



ARMOZAFORMATS



2013/14 FORMATS CATALOGUE

# NEW



## I CAN DO THAT! | STUDIO ENTERTAINMENT 90-120 mins

### PUSH YOUR STARS TO THEIR LIMITS!

A spectacular prime time entertainment format that challenges a group of eight celebrities to perform breathtaking live acts and prove that if you just give them a week, there's nothing they can't do! They will have to walk down the interactive studio steps to choose their act and decide if they can do that! The original performers will become the celebs' trainers and will prepare them in one week for their live show. Only the viewers can decide who has given the best performance! Watch your favorite stars master a new skill every week, and face challenges beyond their imagination. They may already be winners, but can they do... THAT?



## GUYS IN DISGUISE | DATING 30 mins

### PUTTING THE FUN BACK IN DATING!

A new, surprise-filled and comical dating format in which each episode a sexy single goes on a date with two secret admirers who have been thinking of her, although she may not have even noticed them! And there's one more catch – they will be dressed in weird and wild costumes, fully disguised from the object of their affections! In a world where looks are often placed above all else, she will have to get to know them without seeing them! Will she change her mind when they reveal who they are or will she stay true to her first impression? 'Guys in Disguise' is a show that proves you can never know what form love will take!



## DO ME A FAVOR | GAME SHOW 30 mins

### YOU DON'T NEED TO BE A TRIVIA MASTER, JUST A MASTER OF PERSUASION!

The new funny and cheeky ambush game show where two contestants go head-to-head to win cash prizes. As they take to the streets, their aim is to convince complete strangers to do them a favor and take part in wild challenges in the least amount of time. With a ten minute time limit and a \$250 budget, the participants can ask, beg, compliment or bribe to get their way! There's just one problem – they can only choose from a set list of 15 favors, ranging from the difficult to the crazy or the downright disgusting! A game show where the "beggars" can also be winners!



## YOU, ME & MY EX | FACTUAL 45-60 mins

### BECAUSE FAMILY COMES FIRST!

With divorce rates getting higher each year, how does today's modern family deal with their new reality? 'You, Me and My Ex' is a new docu-reality show that gives divorcees the chance to unite their old family with their new. One person's ex and current partner will spend the whole weekend together in an isolated resort, before being joined by the person who is the reason for their connection. They will go through a series of mental and emotional tasks in the hope that they will be able to resolve their differences and provide a happier environment for their kids.

## WHILE YOU WERE SLEEPING | GAME SHOW 30 mins



### YOU WOULDN'T BELIEVE THE THINGS THAT HAPPEN... WHILE YOU WERE SLEEPING

The first game show that gives you money while you're fast asleep! One partner must answer trivia questions correctly to stay in the game, or risk performing a crazy and hilarious challenge – without waking up their partner!

## PROVE ME YOU LOVE ME | STUDIO ENT. 60 mins



### WHAT WOULD YOU DO TO GET YOUR SWEETHEART BACK?

What happens when a love story goes through a major crisis? In this hilarious and romantic studio entertainment format, couples in trouble get another chance at their relationship, by overcoming demanding challenges to prove just how much they love each other.

# FACTUAL



## THE GRAN PLAN 60 mins

### IN ORDER TO EXPERIENCE LIFE, YOU NEED LIFE EXPERIENCE!

Relationship problems? Career issues? This funny factual format features the new-generation of life coaches: a trio of feisty grandmas to solve your problems... whatever they may be! They may not own a Facebook account, but with 230 years of shared life experience, they know what really counts! Each episode sees three strong willed grannies tackle situations from break-ups to unhealthy addictions. They help the younger crowd with their problems and force them to move on with their lives... with a few laughs along the way! In a society reigned by the young and beautiful, 'The Gran Plan' goes to show that sometimes age knows best!

## COUCH DIARIES 30 mins



### "THE NEW AND ADDICTIVE SHOW... WHICH CAN'T POSSIBLY BE IGNORED" (Yediot – Israel's leading newspaper)

Based on the global 'couch surfing' trend, this successful format takes participants at crossroads in their lives, and places them on strangers' sofas... challenging everything they know about themselves in a surprising and deeply personal journey.

## THE PACKAGE 30 mins



### EXTRAORDINARY MOMENTS IN ORDINARY LIVES

A surprise package makes its journey across the country, with each receiver in turn sending it on to someone who has changed their life. The chain of givers and receivers formed brings with it laughter, tears, romance and unforgettable memories.

## HOW TO BE 30-60 mins



### INTERVIEWS HAVE NEVER BEEN SO PERSONAL!

With celebrities trained to conceal the personal details of their lives, how do you get to know their true selves? A well-known journalist will delve into their psyche by becoming them... even if it means dressing the part, and reverses the roles between celebrity and interviewer!

## CONNECTED 30 mins



### "CONNECTED IS MORE REAL THAN ANY REALITY SHOW... A MASTERPIECE" (Time Out Magazine)

'Connected' is a revolutionary format where five people are given cameras to film their lives. The highest-rated Israeli cable TV program, 'Connected' is an incredible journey into the real lives and transformative life changes experienced by the participants.

## WITH THIS RING 60 mins



### IT'S TIME TO TALK!

It's time to address the trials of married life, so rarely talked about. A local celebrity host meets 18 couples in marital crises and explores their issues, from infidelity to in-laws, to career and children. What does it take to make a marriage work?

## BACK TO THE DATE 30-60 mins



### A SECOND CHANCE TO FALL IN LOVE

What happened to the laughter, passion and romance you used to share? Life happened. You still love each other, but that spark has faded. This format gives couples a chance to relive their happiest time together and return to the couple they once were.

## RE-GENDER 30-50 mins



### EVERYONE SHOULD TRY IT ONCE

What do men really think? What do women really want? This provocative docu-reality series tries to provide the answers to the most-asked questions, by giving 5 men and women – all highly self-aware, sexy, intelligent, and straight – the chance to experience life as the opposite gender.

## OVERDRAFT FAMILY 60 mins



### MONEY IS NOT AN ISSUE – LIFE IS!

The universal problem of modern life has a solution! Families facing financial and personal struggles work with a coach to change their way of life. They will open their homes, bank accounts, minds and souls in a quest to overcome their crisis and better their lives!

# GAME SHOWS

## WE BELIEVE IN YOU 45-60 mins



### ONE GROUP, ONE GOAL, ONE GAME SHOW!

The more you believe, the more you win... A group of friends nominate a representative to answer trivia questions, and use their belief in him to realize their shared dream! Emotions run high in this rollercoaster game show!

## CATCH 30-60 mins



### CATCH THE ANSWER... CATCH YOUR OPPONENT... CATCH THE MONEY!

A new kind of trivia gameplay where you don't answer questions, you catch the answers! Revolving around a huge innovative 'touch-screen' floor, 'Catch' is a fresh combination of physical and trivia challenges, where the speed matters.

## STILL STANDING 45-60 mins



### ARE YOU READY TO GET KNOCKED OFF YOUR FEET?

The show that will knock you off your feet! Contestants fight to be the last one still standing and to win \$1 million in fast-paced, dramatic trivia battles. Over 1,000 global episodes have dropped contestants through the studio floor!

## SPECIAL DELIVERY 30 mins



### BE CAREFUL WHAT YOU ORDER!

In this wacky format a pizza is delivered with a very special side order – a game show sent straight to your door!

The rules are simple - twelve questions in eight minutes. Answer incorrectly and you must eat a 'pizza from hell'. The further you go, the crazier it gets!

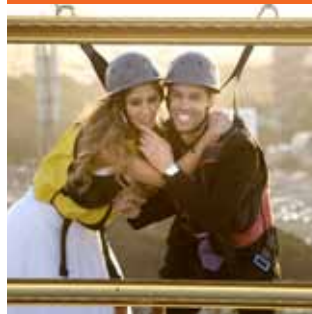
## UPGRADE 30-40 mins



### AN UPLIFTING, UPBEAT, UPGRADED GAME SHOW

Would you wager your belongings against your trivia skills? The game show that offers the chance to upgrade your personal items for brand new ones! Answer correctly and you will be upgraded, but give the wrong answer and items will be taken away! Now on air in over 10 territories!

## EXTREME WEDDING ALBUM 45-60 mins



### THE MOST MEMORABLE DAY OF YOUR LIFE JUST BECAME A GAME SHOW!

On their wedding day, one bride and groom must create an action-filled photo album based on extreme missions they perform. Each challenge brings them closer to winning an all-expenses paid wedding - taking place that evening!

## THE COMMON DENOMINATOR 30-45 mins



### IT'S NOT WHAT YOU KNOW, IT'S HOW YOU THINK!

What do the Eiffel Tower and the Hilton Hotel share? The answer – Paris! In this fast-paced studio show, three contestants will have to use a completely new way of thinking to discover what the very different things have in common and compete to win the grand prize!

## SHUTTLE BATTLE 30 mins



### AN ADVENTURE THAT CAN END IN PARADISE... OR THE MIDDLE OF NOWHERE!

Five couples board an airport shuttle, ready for a dream vacation... but only one couple will board the plane! On the ride, they must play the other contestants in trivia and physical challenges and beat the reigning champs already at the luxury resort!

## THE BUBBLE 30-45 mins



### TURNS HEADLINES INTO THE FUNNIEST SHOW IN TOWN

After being completely isolated for a whole week, contestants are presented with the week's news. Can they discern the real news from the false? It's not easy in a world where reality is stranger than fiction...

## 7-QUESTION MILLIONAIRE 30 mins



### WHAT'S YOUR LUCKY NUMBER?

The game show in which anyone can become a millionaire in only seven questions! In this cross-platform format, the global phenomenon of internet games is transformed into a prime-time TV show with a huge cash prize! In order to win, contestants will need the knowledge. In order to win *big*, they will need luck!

# COMEDY



## COMEDIANS AT WORK 30-60 mins

### MAKING PEOPLE LAUGH IS A FULL TIME JOB

A prime time entertainment format that combines live stand-up act with reality themes. Each week, we will watch 2 comedians go out to different workplaces and experience working there for a day. When they return to the studio, they will each perform a brand new and fresh stand-up routine based on their experiences – offering us a glimpse into how punch-lines are really born. An international success with 7 highly-rated seasons on Channel 2 Israel, 3 successful seasons on RTL Germany, and more.

## THE GREEN PROJECT 30 mins



### ANY SCENE IS POSSIBLE

What if you could perform sketches anywhere in the universe, in any time or place? A troupe of comedians heads into the studio to do just that! Armed with only a prop closet and a green screen, there is no end to the hilarious sketches that they can perform!

## DRIVING ME CRAZY 30 mins



### IT'S A HELL OF A RIDE

What if we took a well-known comedian and turned him into a celebrity's driver for a day? He will take them wherever they want to go and do whatever they ask him to do... in his own way! Get to know your favorite celeb from the driver's seat - because drivers know it all!

# STUDIO ENTERTAINMENT

## I DO, I DO 45-60 mins



### LET THE CELEBRATIONS BEGIN!

A fun and joyful game show where 2 engaged couples and their entire families compete to win a fully paid wedding. The stakes are high.

Watch as the battles commence and the celebrations start right in the studio.

## REVENGE OF THE GEEKS 60-90 mins



### THE SEARCH FOR THE NATION'S NEXT GENIUS KID

Who will stop global warming?  
Who will invent a cure for cancer?

12 of the country's brightest children will face a series of fascinating challenges in a show that combines education with incredible talent and must-see TV!

# DATING

## NOBODY'S PERFECT 45 mins



### NOBODY'S PERFECT...BUT THEY MIGHT BE PERFECT FOR YOU!

Is honesty the best policy when it comes to love?  
An original format where participants air their darkest secrets to prove whether a loving relationship can be created through baring your soul from the very start.

## APPROVED FOR LOVE 45 mins



### FALLING IN LOVE AND OUT OF CONTROL

What happens when your friends and family take total control of your love life and decide to find your one and only, at all costs? They may be the ones who know you best, but do they know better?

## FOREPLAY 30 mins



### WHAT REALLY COUNTS: LOOKS OR PERSONALITY?

A unique, feel-good studio format with a twist that packs half a year of dating into half an hour of foreplay!  
Each stand-alone episode makes us re-examine what really counts when it comes to making romantic choices.

## BUZZ OFF 30-45 mins



### THE MOST SHOCKING DATING SHOW ON TV!

1 girl. 20 bachelors. 6 hours.  
How will she choose the lucky One to join her on a romantic getaway?  
A new twist on speed-dating with electric shockers, where those who fail to impress will be "buzzed off"!

# REALITY



## LOVE LAB 60-90 mins

### HOW DO YOU KNOW IF SHE'S THE ONE?

This ultimate reality dating show takes a sought-after bachelor and his entourage of 3 single best friends to help him find love. Add in a luxurious mansion with 12 sexy bachelorettes who are competing to become his "one and only" – and to win \$1 million! All 16 players will live together cut off from the outside world, with cameras following their every move to ensure no scandal goes unrecorded! But who will be the bachelor's final choice? Will he go along with the audience and his entourage to take home the money and the girl of *their* choice, or will he pick love above all else?



## THE FRAME 60 mins

### IF YOU'RE OUT OF THE FRAME, YOU'RE OUT OF THE GAME

8 couples have the living space in their own homes reduced to one fixed camera frame in this elimination competition with one rule - they cannot under any circumstances leave the frame. In an environment of increasing tension, the couples will have to deal with daily tasks, prizes, punishments, outside interventions and above all – each other! Over the course of 30 days they will compete, hoping to be one of the final two couples who will go head-to-head for the grand prize of \$1 million. A groundbreaking television and internet-based reality show, broadcast 24/7 from the contestants' homes enabling participation from anywhere around the country.

## TLV 60 mins



### IN A CITY WHERE ANYTHING CAN HAPPEN, EVERYTHING WILL!

Four 20-somethings move to the big city from all over the country. Each comes with a dream to make it big, but to get to the top they have to start from the bottom! How will they deal with the successes, failures and pressures of the big city?

## THE REAL CHAT HOUSE 60 mins



### IF YOU HAVE NO FRIENDS, YOU HAVE NOTHING

In a mansion designed like a virtual chat site, 3 Chat Masters must convince participants – only seen as Avatars – to join their Private Room.

But with a \$1 million prize, friendships will be bought and traded in shocking ways!

# LIFESTYLE



## TRINNY & SUSANNAH: INSIDE OUT 60 mins

### BECAUSE STYLE IS MORE THAN JUST WHAT YOU WEAR – IT'S WHO YOU ARE

The UK's most fashionable duo are back with a format that examines how our clothing style influences our behavior and how we are perceived. In each episode, Trinny and Susannah focus on making over two candidates whose style is the cause of many life problems, turning them inside out to address their insecurities, and then re-clothing them in a dramatic transformation of body and soul. With Trinny and Susannah's unique straightforward style, they will face each issue head-on, exploring their candidates' psychological issues and style complaints, before building up the participants' confidence with invaluable advice on how to change their style.

## DRESS UP 30 mins



### WHO WILL DRESS YOU BEST FOR THE BIGGEST EVENT OF THE YEAR?

When an invitation for the event of the year arrives, it's time to call on the people who know you best and head to the mall to pick out the perfect outfit. Each friend has a fixed budget and 2 hours to choose the perfect look!

## HOUSE CALL 60 mins



### ARE YOU READY TO SAVE YOUR FAMILY'S LIFE?

Each week a team of doctors will visit one family and force them to take a close look at how their lifestyle is affecting their health. Powerful and dramatic, House Call is a life-altering format.