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DISTRACTION FORMATS CHALKS UP A TOP-NOTCH INTERNATIONAL FORMAT SLATE

Distraction is single-handedly transforming the format industry. Unlike its competitors, Distraction sources proven formats from around the world – regardless of language, culture or continent – and distils the essence of their popularity to make them potential ratings winners in every territory.

THE WEDDING MARCH... "IF ANY OF YOU KNOW CAUSE, OR JUST IMPEDIMENT, WHY THESE TWO PERSONS SHOULD NOT BE JOINED TOGETHER IN HOLY MATRIMONY..." YOU'RE PART OF THE LATEST REALITY TV SHOW'S AUDIENCE!

Say 'I do' to Distraction's newest format, The Wedding March, and see your ratings for one prime-time slot live happily ever after. The concept is an entirely new game show, which marries true love with reality television.

Over each 10-week series, it exposes five betrothed couples to various psychological and physical challenges. And, episode-by-episode, it allows viewers to vote for the pair whom they think makes the best couple. Imagine being forced to choose which of your prospective in-laws you'd rather spend a weekend with, and you'll get a flavour of the audience-grabbing tension on offer.

The love struck couple that manages to convince the audience that it is the most appealing and best-suited wins a substantial cash prize, along with the chance to marry live on air. Just from this brief description, you know already that The Wedding March is bound to be a hit with prime-time audiences. The concept, which is due to premiere in October on Canada's TVA, comes from Quebecois producer, Zone 3.

EVERYONE WINS... CHINA IS GOING FOR GOLD AGAIN WITH THE FAST-PACED INTERACTIVE GAME SHOW FORMAT - WINNING AUDIENCES ACROSS CHINA, HONG KONG AND SINGAPORE

Are the players playing - or being played? Nobody knows except the audience and they could be winners too! Everyone Wins is the daily prime-time game show format from Robert Chua Productions, which averages a 53 per cent audience share on Mediacorp's Channel 8 in Singapore. It is also a winning format for other broadcasters across Asia.

Contestants score according to how quickly they answer 20 multiple-choice questions over four increasingly tough rounds. Whilst viewers can view all the scores on their screens, the contestants have no idea how well they are doing. At the end of each round, contestants can swap their points with an adversary who appears to be playing better. But who's bluffing whom?

At the end of the game, the highest scorer walks away with a substantial cash prize. Viewers get the chance to be winners too by matching their ID numbers - or maybe lottery numbers - with 'lucky numbers' generated at the end of each round! With consistently impressive viewing figures, Everyone Wins is the compelling interactive quiz show where nobody loses!

THE ACTIVITY SHOW... RHYMING, MIMING AND SPLIT-SECOND TIMING! BRING EUROPE'S FAVOURITE BOARD GAME TO THE SMALL SCREEN AND WIN A 36 PER CENT PRIME-TIME AUDIENCE SHARE

Transform the fabulously popular Piatnik™ board game into a televised show and hook a huge mass audience. That is what TV2 in Hungary did when it bought Primetime Entertainment's hilarious The Activity Show format. And since 2001, it has been winning prime-time market shares of 36 per cent.

Three pairs of contestants battle against the clock to win cash prizes by miming, drawing or describing words or phrases to one another. The cash prize is raised in each round but so is the difficulty of the words! Contestants have to be fast to last. If they are too slow, their opponents will steal their hard-earned cash. In the nerve-racking final round, players gamble their winnings, and face the chance of walking away with nothing.

This engaging and absorbing format has been a long-running hit with family audiences for TV2. With profitable merchandising opportunities, The Activity Show has also proven itself to be one of the most successful weekly prime-time game shows worldwide.

OLD & CRAZY ... APPEALING TO AUDIENCES BOTH YOUNG AND OLD... FEATURING A RANGE OF OFF THE WALL CHARACTERS: FROM THE FRAIL GRANDMA TO THE MAN-EATING HOUSEWIFE, AND FROM THE FORGETFUL CRANKY OLD MAN TO THE AGEING PLAYBOY!

Brought to you by Brainpool, this is the first sketch comedy format featuring a cast of old men and women in their golden years who enjoy life to the full. These old people want to make the most of their retirement instead of spending endless days of boredom in an old people's home and wasting their time complaining about the weather.

Five main characters play a variety of roles, each capturing the funny side of life. Continually making humorous references to their "old-age accessories", such as hearing aids and false teeth, they confront preconceptions about old age. The humour behind each sketch is ironic, dry and very witty. A hilarious sketch comedy format, OLD & CRAZY is just what you need - it's "Pop Idol" for the elderly!

TV DIARIES... EVER WANTED TO BE THE PRODUCER, THE DIRECTOR AND THE STAR? WELL NOW YOU CAN WITH MAGNOLIA'S TV DIARIES - THE MOST COST-EFFECTIVE REALITY ENTERTAINMENT SHOW ON THE BOX!

Each week 10 lucky people are given the opportunity to show the nation their very own TV Diary. What they present on camera is entirely up to them. However the more compelling the diary entry, the better their chance of remaining in the game and winning the jackpot prize!

Contestants who successfully make it through the casting process get video cameras to film their two-minute diary entries. How, what and where they do this is up to them. But whatever their tactics, the players must rely upon their individuality, creativity and strategy to impress the audience. It is up to the viewers at home to vote for the player they want to stay in. Will those with the most unique or extroverted personalities be compelling enough? Or perhaps a

softer, sexier approach will capture the audience's affection and win them votes? With many interactive possibilities, TV Diaries is a simple and cost-effective reality format, ideal for either a daytime or late night slot.. The cast is determined solely by the viewers at home. Who survives? The choice is yours!

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