



# The Frame

*IMAGINE YOUR WHOLE LIFE - REDUCED TO ONE FRAME!*

## **THE FRAME**

Cross-platform Reality

**Slot:** Bi-weekly or Daily prime-time broadcast

**Duration:** 60 min & 24/7 on the show's website

**Producer:** July-August Productions

# THE FRAME

## Cross-platform Reality

What would happen if a couple was bound to their living room for an entire month with no privacy and absolutely no escape?



The Concept: **IF YOU'RE OUT OF THE FRAME - YOU'RE OUT OF THE GAME**

8 couples compete in this exciting, cross-platform reality show where they have to stay inside a fixed camera angle shot inside their homes for 30 days! Whether they're lovers, best friends or family members, they will try to be the last couple to stay in The Frame.

At the end of the season two remaining couples will compete for the grand prize - \$1,000,000!

In an environment of increasing tension, stuck with the same person in the same room, the contestants will have to deal with daily tasks and competitions, prizes, punishments, outside interventions and above all – themselves.



Viewers from all over the country will watch the couples via the show's website. Online, couples will be ranked by popularity using groundbreaking audience participation technology. The couples will have to keep their frame interesting at all times or risk being eliminated.

Clicks + Viewing Minutes on Website = Popularity Points = Longer Life in the Game

The two couples with the least amount of Popularity Points will have to fight each week for their spot in *The Frame* during a live broadcast, competing in various missions individually or against each other! Whether it's a singing contest, a battle of wits or physical assignments, they will have to win the missions and the viewers' hearts.

**The Frame is the perfect platform for commercial collaboration: product placement, sponsored delivery services, home supplies, etc.**

With a prime time show and 24/7 via the shows' website - this is the format that will conquer the country!

**Get in The Frame!**

