanyak exec producing.

The series debuted on Ukrainian network ICTV and has since aired on KTK in Kazakhstan, with a second season currently being produced.



## MIPTV: Original Ukrainian Crime Format 'The Sniffer' Sells to France

7:46 AM PDT 4/7/2014 by Nick Holdsworth

f 42 t 13 g+ 0 in 1 v 0 Email Print Comments



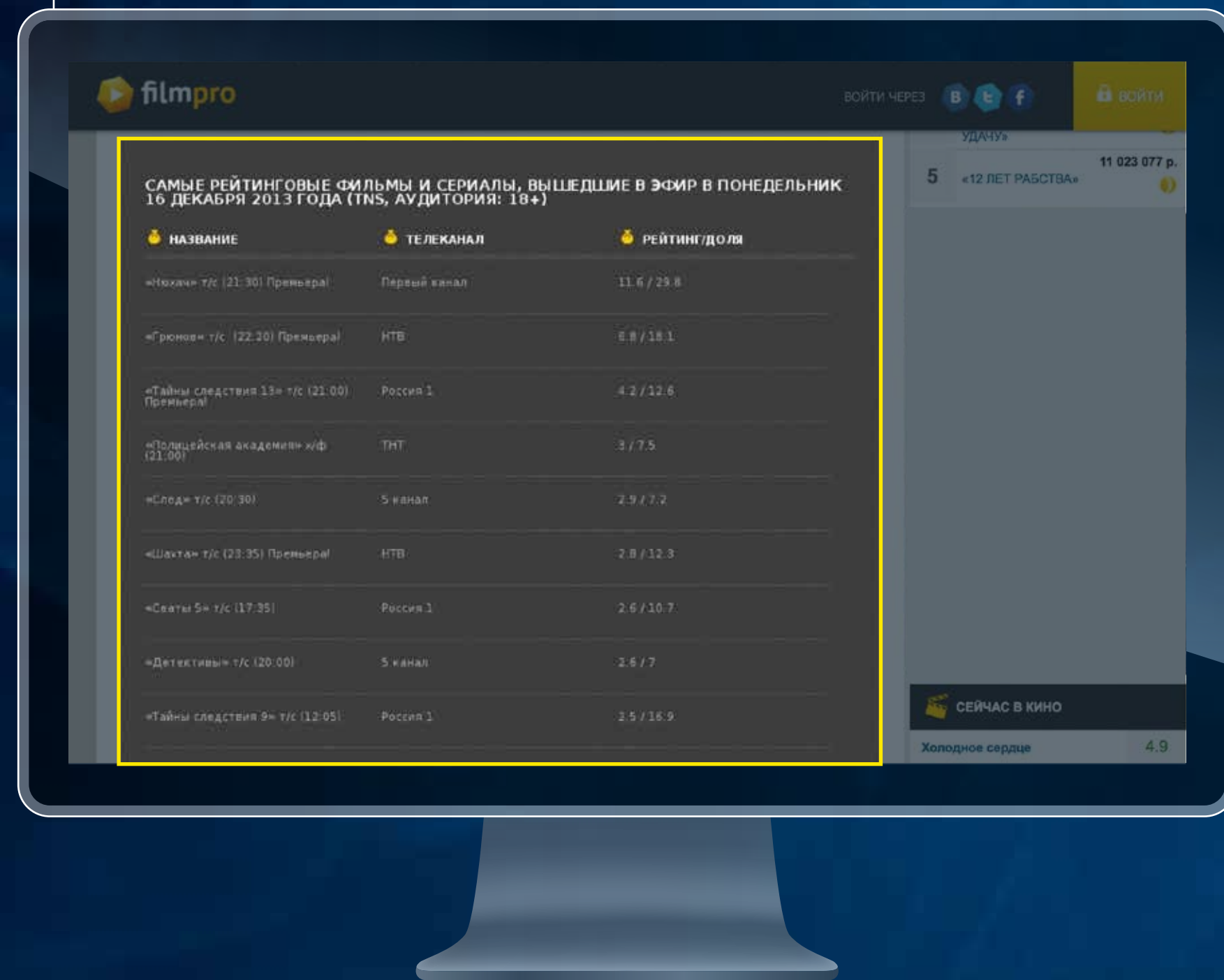
**The series, about a detective who can literally sniff out evidence, is already a top-rated show in Ukraine, Russia, Belarus, Kazakhstan, the Baltics and Israel.**

Ukrainian production and distribution company FILM.UA has sold a successful local crime series to a major French television channel.





Famous Russian media publications took note of The Sniffer's success on Channel One



САМЫЕ РЕЙТИНГОВЫЕ ФИЛЬМЫ И СЕРИАЛЫ, ВЫШЕДШИЕ В ЭФИР В ПОНЕДЕЛЬНИК 16 ДЕКАБРЯ 2013 ГОДА (TNS, АУДИТОРИЯ: 18+)

НАЗВАНИЕ	ТЕЛЕКАНАЛ	РЕЙТИНГ/ДОЛЯ
«Нюхач» т/с (21:30) Премьера!	Первый канал	11.6 / 29.8
«Грюнов» т/с (22:20) Премьера!	НТВ	6.8 / 18.1
«Тайны следствия 13» т/с (21:00) Премьера!	Россия 1	4.2 / 12.6
«Полицейская академия» х/ф (21:00)	ТНТ	3 / 7.5
«След» т/с (20:30)	5 канал	2.9 / 7.2
«Шахта» т/с (23:35) Премьера!	НТВ	2.8 / 12.3
«Сваты 5» т/с (17:35)	Россия 1	2.6 / 10.7
«Детективы» т/с (20:00)	5 канал	2.6 / 7
«Тайны следствия 9» т/с (12:05)	Россия 1	2.5 / 16.9



## NHK to adapt Ukraine's 'The Sniffer'

17 November 2011 11:48 AM GMT+0



Heading into MIPCOM Japan's NHK has signed a deal to adapt Ukrainian production company FILM.UA's detective series.

According to the parties 'The Sniffer' is one of the top-rated shows since 2007 of the past few years in Ukraine.

The original series of the story of a detective with a phenomenal sense of smell premiered in Japan in mid-July on local cable and the Japanese adaptation is expected to start TV screens in 2012.

Yoshinori Kato, CEO of Property Machine announced the deal for the deal.

Chris Webb, CEO of British Intelligence Entertainment and Film, former chairman of Film.UA, will produce the show.

**HAVE YOUR SAY**  
You must be 16 or older to comment.

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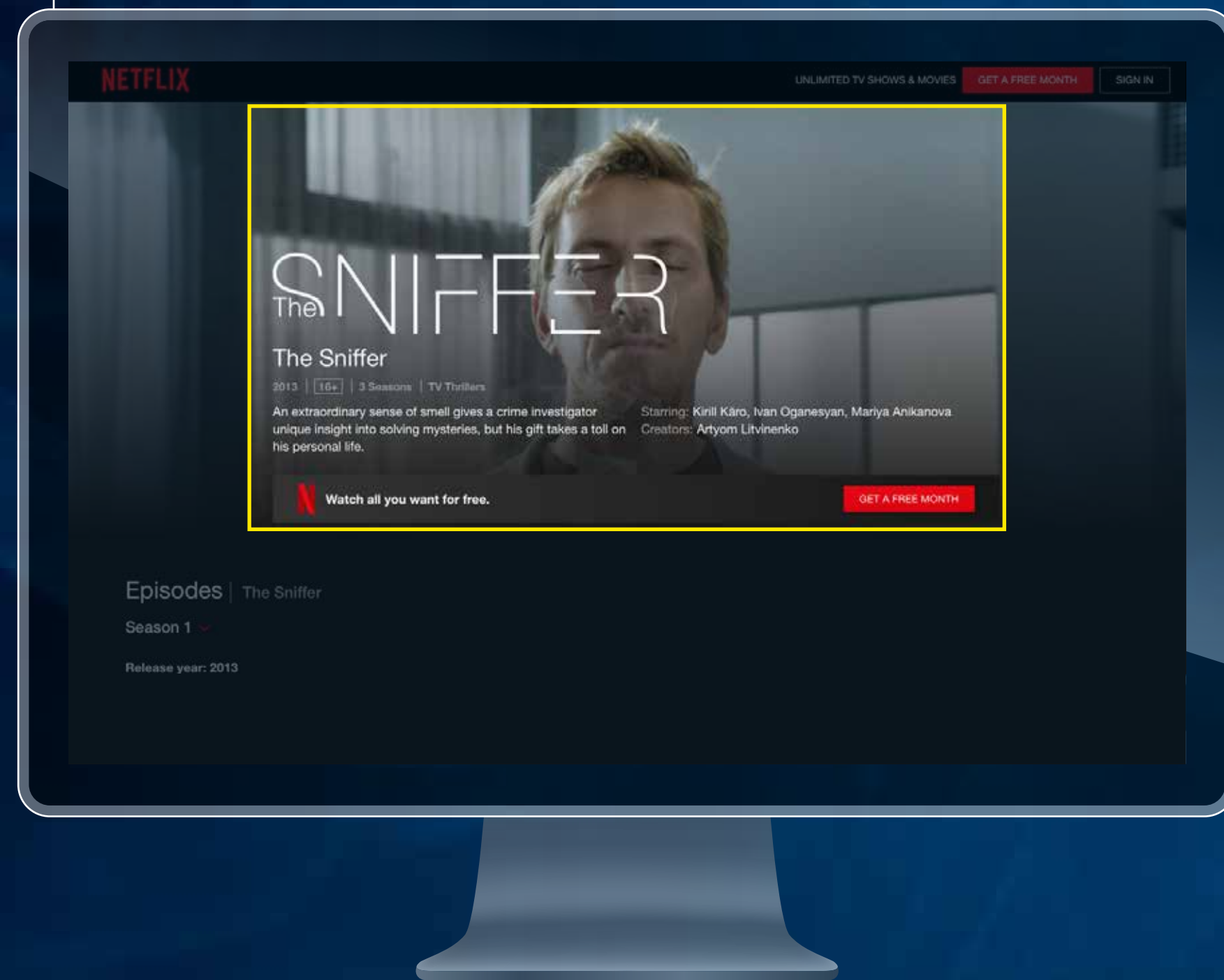
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# NETFLIX

## The Sniffer on Netflix



A large promotional card for the Netflix show 'The Sniffer'. The card features a close-up of a man's face with his eyes closed. The title 'The Sniffer' is prominently displayed in large white letters. Below the title, there is a synopsis, the release year (2013), a rating (16+), the number of seasons (3 Seasons), and the genre (TV Thrillers). The cast and creators are also listed. At the bottom, there is a 'Watch all you want for free.' message and a 'GET A FREE MONTH' button.


# The SNIFFER

## The Sniffer

2013 | 16+ | 3 Seasons | TV Thrillers

An extraordinary sense of smell gives a crime investigator unique insight into solving mysteries, but his gift takes a toll on his personal life.

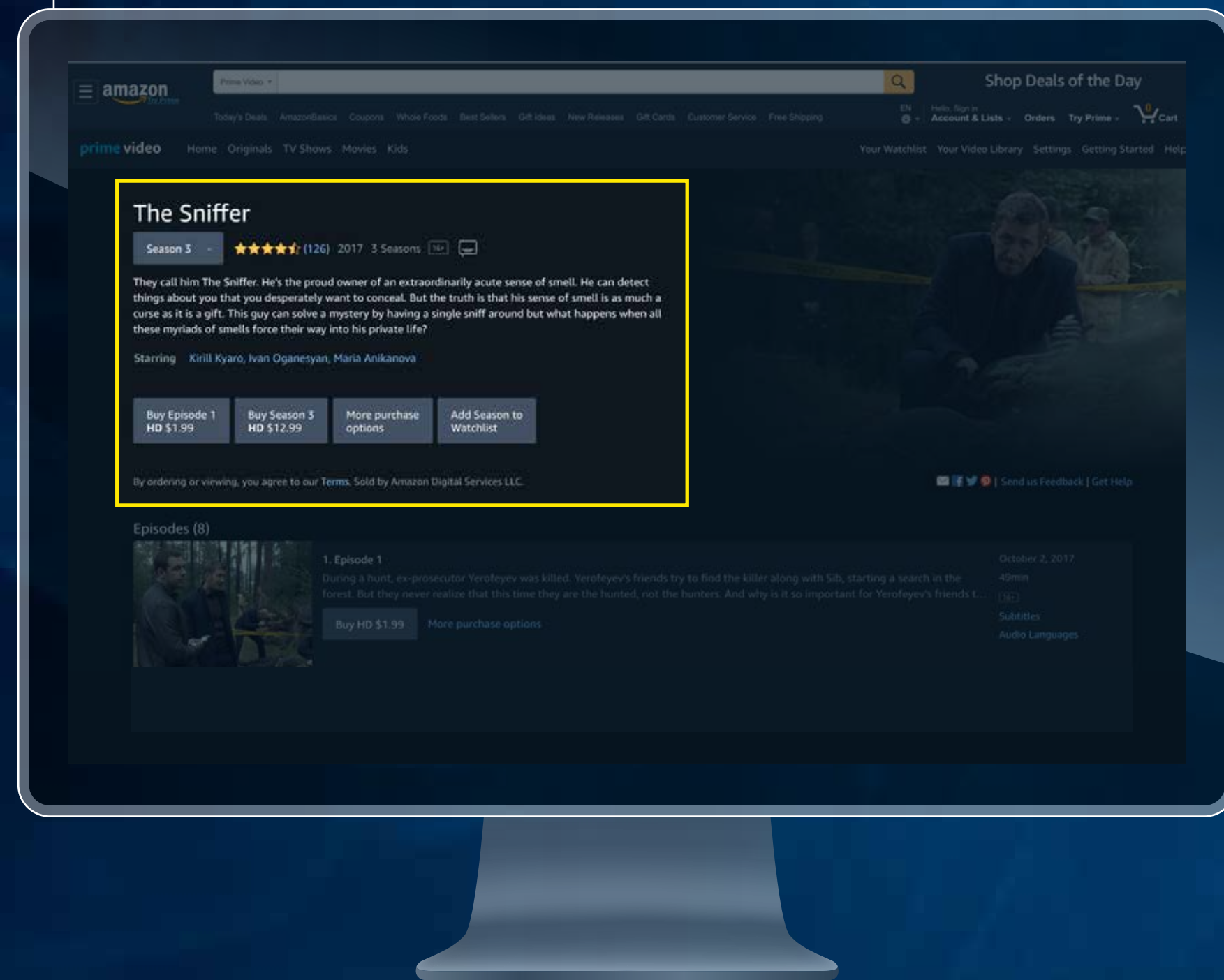
Starring: Kirill Käro, Ivan Oganessian, Mariya Anikanova  
Creators: Artyom Litvinenko

 Watch all you want for free.

[GET A FREE MONTH](#)



## The Sniffer 1-3 on Amazon



## The Sniffer

Season 3

★★★★☆ (126) 2017 3 Seasons 16+

They call him The Sniffer. He's the proud owner of an extraordinarily acute sense of smell. He can detect things about you that you desperately want to conceal. But the truth is that his sense of smell is as much a curse as it is a gift. This guy can solve a mystery by having a single sniff around but what happens when all these myriads of smells force their way into his private life?

**Starring** Kirill Kiyaro, Ivan Oganessian, Maria Anikanova

Buy Episode 1  
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Buy Season 3  
HD \$12.99

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options

Add Season to  
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## The Sniffer in Japan



## NHK Launching Japanese Version of The Sniffer

NHK-Japan has done a Japanese version of the Ukrainian drama series *The Sniffer*, which went on air in prime time last month.

The local treatment will broadcast on NHK's main terrestrial channel. The series will start airing in 4K on NHK's Super Hi-Vision 4K/8K channel three weeks later. The Japanese 4K version will be distributed throughout Asia by NHK Enterprises (NEP). The 4K series has already been sold to Hong Kong's TVB.

NHK senior drama producer Tomoaki Iso said: "More than 20 drama serials are aired in Japan every week, so competition for ratings is intense. Detective dramas are very popular in Japan, but so many have been made that producers are running out of stories. We wanted to create something completely new by adding the spirit of a Japanese detective drama to the framework of a great show from overseas."

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ABOUT US



FILM.UA Group is a creative powerhouse and leading Ukrainian media group, firmly established both in CIS and beyond. Through vertical integration of all key filmmaking processes, such as development, production, postproduction, adaptation and distribution of audiovisual content, FILM.UA Group is a perfect base and a one-stop destination for the production of any type, scale and complexity.

PRODUCTION: 6935 episodes / 5359 hours of content

DISTRIBUTION: 1312 contracts / 140 territories worldwide

INTERNATIONAL FILM FESTIVALS: 86 awards / 165 nominations

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