

## STUDIO ENTERTAINMENT



### CELEBRITY BATTLE 90-120 mins

#### BEHIND EVERY GREAT SINGER, THERE'S A TALENTED PRODUCER!

The new prime time format where 8 celebrity singer-producer duos compete to find the country's Ultimate Music Duo. Each week they are challenged with a new genre that will test their musical range. The competitors review each other, but ultimately the audience holds all the power! Following each performance, they award up to 3 points for each duo. As the votes come in, the celebrities' chairs slide across the stage, in a unique scoring mechanism, positioning them according to their score and bringing the audience's votes to life on stage! Only 1 singer-producer team can be crowned the winner - may the best duo win!

NEW



### I CAN DO THAT! 90-120 mins

#### PUSH YOUR STARS TO THEIR LIMITS!

A spectacular prime time entertainment format that challenges a group of 8 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 1 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?

## LIFESTYLE



### RUNWAY IN MY CLOSET 60 mins

#### TURNING SHABBY INTO CHIC!

The daily stripped show that brings a new twist to fashion! No matter how full your wardrobe, both women and men alike often feel that they have nothing to wear. What if there was a way to turn your fashion disasters into fashion sensations? Every week 3 upcoming designers are challenged to turn shabby and worn items into chic outfits, competing against each other and putting their design skills to the test. Taking regular people as models and using old clothes from their "model's" closet they must create 3 different looks within a limited time and budget to win the grand prize!

NEW

### THE FINAL CUT-DOWN 30 mins



#### MAKING EVERY DAY A GOOD HAIR DAY!

Each week, 5 hairdressers try to make the final cut in this daily stripped styling format. They will compete to give lucky passers-by a completely new look in 3 hours, while sharing their best hair styling advice, tips and tricks.

NEW

### 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!

### THAT'S MY HOUSE! 60 mins



#### MAKE YOURSELF AT HOME

If you entered a stranger's house, could you guess who lives there just from looking around?

3 people claim to live in a house, but only 1 is telling the truth. Can the contestant tell apart the real owner from the imposters?

NEW

### HOUSE CALL 60 mins



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

Each week a team of doctors will visit 1 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.

## COMEDY



### COMEDIANS AT WORK 30-60 mins

#### MAKING PEOPLE LAUGH IS A FULL TIME JOB

For the first time on television a prime time entertainment format that combines live stand-up 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 fresh stand-up routine based on their experiences - offering us a glimpse into how punch-lines are really born. An international success with 9 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 armed with only a prop closet and green screen do just that! Aired successfully in Israel, Argentina, Norway and Uruguay, there is no end to the hilarious sketches!

### 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!

## REALITY



### 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 1 fixed camera frame in this elimination competition with 1 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 1 of the final 2 couples who will go head-to-head for the grand prize of \$1 million. A ground-breaking television and internet-based reality show, broadcast 24/7 from the contestants' homes enabling participation from anywhere around the country.



### 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?

### TLV 60 mins



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

Four 20-somethings move to the 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!



ARMOZA FORMATS



2014 FORMATS CATALOGUE

# FACTUAL

## 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.

## THE GRAN PLAN 60 mins



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

Sold in over 20 territories, this fun factual format features the new-generation of life coaches: a trio of feisty grandmas! With 230 years of shared life experience, they can help the younger crowd with their problems... with a few laughs along the way.

## 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, fun and deeply personal journey.

## HOW TO BE 30-60 mins



**INTERVIEWS HAVE NEVER BEEN SO PERSONAL!**

A well-known figure tries to uncover celebrities' true selves, delving into their psyche by becoming them and reversing the roles between celebrity and interviewer. Voted most innovative format in Holland's TV Lab, 'How To Be' recently aired to rave reviews on Sweden's TV3.

## THE PACKAGE 30 mins



**EXTRAORDINARY MOMENTS IN ORDINARY LIVES**

Aired in over 5 countries and with 9 hit seasons in Greece, 'The Package' forms a chain of givers and receivers bonded by unforgettable memories. As the surprise package makes its cross-country journey, each receiver in turn sends it on to someone who changed their life.

## 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. 3 successful seasons have already aired in Israel.

## YOU, ME AND MY EX 45-60 mins



**BECAUSE FAMILY COMES FIRST!**

With divorce rates increasing each year, how does today's family deal with their new reality? In this docu-reality format, divorcees unite their old family with their new, in the hope of resolving their differences to provide a happier environment for their kids.

## 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. 'Back to the Date' gives couples a chance to relive their happiest time together and return to the couple they once were.

## RE-GENDER 30-60 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!**

'Overdraft Family' provides families facing financial and personal struggles with a life coach in their quest to overcome this crisis and change their lives. With several successful seasons in Israel and Spain, and selected as "Best Branded Content Format" by The WIT, this is an unmissable "help-o-tainment" format.

# GAME SHOWS



## BORN TO WIN 30 mins

**GIVE YOUR BABY A HEAD START**

The new factual-flavored game show where your little ones win big! The day of your baby's birth is a life-changing time - emotionally, and of course financially. 'Born To Win' gives new parents the chance to win prizes for their baby right from the start, upgrading their already wonderful day. Their family and friends will be given the chance to participate in the occasion by completing challenges on the couple's behalf, while the couple watches from the delivery room. The new parents can also upgrade their prizes by answering trivia questions. On return to their home, they receive all the prizes they've won and a special surprise prize.

## PULL OVER 30 mins



**PULL OVER AND WIN A CAR!**

The new on-location game show that proves being pulled over by a cop doesn't have to ruin your day. Instead of getting a ticket, the lucky owners of old and tired vehicles will get the chance to win a brand new car on the spot!

## 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 - 12 questions in 8 minutes. Answer incorrectly and you must eat a 'pizza from hell'. The further you go, the crazier it gets!

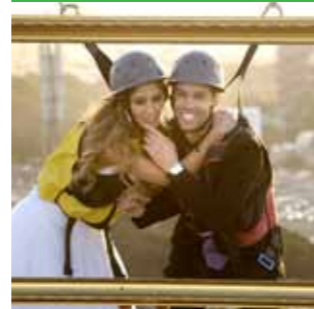
## DO ME A FAVOR 30 mins



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

Co-developed with Telefe, 2 contestants take to the streets to win cash prizes in this funny and cheeky ambush game show. They must convince complete strangers in any way possible to do them a favor and take part in wild challenges in the least amount of time!

## EXTREME WEDDING ALBUM 60 mins



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

Aired successfully in Israel and Ukraine, couples on their wedding day 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!

## 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! Aired in over 12 territories.

## WHILE YOU WERE SLEEPING 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.

## SHUTTLE BATTLE 30 mins



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

5 couples board an airport shuttle, ready for a dream vacation... but only 1 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



**TURNING HEADLINES INTO ENTERTAINMENT**

Aired on the BBC, this highly adaptable format isolates contestants for a whole week, before presenting them with the week's news. Can they distinguish the real news from the false? It's not easy in a world where reality is stranger than fiction...

## WHO'S ASKING? 30-60 mins



**FIRST IMPRESSIONS ARE EVERYTHING!**

Whether it's the bus driver, your doctor, or a streetwise grandma - it's not about what the question is, but who asks it! In a game show where looks *do* matter, who will follow their intuition to the grand prize?

## 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 speed matters.

## 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!

## ONLY ONE KNOWS 30 mins



**KNOWING ALL THE ANSWERS HAS NEVER BEEN SO TRICKY!**

5 celebrities compete to win cash prizes for charity, but in every episode 1 is given all the answers! He must keep his identity a secret, while the others try to expose him. Bluffing has never been so worthwhile, with French Canada's number 1 game show!

## 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 1,600 global episodes have already dropped contestants through the studio floor!

## 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! Adapted by Channel 4, UK, 3 contestants compete in this fast-paced studio show to discover what the very different things have in common. Will their unique thinking win them the grand prize?

# DATING

## GUYS IN DISGUISE 30 mins



**PUTTING THE FUN BACK IN DATING!**

A surprise-filled and comical dating format in which each episode a sexy single goes on a date with 2 secret admirers who she may not have even noticed before! 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!

## 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.

## 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.