

# How To Be

# HTH

Interviews  
have never been so  
**personal**

**Genre:** Factual Entertainment

**Episodes:** 30-60 mins

**Broadcasters:** Channel 10, Israel; TV3, Sweden; ZDF/ZDFneo, Germany;  
Cuatro, Spain; NRK, Norway; Nederland 3, The Netherlands

**Production:** Artza Productions & Armoza Formats



In today's fame-obsessed culture, we all want to know the real people behind the celebrity image. But with celebrities being so media-trained to conceal the personal details of their lives, how do you get the biggest stars to honestly open up and expose something raw and personal in front of the cameras? In this original format, a well-known actor will delve into the very psyche of the people who fascinate us most... by becoming them!



A true look at the real person behind the celebrity



New and unique take on celebrity interviews

Swedish adaptation increased the channel's ratings by

17%



3 seasons in Germany, increasing channel's average by up to

57%



## How it Works

- 1** The host will immerse himself in the celebrity's life, studying his subject from every angle, from how he walks and talks, to where he spends his time and about his past.
- 2** The host will then invite the celebrity to his studio, to bring them face-to-face with a wall covered in moments from their life, from public and career highlights, to personal moments.
- 3** The host will be physically transformed in a makeover session to become the celebrity and reverse the roles between interviewer and celebrity. In this powerful and emotional twist, the celebrity will then conduct an interview with "himself", providing a startling finale filled with candid reflection.