



A proven sensation in over 15 territories!

Success in daily, weekly and prime time slots!

# UPGRADE

**Genre:** On-Location Game Show

**Timeslot:** 30 minutes

**Broadcasters:** TV2, Norway; Channel V, Canada; TSR, Switzerland; TV2, Denmark; Peretz, Russia; Viasat 3, Hungary; CCTV2, China; Channel A, South Korea; Sun TV, India; Canal 10, Uruguay; TV Barrandov, Czech Republic; Prima TV, Romania; TV-JOJ, Slovakia; Imedi TV, Georgia; TV3, Estonia

**Producer:** Tanin Productions



[www.armozaformats.com](http://www.armozaformats.com)



ARMOZAFORMATS

Phone: +972-3-5408333 | Fax: +972-3-5435752 | Email: [info@armozaformats.com](mailto:info@armozaformats.com)



**The game show that comes in to your house to give you the once in a life time opportunity to upgrade your personal items for brand new ones!**

**🚚 On air in over 15 territories!**

**🚚 5 seasons** in Russia, more than **doubling the channel's share**

**🚚 3 successful seasons** in Norway, each season better than the last

**🚚 2 prime time seasons** in Canada, performed at **3 times above average share**

**🚚 Adaptable** format with range of participants and **wide audience appeal**

**🚚 Cost effective** and simple to produce

**🚚 Perfect for sponsorships**, with huge partners across the world, including:



## HOW IT WORKS ?

- In each episode the 'Upgrade' team will enter 2 households, taking them by surprise and giving them each the chance to upgrade 2 items.
- In the 1st round, they will choose a smaller item to play for - they will have to correctly answer 2 out of 3 trivia questions in order to win the new and upgraded item.
- In the 2nd round, they can choose a larger appliance, and must correctly answer 4 out of the 5 questions in order to be instantly upgraded!
- **The twist?** Too many incorrect answers and they will lose their existing item!
- Before moving on to the 2nd household, the host will play a mini street game, stopping someone on the street and giving them the chance to win \$1,000.

## Are you ready to Upgrade?

