



ARMOZAFORMATS



2015 FORMATS CATALOGUE



# NEW



## BABUSHKA | STUDIO GAME SHOW 60 mins

### IT'S WHAT'S INSIDE THAT COUNTS!

The new high-stakes prime time game show that takes you on a journey where you will never know what to expect next! Presented with 10 giant Russian "babushka" dolls, contestants must open 8 of them for the chance to win up to \$500,000! If the babushka is empty they lose all the money they have accumulated to that point, whereas if there is a smaller doll inside they continue to win! Developed in partnership with TF1 and Ryan Seacrest Productions, 'Babushka' is a thrilling combination of knowledge, strategy and pure luck. And with no exit points and no eliminations, the 'Babushka' experience is packed with amazing highs and emotional lows as the contestants stake their winnings at every stage!



## YUM FACTOR | COMPETITIVE COOKING SHOW 60 mins

### DO YOU KNOW WHO LIKES YOUR FOOD?

An appetizing new twist on prime time cooking competitions, 'Yum Factor' combines the heart of a cooking show with the excitement of a gameshow. Each week, 3 people will cook 2 of their favorite dishes for a panel of 6 jury members and a star chef. With the cooks being able to see the jury's reactions, but not hear anything, will they be able to tell which jurors like their dish the most? Every correct guess is worth money! The cook who accumulates the most money throughout the show can take home all his winnings... or choose to risk everything for a double or nothing chance to hear whether the show's star chef thinks his food has the yum factor!

## STUDIO ENTERTAINMENT



## I CAN DO THAT! 90-120 mins

Airing soon  
on NBC!

### 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?



## THE PEOPLE'S CHOICE 60-90 mins

Launching on  
Brazil's Globo

### MADE BY YOU!

What would you choose – a month without showering or without your smartphone? World peace or \$1 million? 'The People's Choice' is the prime time studio game show where you don't need to know trivia, you just need to know the nation! Presented with the most trending, thought-provoking and entertaining dilemmas, could you decide what you would choose? Now try to guess what your friends, family, co-workers and the entire country would choose! Developed in partnership with TF1, 'The People's Choice' takes audience engagement to the next level, a revolutionary live TV event where the viewers at home are the game. Everyone can play, everyone can win!

## BY INVITATION ONLY 60 mins

Won the  
night on  
TVA!



### WELCOME TO THE HOTTEST PARTY

The TV event that gives you the chance to see your favorite stars in an entirely different environment! Each episode our famous host invites 4 celebrity friends to his private and stylish hangout for an evening filled with surprises. And some secrets will only be revealed on social media, making this the perfect trending show.

## CELEBRITY BATTLE 90-120 mins



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

8 celebrity singer-producer duos compete to be the Top Music Duo. Each week they are challenged with a new genre, testing their musical range. The competitors review each other, but ultimately the audience holds all the power with a unique scoring mechanism that brings their votes to life on stage!

## COMEDIANS AT WORK 30-60 mins

Proven  
prime time  
success!



### MAKING PEOPLE LAUGH IS A FULL TIME JOB

A prime time entertainment format that combines live stand-up with reality themes. Each week, 2 comedians spend a day at different workplaces, before performing fresh stand-up routines in the studio based on their experiences. 8 highly-rated seasons on Channel 2 Israel, 4 successful seasons on RTL Germany.

## AMBUSH 60 mins



### CELEBRITIES BEWARE!

The intense hidden camera prime time show where no celebrity is let off the hook, 'Ambush' was the number 1 show on Israel's Channel 10 during its season! Fun, fast-paced, and dramatic, 'Ambush' is a unique combination of on-location pranks and studio entertainment that takes viewers and celebrities on an emotional rollercoaster ride!

# FACTUAL

## CONNECTED 30 mins

Now on AOL



### IT'S NOT REALITY. IT'S REAL.

A revolutionary format where 5 people are given cameras to film their lives. Through the cameras, 5 parallel stories unfold as each participant experiences transformative life changes and journeys of self-discovery. Now in over 10 countries, 'Connected' is an incredible journey into our uncannily connected lives.

## HOW TO BE 30-60 mins

Increased  
share  
by 40%,  
Germany



### 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 figure delves into their psyche by becoming them and reversing the roles between celebrity and interviewer. 'How To Be' aired on Sweden's TV3 and Germany's ZDFneo to rave reviews and strong ratings. Now also in production in Norway.

## THE GRAN PLAN 60 mins

Strong launch on  
MTV3, Finland



### 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

2nd celebrity  
season now  
in Israel



### "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.

## THE PACKAGE 30 mins

#1 show on  
Alpha TV  
for 10  
seasons!



### EXTRAORDINARY MOMENTS IN ORDINARY LIVES

Airing in 10 countries and with 10 seasons aired 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.

## 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.

## 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, while the 1st season on France's M6 launched to their highest time slot ratings.

## RE-GENDER 30-60 mins

Soon on ZDFneo,  
Germany



### 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.

## TIED TO MOM 60 mins



### GIVING A NEW MEANING TO FAMILY TIES!

Getting along with your mom may be manageable from a distance, but would you survive being tied to her for 3 whole days? In this comical social experiment, new light is shed on the mother-child relationship by tying one mother to her adult child!

## 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.

# REALITY



## FLIGHT 920 60 mins

9 STOPS. 20 SINGLES. DESTINATION: LOVE.

20 singles seeking love and adventure are given the chance to travel to 9 exotic destinations. Armed with only their backpacks and determination, the globe-trotters must earn their ticket to the next stop by participating in unique location-based challenges. At every destination contestants will have to complete tasks relating to their new cultural setting, experiencing off-the-beaten-track adventures together. Each week, the winners must choose a partner of the opposite sex to take with them to the next location, creating special bonds along the way. But who will be the last couple on board 'Flight 920', set to find love and win the grand prize together?

2nd season commissioned on TVA

## THE FRAME 60 mins



Interactive reality

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

8 couples have their living space reduced to 1 camera frame in this ground-breaking elimination competition with 1 rule - they cannot leave the frame. They will have to deal with the increasing tension of daily tasks, prizes, punishments, outside interventions and above all - each other, in the hope of winning \$1 million!

## LOVE LAB 60-90 mins



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

This ultimate dating reality show takes a sought-after bachelor, his 3 single best friends, a luxurious mansion and 12 sexy bachelorettes who are competing to become his "one and only" - and to win \$1 million! Will he take home the money and the girl of *the audience's* choice, or will he pick love above all else?

# DATING

## GUYS IN DISGUISE 30 mins



Soon on NRJ12, France

### 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.

# GAME SHOWS



## WHO'S ASKING? 30-60 mins

Record-breaking launch

### FIRST IMPRESSIONS ARE EVERYTHING!

The fresh studio game show where it's not about what the question is, but who asks it! Whether it's the bus driver, your doctor, or a streetwise grandma – each has a question for the contestants! Instead of picking the type of questions to be asked, the 2 pairs of contestants in the studio must select an "asker" from the faces on the screen in front of them. In the 1st round they will pick an "asker" for themselves, in the 2nd round they will pick for their opponents and in the 3rd and final round the finalist will face the celebrity pyramid. In a game show where looks do matter, who will follow their intuition to the grand prize?

## STILL STANDING 60 mins

Double your ratings!



### 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 2,000 global episodes have already dropped contestants through the studio floor!

## ONLY ONE KNOWS 30 mins

Over 170 episodes on TVA



### 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 #1 game show!

## THE BUBBLE 30-45 mins

Prime time success internationally



### 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...

## THE COMMON DENOMINATOR 30-45 mins

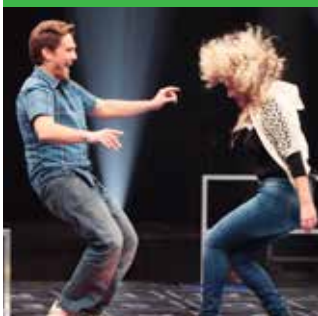
Best Game Show nominee, Rose D'Or



### 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?

## 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!

## UPGRADE 30-40 mins

Success in 18 countries



### 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!

## SPECIAL DELIVERY 30 mins



### BE CAREFUL WHAT YOU ORDER!

Airing successfully on Brazil's Rede Record, this wacky format delivers a pizza 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!

## WHILE YOU WERE SLEEPING 30 mins

2nd season soon in Canada

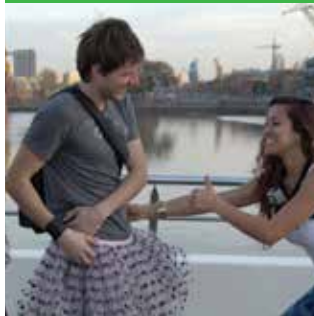


### YOU WOULDN'T BELIEVE THE THINGS THAT HAPPEN WHILE YOU WERE SLEEPING

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. Now airing on Canada's VRAK TV.

## DO ME A FAVOR 30 mins

Thailand's leading new show in the time slot!



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

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!

## PULLOVER 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!

## 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!

## 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!

## 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!

# LIFESTYLE

## THAT'S MY HOUSE 30 mins

2nd season commissioned in Russia



### 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? Now airing on Ren TV, Russia.

## THE FINAL CUT-DOWN 30 mins

Doubled ratings on StarTV, Turkey



### 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.

## RUNWAY IN MY CLOSET 60 mins



### TURNING SHABBY INTO CHIC!

The daily stripped show that brings a new twist to fashion! Every week 3 upcoming designers are challenged to turn worn items into chic outfits. Taking regular people as models and using old clothes from their "model's" closet, they must create 3 different looks to win the grand prize!

## 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.