

THE PEOPLE'S CHOICE



Princess Diana



Angelina Jolie



Steve Jobs



Barack Obama

THE PRIME TIME SHOW MADE BY YOU!

GENRE: PRIME TIME STUDIO ENTERTAINMENT

TIMESLOT: 60-90 MINUTES

CREATORS: ARMOZA FORMATS

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**What would you choose – a month without showering or without your smartphone?
World peace or \$1 million?**

Presented with the most trending, thought-provoking and entertaining dilemmas, participants must try to guess how their friends, family, co-workers and the entire country answered! You don't need to know trivia, you just need to know the nation. Developed in partnership with TF1, 'The People's Choice' takes audience engagement to the next level.

**MADE BY THE VIEWERS
REAL-TIME CONTENT GENERATION!**

**A REVOLUTIONARY LIVE TV EVENT
THAT WILL KEEP VIEWERS AT THEIR SCREENS!**

**NO RIGHT OR WRONG ANSWERS
ONLY THE PEOPLE'S CHOICE!**

**TRANSLATES THE
SOCIAL MEDIA EXPERIENCE TO TV**

EVERYONE CAN PLAY, EVERYONE CAN WIN!



HOW IT WORKS:

- 👍 A team of 4 people in the studio are confronted with a dilemma – these can be moral dilemmas, deal with the hottest trends and news, be about relatable or social issues, raise promotional content or just be plain fun!
- 👍 The team will have to correctly guess the people's choice over 10 questions of increasing difficulty and value.
- 👍 While the nation votes live, the team tries to guess the country's answer!
- 👍 If the team chooses to see how some of the nation voted, the viewers picked at random will instantly win some of the team's money!
- 👍 One player is picked to answer each question. If they answer correctly, the player will rejoin the team. Answer incorrectly and that player is out of the game! If all players are lost, it's game over and they lose all their winnings!
- 👍 At the final question, the team must guess all *but* the people's choice for the chance to win \$500,000!