



IF YOU HAVE NO FRIENDS, YOU HAVE NOTHING!

From the Producers who brought you "UPGRADE",
comes a new cross-platform reality format for prime-time.

THE REAL CHAT HOUSE

Genre: **Reality** // Transmission Pattern: **Bi-weekly** // Episode Length: **60 min.** //
Production Company: **Tanin Productions** // Country of Broadcast: **India** //
Broadcaster: **MTV** // Cross-Platform: **24/7 Online and Smartphone Streaming** //

THE REAL CHAT HOUSE

Cross-Platform Reality



Welcome to The Real Chat House, the reality format where virtual relationships become real!

Every day, we're living more of our lives virtually.

With social networking and the internet, the very meaning of friendship has been redefined.

Now, in THE REAL CHAT HOUSE, the virtual world joins the world of reality TV in an innovative new format.

In The Real Chat House, three Chat Masters will live for 90 days in a mansion designed like an online chat room. The mansion consists of a chat lobby, private rooms, discreet rooms, and a huge video screen wall. They'll be completely out of touch with the outside world, communicating only through video screens with 16 "virtual" contestants living in isolation outside of the house.

But there's a twist: the Chat Masters they won't see the "virtual" contestants as they really look – instead, they'll only see them as Avatars on screen. As the Chat Masters begin to develop real relationships with the virtual contestants, they'll try to convince them to leave their isolated chambers and join the Real Chat House as their "friends". The more friends they collect, the greater their advantage in the game.

However, it's up to the viewers to decide which of the 16 virtual contestants will enter the Real Chat House each week. The viewers will choose which of the virtual relationships will become real, and which of the Avatars will enter the Real Chat House as their real human self, changing the whole dynamic of the house every week.



The goal of the Chat Masters is simple: to collect the most friends into their Private Room. At the end of the 90 days, whoever has the most friends will win the grand prize. But it won't be easy when intrigues, romances, revenge and strategy factor into the house relationships. And with a \$1 million prize up for grabs, the players will buy and trade their friendship in ways that will shock viewers and keep them tuning in for more!