

**Won the  
night on  
TVA!**

# By invitation only

**YOU are invited  
to the hottest  
celebrity party**

**Genre:** Celebrity Entertainment

**Timeslot:** 60 mins

**Broadcaster:** TVA

**Country of Broadcast:** Canada

**Producer:** Fair-Play

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'By Invitation Only' is the weekly TV event that gives you the chance to get to know your most beloved celebrities in an entirely different environment and see what really happens at exclusive celebrity events! Every evening is filled with surprises, carried by the music of the live band and rounded off with a special prank finale! And some secrets will only be revealed on social media, making this the perfect trending show.

- ★ **Won the night on TVA, with 31% share**
- ★ **Raised the time slot average by 23%**
- ★ **Strong female viewing: 36% share among females 19-49 and 40% among females 25-54**
- ★ **See what really happens at exclusive celebrity events!**
- ★ **TV event - the celebrity parties that you would like to be at**
- ★ **Perfect content for social media trending**

## HOW IT WORKS ?

- In each episode our celebrity host invites 2 pairs of celebrity friends to his private and stylish hangout.
- The celebrities can also invite their friends, who will join the audience as part of the select party.
- The 2 celebrity duos play games throughout the evening, mixed with personal chats with the celebs and host, live music from the band, and of course food and drinks.
- The celebrity pair who do the best throughout the evening get to choose a friend to play a personal prank on, creating buzz and viral content and which the viewers will see at the end of the show.
- Images, posts and tweets will be uploaded during the party and the "making of" will be posted on the show's website for behind the scenes engagement.



**Welcome to the hottest party in town!**