

KEEP IT OR LOSE IT



“Keep It or Lose It” is a unique and entertaining game show where a team of contestants chooses big prizes worth a total \$15,000 but must answer seven tough questions to hang onto them.

Genre:
Game Show

Contestants:
4 contestants

Duration:
Weekly, Access Prime



Trailer



Full episode



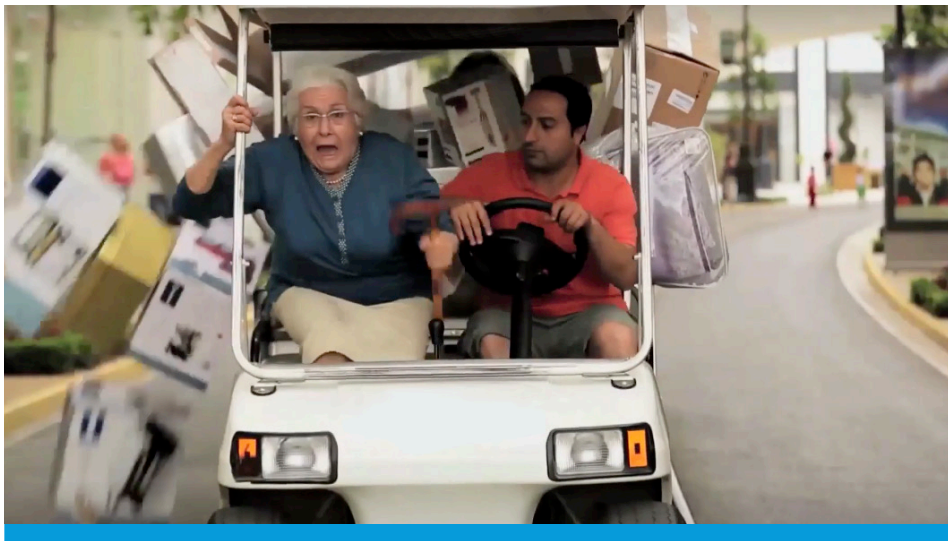
KEEP IT OR LOSE IT



A team of contestants gets to choose big money prizes worth a total \$15,000 in the unique game show “Keep It or Lose It”, but they must answer seven tough questions to hang onto them. The team of 3 or 4 friends, family or colleagues choose prizes in a shopping mall but return them if their answers are wrong.

Viewers get to know the contestants as the show begins and the host questions them about what they want to win before the team leader decides how much each member of the team shall spend. Then the viewers see the team shopping and choosing their prizes.

The team members then gather in a special quiz corner of the shopping mall and the products they purchased are brought in, each item still with its price tag. The challenge then starts for them to keep hold of the items they bought. The more they answer correctly, the more of their dream items they get to keep.



There are seven questions on the money tree, with the first worth \$500 and the amount rising for each subsequent question to a peak of \$4,500, or a grand total of \$15,000. The team chooses a different member to answer each question and they cannot confer before answering.

If the answer is wrong, the team member must pick up the equivalent prize, such as perfume or sunglasses, and return it. If the answer is correct, they get to keep the prize. The contestants, responding in rotation, have 60 seconds to answer each question. The items could be a diamond necklace, a fridge, a mobile phone, laptop or bicycle.



KEEP IT OR LOSE IT



If a contestant gives a wrong answer, they may choose to return items selected by their friends, creating potential tension in the team. When they reach the 4th question, the contestant is given a lifeline which could be to find someone in the shopping mall to answer the question or to make random phone calls to get an answer.

The trivia questions will not be particularly hard, but they may take time to work out as the clock ticks down, such as the 21st letter of the alphabet or the order in which inventions were made. At the end of the game, the group keeps the prizes for which they gave correct answers but returns items when they get answers wrong.

In a format which turns the big prize game show format on its head, contestants are battling to hold onto what they already have. The pressure on each contestant is great as their team is desperate to take home the prizes they chose. They need to be sharp and think quickly if they want to keep it and not lose it!



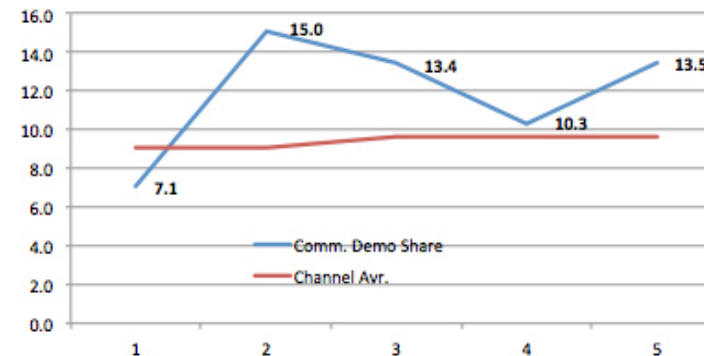
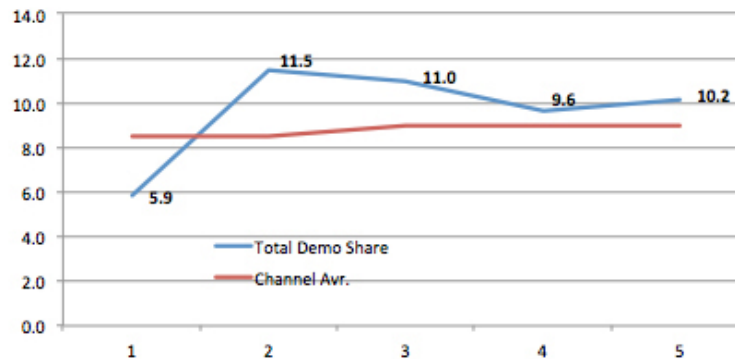
KEEP IT OR LOSE IT



RATINGS

Date	Total Demo Share	Channel Avr.	Comm. Demo Share	Channel Avr.
21.08.2014 - Thursday	5.9	8.5	7.1	9.1
26.08.2014 - Tuesday	11.5	8.5	15.0	9.1
02.09.2014 - Tuesday	11.0	9.0	13.4	9.7
16.09.2014 - Tuesday	9.6	9.0	10.3	9.7
23.09.2014 - Tuesday	10.2	9.0	13.5	9.7

TOTAL



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 & 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