

UPGRADE



Upgrade is a fresh, new reality game show that comes into the viewers' homes and offers them the chance to upgrade their old household items by answering trivia questions. This out-of-studio game show is filmed in the players' own houses allowing them to take part in a game show without leaving the comfort of the family sofa (unless they want to upgrade it for something new!).

Genre:
Reality / Game Show

Duration:
Daily, Access Prime Time



UPGRADE

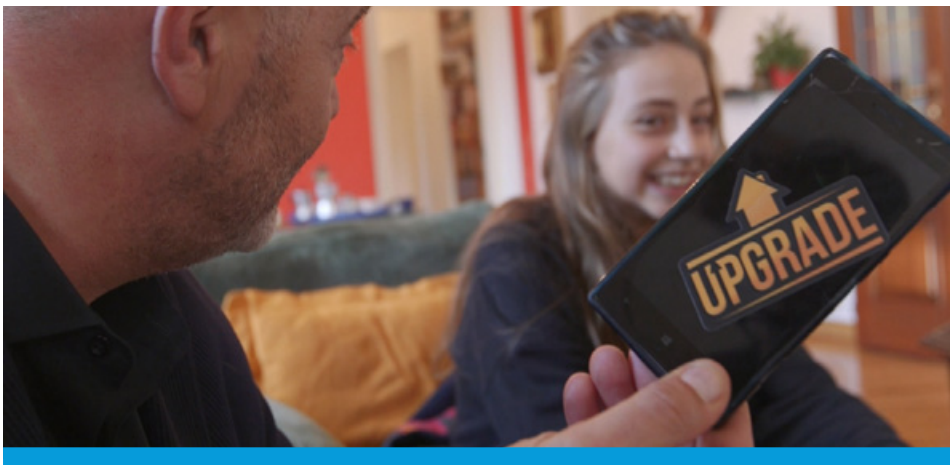


The participants are asked a series of trivia questions and if they answer the majority of them correctly, they can win a variety of electronic appliances or furniture on the spot. The catch is that they have to play on their chosen items in order to participate, and if they lose, those items are going to be lock (with a locker) for 30 days by the Host in front of their very eyes, and they will not be allowed to use those items for 30 days**.

***A second option is that if they fail to answer correctly the trivia questions, their items will be taken by the production (losing the item totally) and will be donated to charity.*

The show also goes out into the streets and offers passersby the chance to perform a task and upgrade an item they have on themselves. But, they too have to risk losing something of value that they have on them at the time.

Upgrade is the ultimate reality game show. It's simple, fun, suspenseful and most importantly, everyone wants to play because everyone has something in their home which they want to upgrade!



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Upgrade is a proven ratings success in 20 territories. Production companies and broadcasters love Upgrade because it is flexible. It has been aired as both a primetime and late afternoon daily show.

Why do people love to watch Upgrade? Because Upgrade speaks the television language the viewers have come to love and expect; it deals with the dream we all secretly harbor – the dream of upgrading and improving our lives, although like every dream, there is the possibility it won't come true.

Upgrade is also the perfect game show for commercial sponsorship. It is the best vehicle for product placement and advertising. Who wouldn't want a family or group of people to gasp and cheer for their products in primetime television? Recent versions of Upgrade have been sponsored by large department stores for both furniture and electronics.



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

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

www.theglobalagency.tv



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

İŞİL TÜRKŞEN
Asia
isil@theglobalagency.tv
+90 533 459 9439

EKİN GABAY
North America, Canada, UK,
Australia, New Zealand & Baltics
ekin@theglobalagency.tv
+90 533 727 4123

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

DENİZ TÜZÜN
Russia/CIS
deniz@theglobalagency.tv
+90 530 140 9922

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