



## NTV NON-SCRIPTED FORMATS

In the amazing and ever-changing world of formats, NTV is a leader in producing award-winning shows that capture top audiences' mindshare and contribute to a great social cause. This and the high production quality keep the leading position of the channel in the daytime/early primetime slot. From a deeply personal celebrity quiz show to the heartbreakingly emotional singing/dancing contest for socially disadvantaged kids – NTV is proud to present its non-scripted formats lineup. Easily adaptable to any culture, entertaining, and universally appealing, these shows will bring the new heights in audience shares and brand recognition.

**GREAT ENTERTAINMENT,  
MEANINGFUL IMPACT**

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|---|---|
| <div data-bbox="53 15 335 55" data-label="Section-Header"> <h2>DRIVE MASTER</h2> </div> <div data-bbox="0 68 556 837" data-label="Image"> </div>                      | <div data-bbox="607 15 775 55" data-label="Text"> <p>Talent show</p> </div> <div data-bbox="1392 15 1512 55" data-label="Text"> <p>10×120'</p> </div> <div data-bbox="607 82 1319 138" data-label="Text"> <p>Co-developed by NTV and Keshet International, based on an idea by Zipi Rozenblum and Keshet International</p> </div> <div data-bbox="607 164 1487 486" data-label="Text"> <p>'Drive Master' is a prime-time talent show in which participants of all ages and from all over the country will compete against each other on a variety of vehicles. The competition takes place inside a giant shiny studio, serving as the center stage for the hosts and the live audience. The tournament-based season includes auditions and weekly challenges that become more and more difficult with each stage. Trained by professional stunt masters, the participants will try to wow the judges with a variety of stunts. It could be drifting a car with an active electric saw to cut a wooden pole, or parking between two vehicles while driving at 80 mph, or something else equally amazing and challenging. Competitors will be judged based on their performances, and eliminated until only one remains standing, or, rather, driving. This lucky person will be crowned the 'Drive Master'!</p> </div> <div data-bbox="607 563 857 593" data-label="Text"> <p>International rights:</p> </div> <div data-bbox="889 533 977 624" data-label="Image"> </div> <div data-bbox="607 622 857 646" data-label="Text"> <p>Russian ver. production:</p> </div> <div data-bbox="607 647 1417 673" data-label="Text"> <p>NTV Channel, National Motorsport Program 'SMP Racing', 'Auto-Plus' Channel</p> </div> |
| <div data-bbox="53 853 484 893" data-label="Section-Header"> <h2>SECRET FOR A MILLION</h2> </div> <div data-bbox="0 908 556 1596" data-label="Image"> </div>          | <div data-bbox="607 853 768 893" data-label="Text"> <p>Game show</p> </div> <div data-bbox="1385 853 1512 893" data-label="Text"> <p>147×90'</p> </div> <div data-bbox="607 930 1097 959" data-label="Text"> <p>7 seasons aired; 8th season commissioned</p> </div> <div data-bbox="607 984 1506 1279" data-label="Text"> <p>This is NTV's most successful entertainment quiz show. The public simply can't have enough of this original format that digs into celebrities' most scandalous secrets. The most intriguing part is that celebrities speak for themselves. The program is sensational and addictive, investigative and entertaining. It reveals very personal, deep secrets celebrities have been hiding. Every correct answer is rewarded with a cash prize. The show is not hostile but rather, very emotional, showing to the audience that celebrities are just as human as everyone else. The 10th question is the hardest one, it's presented in a special envelope, the celebrity guest looks at it first, and then audience freezes in anticipation – will he or she answer it? Very few did so far...</p> </div> <div data-bbox="607 1335 1110 1430" data-label="Text"> <p>18+ AVERAGE SHARE 20.4%<br/>MORE THAN 200 MLN VIEWS ONLINE<br/>CONSISTENT SLOT LEADER</p> </div> <div data-bbox="607 1468 1037 1525" data-label="Text"> <p>FORMAT RIGHTS ACQUIRED BY ARB TV<br/>FOR AZERBAIJAN</p> </div> <div data-bbox="1072 1469 1177 1533" data-label="Image"> </div>  |
| <div data-bbox="1635 15 1850 55" data-label="Section-Header"> <h2>SUPERYOU!</h2> </div> <div data-bbox="1582 68 2142 572" data-label="Image"> </div>                  | <div data-bbox="2192 15 2360 55" data-label="Text"> <p>Talent show</p> </div> <div data-bbox="2970 15 3094 55" data-label="Text"> <p>58×120'</p> </div> <div data-bbox="2192 82 2689 111" data-label="Text"> <p>4 seasons aired; 5th season commissioned</p> </div> <div data-bbox="2192 138 3094 432" data-label="Text"> <p>'Super You!' is a unique international contest for talented children and teenagers who are growing up without their parents. These kids get a chance to shine in singing or dancing competition where each selected participant is mentored by a celebrity jury member. The main idea of the program is to see their lives take a better turn, watch these kids become confident, bright stars. The show had such deep emotional and social effect on the audience that it immediately turned into a nation-wide social project. The 'Super You!' Charity Fund has been established to provide scholarships to participants after they finish the show. The care and the dedication to these kids make 'Super You!' one of the most moving and meaningful TV projects ever.</p> </div> <div data-bbox="2192 459 2929 555" data-label="Text"> <p>ABSOLUTE LEADER OF SATURDAY'S PRIME-TIME SLOT<br/>SEASON 1 FINALE SHARE 14.7%<br/>MORE THAN 590 MLN VIEWS</p> </div>   |
| <div data-bbox="1635 590 2119 630" data-label="Section-Header"> <h2>PSYCHICS VS DETECTIVES</h2> </div> <div data-bbox="1582 643 2142 1080" data-label="Image"> </div> | <div data-bbox="2192 590 2373 630" data-label="Text"> <p>Reality show</p> </div> <div data-bbox="2996 590 3094 630" data-label="Text"> <p>16×75'</p> </div> <div data-bbox="2192 671 3094 994" data-label="Text"> <p>A unique contest between critical reasoning and supernatural abilities makes a fantastic format. The show proved to be highly popular with the diverse audience and remains one of the most original programs out there. In the battle for a big cash prize, the "Psychics" team competes with the "Detectives" in solving cold cases. In each episode the teams have to solve a real-life criminal case in 12 hours. To do so, the teams must use their own methods – telepathy and clairvoyance for Psychics or ballistics tests and fingerprint analysis for Detectives. The Secret Witness assures that teams receive accurate and complete information and chooses the winning team in each episode. The losing team has to eliminate the "weakest link" – the least effective member. When one team has all of its members eliminated, the opposite team wins the cash prize.</p> </div>   |
| <div data-bbox="1635 1098 1718 1137" data-label="Section-Header"> <h2>DNA</h2> </div> <div data-bbox="1582 1150 2142 1596" data-label="Image"> </div>                 | <div data-bbox="2192 1098 2328 1137" data-label="Text"> <p>Talk show</p> </div> <div data-bbox="2958 1098 3094 1137" data-label="Text"> <p>404×50'</p> </div> <div data-bbox="2192 1169 2306 1198" data-label="Text"> <p>4 seasons</p> </div> <div data-bbox="2192 1224 3094 1439" data-label="Text"> <p>Take people with burning issues, such as – do I have any siblings that I haven't met out there? Is he a relative or a con artist? Make them take a DNA test, mix them together in a studio with live audience and real scientists and – voila – you've got a hit format. Guests present their sides of the story. The host leads experts and the audience to actively participate in the discussion with the guests and afterwards the DNA tests are run to resolve the situation. The show culminates when the results are in and the most controversial, heartbreaking questions are finally answered.</p> </div> <div data-bbox="2192 1466 2730 1562" data-label="Text"> <p>18+ AVERAGE SHARE 21.3%<br/>MORE THAN 270 MLN VIEWS ONLINE<br/>BEST BRAND NEW TALK SHOW OF 2018</p> </div>  |





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