

# OPEN CALL



When you are born with star quality,  
you have it anytime and anywhere!  
You think you've got it?

**Genre:**  
Singing Talent

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**Duration:**  
Weekly, Prime Time



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Welcome to a spectacular adventure towards stardom. Open Call is a brand-new shiny floor prime time singing competition that takes the excitement to a whole new level with a fresh twist of two dramatic moments in one audition.

For the first time we can see and hear the contestant's authentic performance from home and right after, in the same audition, see them come to live on stage in front of our eyes transformed into the whole-package star.

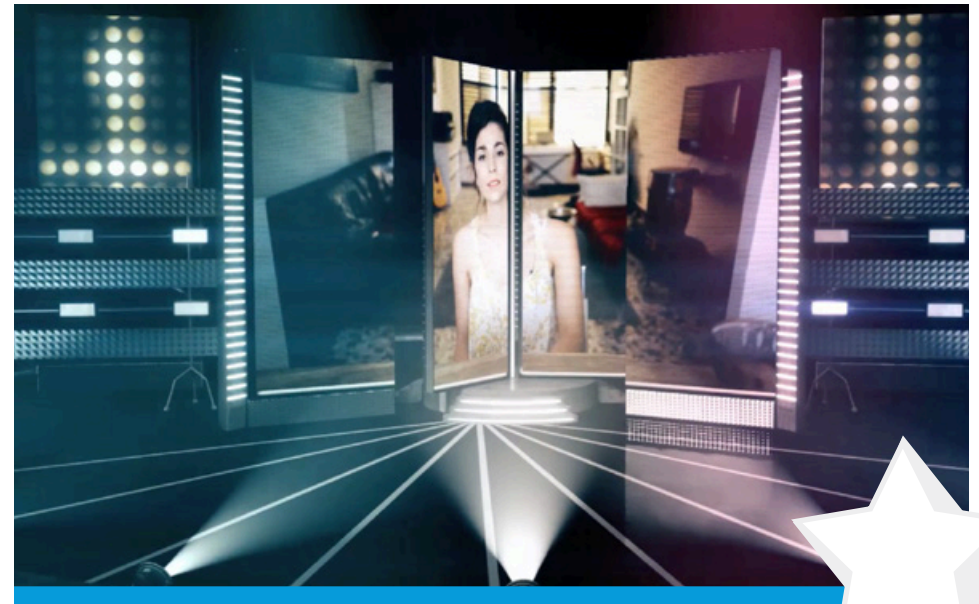
So how does it work?

Each hopeful singer will first upload a 60 second homemade video-selfie to the show's website or app where users will vote for their favorite ones. The most

popular videos are then chosen to take part in the competition, but there is a catch: only the audience in the studio decides if they want to see more of this performance!

Several seconds before the audition begins, the excited contender, who has been relentlessly practicing back stage, will take their place behind the revolving door. In the meantime, the audience will be watching the 60 second homemade video-selfie prepared by the contender.

If the audience likes the video, the door will turn towards the stage and the contender will continue singing, this time live on stage, after a makeover and accompanied by a live band in front of the judges.





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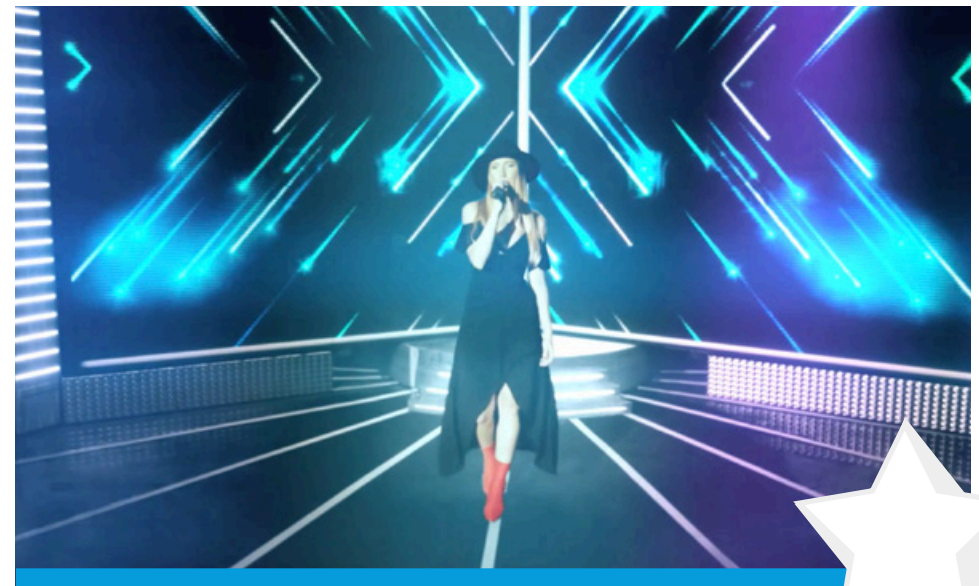
But, what if the audience does not like what it sees? The door will then turn around, but this time, the disappointed contender will face empty seats with no audience and no crowd: game over!

The 36 contenders who passed the auditions will continue to the next stage “One out of Three”.

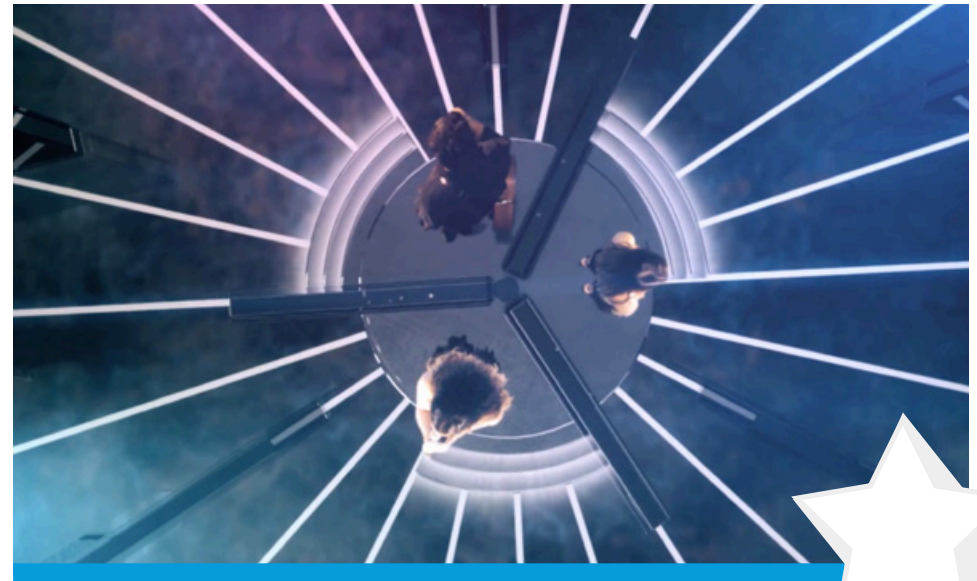
In this stage the revolving door will “spin” three contenders at a time, singing live the same song. The audience will choose just 2 of them to take the stage & sing Duet in front of the judges. The judges will decide who will continue to the next competition and who will go home.

The last stage of Open Call – is the “Final Four”. The audience will watch live performances on the big stage and will choose the show’s ultimate winner. The unique mechanism of this format combines the viewer’s experience and engagement both online and during the prime time broadcast of the show. Watching online is a crucial part of the voting process throughout the show. Each week the audience along with four expert judges will have the power to define the future of the talented contenders.

Open Call is a must have thrilling new-age multi-platform talent show that will bring to your screen heart-warming well-structured auditions, semi-finals and a breath-taking grand finale filled with excitement and suspense.



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