



**GENRE: DOCU-REALITY**  
**TIMESLOT: 30-60 MINUTES**  
**PRODUCER: BUZZ TELEVISION**  
**BROADCASTER: CHANNEL 10, ISRAEL;**  
**ZDFNEO, GERMANY; ARRÉ, INDIA**

**What do men really think?**  
**What do women really want?**  
**Is it truly a man's world? Should women actually call the shots? What do men say about women behind their backs?**  
**Should a woman change the way she dresses in order to feel safe?**

*Regender* is the provocative docu-reality series that tries to provide the answers to these questions and more by allowing men to become women, and women, men. Because what better way to understand the opposite sex than by *being* the opposite sex?

Increased channel's average in **Germany by 25%** (14-49)

Attracted **younger viewers** to the public broadcaster in Germany

**Viral** on social media in India

Dramatic & intriguing **psycho-social experiment**

**Thought-provoking** and **polarizing** topic

**Unique filming language**

- hidden cameras, self-documentation and undercover crews

## HOW IT WORKS

**5 men and women** will abandon their lives for a month - each have their own reason for participating and a personal struggle in accepting the role of the opposite sex in society.

♀ They will undergo **intense gender training** and **physical transformations**, guided by a **team of experts**.

- ♀ Physically: prosthetics, haircuts, styling and make-up - everything short of the knife.
- ♀ Emotionally: supported by a professional sex therapist, speech therapist, body language expert and psychologist.

♂ In each episode they will participate in **missions** in areas such as dating, relationships, sexuality and work.

♀ Every day they will return to their **shared house**, the only place where they can be their true selves and release all their tensions.

♂ Through their real-world assignments and the dynamics with each other in the house, the contestants will **challenge their own gender-perceptions**.

**At the end of the journey, will they have a new understanding about themselves, each other and the society we live in? And can social change truly happen by walking in someone else's shoes?**