

ARE TWO REALLY BETTER THAN ONE?

DOUBLE OR NOTHING



GENRE: STUDIO-BASED CHALLENGE SHOW

TIMESLOT: 60 MINS

PRODUCER: ARMOZA FORMATS, STUDIO GLAM & NBA PRODUCTIONS

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'Double or Nothing' is the thrilling, adrenaline-filled studio challenge show that tests if 2 heads really are better than 1! Every episode sees a pair of contestants take on a variety of crazy and fun challenges. To win big money, they must achieve double the score of their opponent! With no lifelines and no exit points, our duo has only two options... **Double – or – Nothing!**

- X Full of adrenaline**
- X Tense and dramatic viewing with time-based challenges**
- X Knowledge-based and physical missions**
- X Family oriented**
- X Appeals to a wide audience**



HOW IT WORKS:

- The game is simple – get a mission and pick an opponent.
- The opponent will undertake the challenge first.
- Challenges can include food, completing missions blindfolded, trivia rounds, memory or balance-based tasks and many more.
- Having seen their opponent undertake the challenge first, the couple must decide if they can do it twice as well.
- If the couple – working together – loses, they lose the money too!
- BUT if they beat the challenger with at least double the score, they will double their stake money!

Double the competition, double the challenge, double the money!