



één (VRT) from Woestijnvis, 8TH September 2019, 13x60 (ENTERTAINMENT)

PITCH

What do we really know about the places we travel? Let's ask an expert

Two contestants will compete to win travel miles with the help of celebrity team mates

27 Local people from 9 countries from around the world will provide the answers in this weekly primetime quiz

//KEY FORMAT ELEMENTS



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THE TEAMS

2 non-celebrity contestants will be accompanied by 2 celebrity team mates each, sitting comfy in their globe



THE PEOPLE

27 people from 9 different countries around the world will provide the answers on the screen;
China, India, Turkey, Colombia, the United States, Russia, the United Arab Emirates, Senegal and Germany.



THE PRIZE

We are playing for kilometres here. In the final round earned KMs can be multiplied. A travel company is attached as sponsor.



GAME MECHANICS

The globes are used as part of the gameplay. In a simple studio setting with live audience, host desk and screen - the globes will open and close to determine progress of the contestants in each round

//OVERVIEW

A family primetime quiz format that takes you around the world in an hour!

In each episode, two teams compete against each other. Each team consists of three people: 1 unknown participant who is the captain of the team, and 2 celebrities.

The quiz consists of five rounds and a final. In the quiz, knowledge questions are interspersed with questions that relate to 27 selected locals, namely from China, India, Turkey, Colombia, the United States, Russia, the United Arab Emirates, Senegal and Germany. The editorial team interviewed those 27 people in advance.

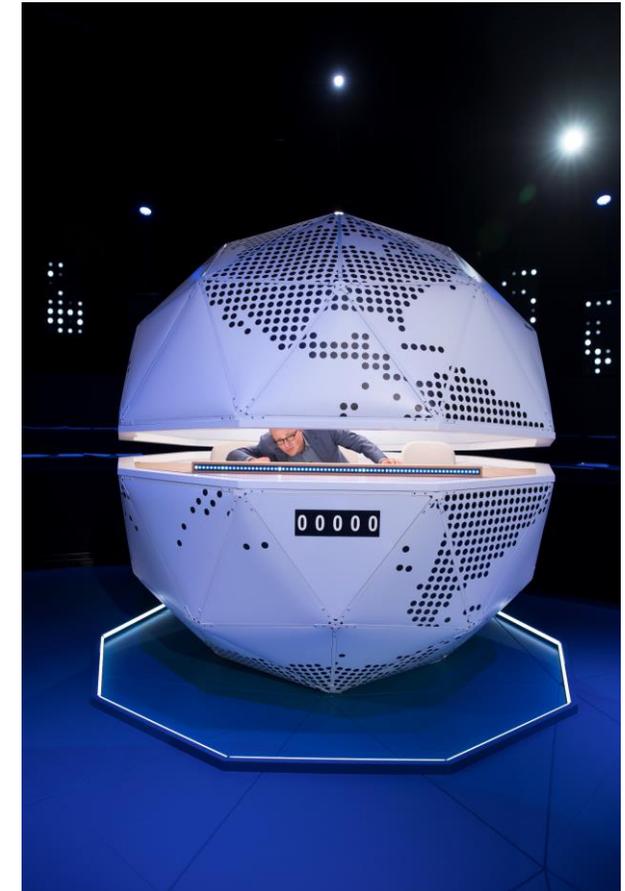
Not only general knowledge and human knowledge are important but the judgement of the participants plays a big part too.

One team drops out after the fifth round. The other team plays the final, in which it is determined whether they will win or not.

During the entire quiz, the score of the teams is expressed in travel kilometers. In the first five rounds, the teams collect or lose kilometers. For the final, the collected kilometers of the finalists are multiplied by 6. If they win the final, that amount of kilometers is converted into a travel voucher from the travel company.

EXAMPLE QUESTIONS

- Match the local to their toilet/bedroom/refrigerator...
- Guess the animal/film/celebrity being described by the local...
- Guess which local has had a certain experience...has not showered in a week, cooked dinner for their family, travelled overseas etc



//STRUCTURE

ROUND 1 - Qui si, qui no -In this round the teams have to estimate how the locals have answered some yes / no questions. These questions are - for example - usually formulated as "Have you ever in your life ...?". The answer from the locals is always "yes" or "no", with or without additional explanation. This round is played in two innings, each team estimates the response of 2 locals during this round. The maximum points to be earned is 200 kilometers, the minimum points to be earned is zero. No points can be lost in this round.

ROUND 2 - Tous Ensemble- the locals work together (symbolically) to make something clear to the candidates. The teams must try to guess what they mean. (e.g. they imitate the same animal, play the same movie scene, impersonate the same celebrity) When the answer is wrong, they don't win or lose anything but the other team still gets a change to win the 300 kilometers. After three items within themes 1-6 are played or after the higher/lower item of theme 7, four quiz questions are asked each time. Every question is worth 300 kilometers. During this round the teams can earn a maximum of $900 + 1200 = 2100$ kilometers. No kilometers can be lost.

ROUND 3 – The Voice of America - In this round, three voxpop videos are shown and linked to a general knowledge question, three knowledge questions are asked. Each question is worth 400 kilometers. The candidates answer individually, without consultation. Each candidate may answer twice, afterwards his button will become inactive. Whoever pushes the button the fastest can answer, without consultation. When the answer is correct, the team earns 400 kilometers. When it's a wrong answer no kilometers are lost but play passes to the other team. Through this round the teams can earn a maximum of 1200 kilometers.

ROUND 4 - Ein Fall Für Drie - the teams must link three locals (from a choice of 3 or 4 locals) to three corresponding options. They earn 500 kilometers if they link the locals correctly. A total of 1500 kilometers can be earned (if they link all three locals to the correct solution). Possible correct answers: 0, 1 or 3. (with a choice of 3 locals); 0, 1, 2 or 3 (with a choice of 4 locals). After this item, 4 more questions are asked. Each question is worth 500 kilometers. Through this round the teams can earn a maximum of $1500 + 2000 = 3500$ kilometers.

ROUND 5 - A la carte (knock-out round) The quizmaster asks a question whereby the answer is a place that can be indicated on a map. He shows six " answer-maps" to the teams. The team with the highest score may choose the first "answer-map". The team can determine the range of the radius of their radar by trading in their kilometers - the bigger their radius, the more chance of a correct answer. When a team answers correctly, the globe of the other team closes 1 position. After closing three positions, a globe is completely closed. That team is therefore eliminated regardless of the number of kilometers already collected. The other team plays the final. In this round the teams can't win any kilometers.

FINAL - Final Mondial - The already collected kilometers are multiplied by six. This new total score is the amount of kilometers they can win in the final. To redeem their kilometers, the team must provide six correct answers within a certain time frame. This time frame is symbolized by the globe closing at a constant speed. Each team member receives three questions in turn. A local of their choice must answer at least one question. If the team manages to give six good answers, together with the locals, before the time runs out, they win the final and the captain receives the corresponding travel check.

//PRODUCTION INFORMATION



CASTING The 60 to 70 candidates selected from the first selection round will be invited to for a final oral interview. Again, knowledge, communication skills and game insight are tested. After this final selection round, 30 people are retained, of which 26 are admitted to the effective tv-show.

CASTING For the first selection round, 342 people are invited who signed up via the broadcaster online website casting casll. Those people are subjected to a short knowledge quiz. If they score sufficiently high (the assessment is made by the editorial team, whose decision is binding) and they are invited for a first short introductory meeting. In addition to knowledge, game insight and communication skills are also tested.

RECORDINGS It's a total of 7 days of filming, in which all candidates must be able to participate. A recording takes about half a day.

BUDGETS 180k per episode due to international travel to 9 countries for 8 days each, plus extensive research pre-production on each territory (1.5 months).

POST PRODUCTION 2 days post per episode, grading/audio etc already done at earlier stage with clips

PRIZE The programme is sponsored by a travel company who provide the prize. The contestant wins kilometres of travel and it is up to the travel agent and contestant to translate this into travel, non-refundable and non-exchangeable for cash

THE LOCALS To create the quiz, the editors went abroad. The editors interviewed and questioned 27 different people in 9 countries. The result of this survey forms the basis for the quiz. In what follows, these foreign interviewees are referred to as "locals".

//TECHNICAL INFORMATION

One benefit to this format is the international footage is available for local adaptations alongside the software;

➤ **International content.**

As you may have seen, the quiz has 5 rounds (Que si, Que no , Tous Ensemble, The voice of America, Ein Fall Für Drie and A la Carte) and one final.

In the event of a 13x60 net commission locally:

- 9 countries (3 persons per country, only in Germany 2 persons)
- Bumpers of 8' and 10' (humor, dancing, ...). 20 different versions

Price to be discussed on contract negotiation

➤ **Game software + database**

Both the game software and database were tailor made and are important in realising the format.

Game software:

Software and hardware: 15.000 EUR (software licence, hardware and preparation developer)

Assistance and training: 5.000 EUR minimum in relation to possible changes made to the software. The developer proposes a training on site.

Database :

Licence, hosting and maintenance for 1 year : 5.000 EUR



//RATINGS

08/09/2019

Channel	Amount of viewers	Age 18-54 share	Age 18-54 rating
We are the world - één	1 012 000	40,2	13,4
Same hour – 2 commercial channels BE	Amount of viewers	Age 18-54 share	Age 18-54 rating
VTM	543 000	20,6	3,8
VIER	145 000	25,5	4,4

15/09/2019

Channel	Amount of viewers 4+	Age 18-54 share	Age 18-54 rating
We are the world - één	864 588	36,6	10,5
Same hour – 2 commercial channels BE	Amount of viewers 4+	Age 18-54 share	Age 18-54 rating
VTM	616 000	24,3	4,4
VIER	127 000	10,1	2,7

22/09/2019

Channel	Amount of viewers 4+	Age 18-54 share	Age 18-54 rating
We are the world - één	827 000	27,7	10,5
Same hour – 2 commercial channels BE	Amount of viewers 4+	Age 18-54 share	Age 18-54 rating
VTM	515 000	18,5	4,4
VIER	473 000	9,8	2,7

'We are the world' has everything a Sunday evening quiz must have: a generous smile, a modest tear and above all a lot of fun!

HUMO – Belgian Magazine – 09/09

'Even though the candidates didn't win. There were still winners, the viewers who had seen a varied and surprising game with a great entertainer as a quizmaster'.

HLN – Belgian Newspaper – 09/09

'The cheerful note of We are the world is situated in the confirmation of our prejudices. We have fallen into the trap of prejudice several times and that makes us all very human. It's perfect entertainment on a Sunday evening'

De Morgen - Belgian Newspaper – 09/09