THE MASHUP

Global Agency

"The Mashup" is a revolutionary music contest where duos fuse two contrasting songs live, spin a genre wheel to test their versatility, and perform on a dramatic infinity-shaped stage—culminating in a solo showdown with celebrity partners for the ultimate prize.

Genre:
Singing Talent Show

Duration:
Weekly, Prime Time

THE MASHUP

"The Mashup" is a groundbreaking new approach to music contests, shattering traditional formats and reimagining live performance. It is not just a singing contest, but a dynamic transformation challenge where two musical worlds collide and merge in real time. At its heart is one core concept: blending two completely different songs into a single, powerful performance.

The show goes far beyond creating simple remixes; it's an artistic battle where singing duos must seamlessly merge together contrasting genres, melodies, and rhythms into a new, unified creation. Audiences see familiar hits, from Backstreet Boys to The Weeknd, transformed into fresh, emotionally moving experiences.

The contest begins with 12 duos who perform their own chosen mashups in the first episode. Then the challenge really starts. Each contestant spins a wheel featuring 12 unique styles—from Pop to Metal, Jazz to Hip Hop—to determine their challenge for the next episode. This pushes performers to their creative limits, ensuring every performance is an innovative surprise.

Visually, the show is stunning. At the heart of the studio is a stage shaped like an infinity symbol. The two members of each duo stand on opposite ends, on moving walkways that draw them closer as the performance begins. The stage is split into two halves—red and blue—representing their two distinct musical identities.

THE MASHUP

The suspense builds as each performance unfolds. A vertical LED screen called the “Mashup Meter” displays live voting results from a four-member jury of music industry experts (two singers, one producer, and one DJ) and the live studio audience. Votes are revealed in a staggered sequence, keeping viewers on the edge of their seats until the very end.

A duo must achieve at least 70% of the total score to protect them from elimination. But here’s the best part: the stage itself reacts to their success. When a duo hits the 70% threshold, their platforms accelerate, bringing them together in the middle of the infinity stage. The red and blue lights merge into one explosive, celebratory color, symbolizing a successful musical union.

Over the course of the season, duos will be eliminated, but the format keeps things fresh and exciting with twists like a returning duo and new partner swaps in later weeks. The journey culminates in a spectacular Grand Finale. The final four duos are broken up, and each artist goes solo, performing a mashup with a celebrity singer.

The grand prize is awarded to the ultimate solo artist, who is crowned the winner of “The “MashUp”. It is a music competition unlike any other staged before. It showcases creativity, collaboration, and jaw-dropping musical transformations that will keep audiences on the edge of their seats.

Abdi İpekçi Cad. Park 19 Kat: 3
Nişantaşı 34367 İstanbul - Turkey

T. +90 212 240 5769
F. +90 212 296 6053

www.theglobalagency.tv

Global Agency

THE MASHUP

WHERE TWO SONGS BECOME ONE

For more information, please contact the sales agent in your territory

GÖZDE SERGİLİ
Europe & Scandinavia
gozde@theglobalagency.tv
+90 533 928 8065

ŞENAY TAŞ
Central and Eastern Europe
senay@theglobalagency.tv
+90 532 285 0696

IŞIL TÜRKŞEN
Asia & Baltics
isil@theglobalagency.tv
+90 533 459 9439

IVÁN SÁNCHEZ
Latin America
ivan@theglobalagency.tv
+90 530 952 6648

DENİZ TÜZÜN
Russia, CIS, North America, Canada, UK, Australia, New Zealand
deniz@theglobalagency.tv
+90 530 140 9922

MIROSLAV RADOJEVIC
MENA & Africa
miroslav@theglobalagency.tv
+90 530 943 4146