



Big5 is a thrilling, innovative talent show where 15 contestants train and compete in music and dance for 12 weeks to earn a place in a five-member pop group, with weekly performances, dramatic duels, and strategic voting shaping their prospects of a dream career.

**Genre:**  
Singing Talent Show

**Duration:**  
Weekly, Prime Time



Big5 is a dynamic, thrilling contest to discover the next chart-topping girl or boy band phenomenon in a format revitalizing the talent show format. Over 12 intense weeks, 15 talented contestants undergo rigorous training in music, dance, and styling. They battle it out for the ultimate prize - a spot in a five-member pop group - setting the stage for a life-changing career in the entertainment industry.

The journey begins with nationwide auditions, where hopefuls submit vocal and dance videos. Three expert judges - a music producer, a successful singer and a top dancer - select 15 standout performers. The lucky chosen few enter the Big5 bootcamp and receive symbolic "Artist Cards," marking their official entry into the competition.



Each week, contestants are shuffled into groups of five and given just 48 hours to prepare a complete performance. This includes choreography, vocal recording, and styling. After performing, one group is declared safe, while two contestants from the remaining groups face off in a dramatic duel. The loser must surrender their Artist Card and exit the camp.

The show stays fresh and unpredictable by replacing eliminated contestants with new entrants in the first seven episodes. The stakes then rise from episode 8, when no new participants join and the remaining contestants battle for a place in the final group. The emotional tension and evolution of the performers keeps viewers engaged throughout.





Each week contestants are judged with “Big Yes” or “Big No” ratings, reflecting their growth and attitude. In a compelling twist, eliminated contestants also cast their votes. These ratings are crucial in shaping the final outcome, building up a picture of the performers as the show progresses and playing a vital role in deciding who makes it to the finale. Consistency, charisma, and adaptability are the keys to success.

In the grand finale, two 5-member groups perform in front of the regular jury and two guest judges—a rapper and a pop star. A combination of cumulative Big Yes/No ratings and public voting determine the final scores. The winning group’s members are given roles such as main vocalist, lead dancer, and rapper, before debuting with a professionally produced song and music video.

Big5 is more than just a television show — it’s a fully integrated multimedia experience. Digital episodes, behind-the-scenes content, and real-time updates are shared across platforms like YouTube, TikTok, Instagram, and X. Fans can vote, participate in challenges, and follow their favorite contestants’ journeys as they unfold.

The format proved its success in Turkey with the girl group Manifest, which broke streaming records and launched its own festival, Manifestival. Big5’s emotionally charged storytelling, strategic branding, and immersive structure make it a powerful platform for discovering and launching new pop icons in the digital age.



**What Happened in Turkey?**  
The jury chose 5... But a tie made it 6.  
They became Manifest  
Revealed by Spotify Turkey.  
One week after the finale:  
Debut single.  
Top 10 on Spotify.  
Then hit after hit...  
Shattering records—every single time.

**On YouTube:**  
Tens of millions of views.  
15 million daily.  
Turkey's most-watched  
music channel.

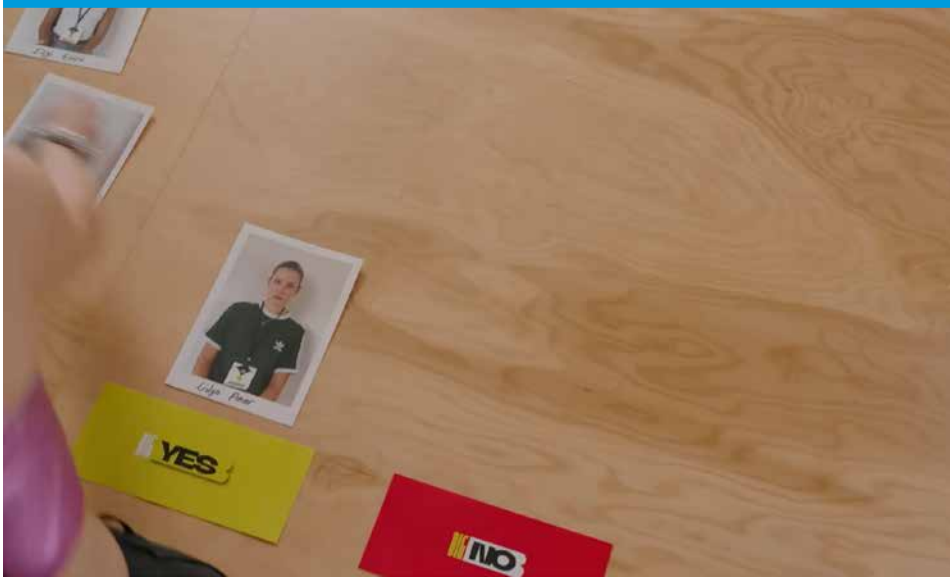
**Four months in:**  
Debut album.  
Every track in the Top 50.  
The biggest Turkish pop album  
launch ever.  
Still #1 in Turkey.  
149<sup>th</sup> in the world.

**And just when the world expected a concert...**  
They launched their own festival. 4 shows.  
50,000 tickets—sold out.  
Then came the fastest-selling tour  
in Turkish history:  
250,000 tickets. Gone.

**For Manifest.**  
Now, they're going global:  
First English single.  
First world tour.  
Coming Soon



# BIG5



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