

KEEP IT OR LOSE IT



“Keep It or Lose It” is a game show where you choose the prizes, but then you have to hold onto them!

Every episode features a different group of 3 or 4 people, such as family, friends or colleagues. First the host gives the head of the group \$15,000. They allocate the money and the group members go out into the shopping mall to choose their prizes. They will select items with different values from \$500 up to \$4,500. When they return to the quiz corner, they will face seven questions that correspond to each prize. Answer correctly, and they keep the prize! A wrong answer, and that item is returned to the mall.

Genre:
Game Show

Contestants:
4 contestants

Duration:
Weekly, Access Prime



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Each episode features a different group of 3-4 people who know each other well. Each episode starts with a VTR which introduces the contestants. Before the game begins, the host chats with the contestants and gives them a large amount of prize money of \$15,000 that they can spend however they wish. The host asks them what they want to buy the most and how they are going to spend this money. They share the amount between themselves in a way group leader decides, then they are free to spend it on whatever they wish.

We briskly see contestants during shopping one by one. Voice-over tells what each of them bought. After shopping, the group members gather in a special quiz corner in the shopping mall. The products they purchased are brought in, each item still with its price tag.

Then the challenge starts for them to keep hold of the items they bought. All they have to do is keep hold of what they've just bought. The more they answer correctly, the more of their dream items they get to keep. There are seven questions standing between them and their chance to take home all their prizes.

Each question is worth a certain amount of prize Money.
Here is the Money tree:

- 1st question - \$500
- 2nd question - \$1,000
- 3rd question - \$1,500
- 4th question - \$2,000
- 5th question - \$2,500
- 6th question - \$3,000
- 7th question - \$4,500
- total amount: \$15,000

For each question, the group of friends choose a different representative to answer the trivia questions; after choosing, they don't have any power to help or influence their friend.

For the first question, the host asks a group member to sit facing him and answer the first question. If the answer is wrong, the group member must pick up the prize worth \$500, and return it (for example, perfume and sunglasses). If the answer is correct, they will not have to let go of the item. The contestants are in rotation and have 60 seconds to answer each question.

For example: A bottle of perfume costs \$200, a diamond necklace costs \$1,000, a fridge costs \$2,000, a mobile phone costs \$700, a pair of luxury brand shoes costs \$350, a laptop costs \$1,500, a pair of sunglasses costs \$300, a bicycle costs \$450, a pair of roller skates costs \$150.



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In case a wrong answer is given, the contestant may select to return the items which were bought by her friends. Her friends cannot influence the contestant at this stage either.

At the 4th question, the contestant is given a lifeline. The lifelines can vary (it's up to production's decision). The contestants might be allowed to go through the shopping mall and try to find a person that can answer the question for them; it's up to them to find the right person. Another lifeline might be calling 5 phone numbers randomly, and asking people at the end of the phone if they know the right answer.



At the end of the game, the group will keep all the prizes they won through their correct answers. Everything else will have to be returned to the mall. Important: The Prize Money is given to the contestants in advance, they spend it however they want. Then if they want to keep the items they bought, they need to give the right answers to the questions. If they lose, we see a drama, even if the question value is \$500. It's not easy for people to give back something which they won at the beginning.

Style of the Questions: It's a time consuming process. Questions are easy but it takes time to answer them. For example, a question may ask what the 21st letter in the alphabet is, the chronological order for some inventions or events, or it could be a question like: "If a person says Ali's son is my son's father, what is the connection with the person and Ali?" The answer would be "The person is Ali's daughter in law".



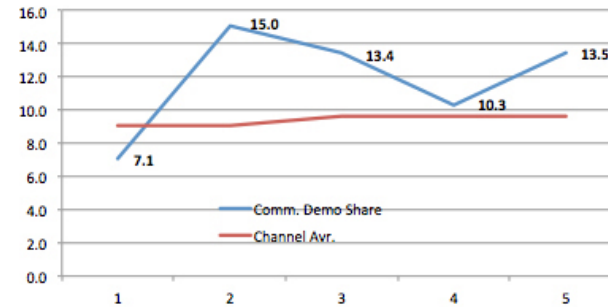
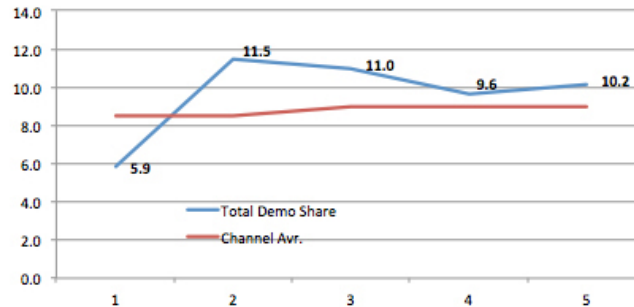
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RATINGS

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



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