

SUPERSTAR

From nobody to Somebody

FORMAT (this is an actual format and cannot be copied – names have been changed for the purposes of the tutorial)

GENRE

Reality

FORMAT SUMMARY

More than just a talent competition, **SUPERSTAR** allows viewers a unique opportunity to follow the behind the scenes progress of 12 young wannabes as they are groomed for success in a tough and demanding performance academy. The realities of what it takes to become a music superstar are exposed as leading specialists from all fields of the industry give students the very best professional training – from voice and movement to dance, performance and song writing. The students are given the opportunity to meet and learn from their favourite stars who will be conducting exclusive master-classes, sharing their wisdom and tips for success.

WHAT IT DOES

The world is about fast tracking and quick fixes – how do we go from being a nobody to a somebody overnight. **SUPERSTAR** offers just that – a chance to transform your life from shabby and drab to glitzy and glam. **SUPERSTAR** creates stars and it is these celebrity and A-listers whom we love to follow, admire, emulate and talk about ... where they are, who they are, what they are ... it's where, what and who we want to be. **SUPERSTAR** creates stars who in turn create media hype and lure the paparazzi, creating further sensation and fame. Finally, and most importantly **SUPERSTAR** will produce viable and sustainable local performers and recording artists.

HOW DOES IT DO IT

SUPERSTAR strives towards finding hidden potential and producing talent that is worthy of the public vote **SUPERSTAR** is not just about pretty seventeen-year old with nice voices. From the thousands that we audition we will be looking for the "It Factor" – that magic ingredient - that makes every day individuals' superstars. **SUPERSTAR** will select top raw talent that can be transformed into Stardom in just 10 weeks through rigorous and challenging curriculum in the academy. In the academy we hone the talent and instill both a passion and a dedication to the art. Finally, the winner is given the chance to make it big by securing the opportunity to write, perform and release an album under the guidance of a seasoned and notable Music label.

HOW IT WORKS

ROLL OUT OVERVIEW

13 weeks of 90 min shows

- 1 x 90 min Audition ep (Packaged)
- 1 x 90 min Call back shows (Packaged)
- 1 x 90 Gala show –These 15 enter the academy (Live)
- 8 x 90 min Eviction / Nomination shows (LIVE)
- 1 x 90 min Semi- Finale (LIVE)
- 1 x 90 min Grande Finale (LIVE)

Daily academy show

- 10 x 3 per week 30 min prepackaged highlights of life in the Academy.
- These daily shows are to be aired from the Gala show (when the pupils enter the academy) through to till the Finale, where the winner is proclaimed (Packaged).

CONTENT

AUDITION AND CALL BACK SHOW

Introduction of the series, and what the series intends to achieve and deliver. Introduction of Judges and Jury and the audition phase, which kicks off the process of finding 12 possible new superstars. A 'behind the scenes' look at all the drama and entertainment that is part of the audition action, as the team sifts through of thousands of hilarious and entertaining auditions from across South Africa, to find the gems. The tears and joys of those who make it through to the call back show, and those who are axed before they can start to dream.

GALA SHOW – LIVE

A live spectacular where the 12 chosen contestants are revealed to South Africans in their "raw form" Pre-packaged audio-visual material on each contestant. Individual and group performances by contestants' Live interviews on stage with contestants. Possible live interviews with family or friends of each contestant in the audience. Will include the explanation of the academy and a look at who will be involved. The faculty for the season is introduced. The viewers are entertained with a line-up guest artists and performers in celebration of tomorrow's stars.

DAILY SHOWS

(Monday, Wednesday and Friday) Three days a week a 30 minute episode is aired showing the daily highlights of the goings on and the drama at the Academy and the background stories of the pupils.

The daily element of the students living and working together in front of the cameras as they prepare to perform live for the favour of the faculty, judges and fans means we have a rich source of reality content. The hardships faced as they chase their ascending star and foray into fame allow the audience a glimpse into the person behind the performer. This is what turns individuals into three dimensional characters and establishes a habit of addictive viewing as has been seen in popular and successful reality shows.

The Academy will explore the art of fame – taking extraordinary talent and making it exceptional on the stage. We will achieve the best results by ensuring the academy is able to motivate and inspire creativity, and that the teachers are able to mentor and share.

NOMINATION AND EVICTION SHOWS

(Saturday) The Live Show – Evictions and Nominations take place during this 90 min glitz and glam spectacular. These “gala” events will strive to produce world class entertainment that will be the “show of choice” amongst TV audiences. Music choices will be based on the strengths and genre preferences of the pupils – ensuring that we increase the popularity of the pupils and build stars. However, the latest in fashion, style, design and music will be woven into the fabric of the series, ensuring that we showcase a “now” series

Running order

- The voting from the week is closed and the two nominees perform the songs from the previous week that placed them on probation, before they wait to hear their fate. This could very well be their final performance in the competition. One nominee goes home.
- The episode then goes on to showcase the talents of the remaining students, including the student who the audience voted to save, as contestants perform weekly music themes in front of the faculty and judges with a live studio audience.
- On occasion guest artists will perform and surprise appearances will be made by celebrities, family and friends.
- Each week the jury, made up of respected industry members, put a minimum of four students who have not made the grade on probation. These four are then whittled down to two immediately by:
 - The teachers who then vote to save the pupil they feel has the most potential.
 - The rest of the students get the chance to rescue one of their classmates. (The introduction of a jury and the votes accorded the teachers and the students provide a system of checks and balances to ensure fair voting practices in a transparent and dramatic way.)
 - The two remaining nominees will continue training in the Academy and have a week to prepare to sing for their supper in the next live show.
- The audience has a full week to vote for their favorite contestant, and ‘save’ them from elimination.

SEMI FINAL

- The voting from the week is closed and the two nominees perform the songs from the previous week that placed them on probation, before they wait to hear their fate. This could very well be their final performance in the competition. One nominee goes home.
- The final 4 semi-finalists breath a sigh of relief knowing that no matter what they have all made it to the Finale.
- The final 4 then perform season highlights, including the Judges Choice, with a live studio audience hoping to garner the necessary votes to ensure that they become the viewers' favourite.
- The voting lines open and give the viewers a final chance to vote for their winner that will be announced in the following episode.

FINALE

A live spectacular where the final four contestants perform for the last time on the SUPERSTAR stage. Local music stars will perform as guest artists and in collaboration with the final four contestants. The winner of the Series is announced.

ON AIR ROLL OUT

Week on air	Week in the academy	Day	Programme type	Dur.	Live / packaged
1		Sat	Audition show	45 min	packaged
2		Sat	Call back Show	45 min	packaged
3		Sat	Gala Show the unveiling of the 12 chosen contestants, in their raw talent stage before we have started coaching them. These 12 then enter the Academy	90 min	Live
4	1	Mon	Daily	26 min	packaged
		Wed	Daily	26 min	packaged
		Fri	Daily	26 min	packaged
		Sat	Nomination show Voting starts	90 min	Live
5	2	Mon	Daily	26 min	packaged
		Wed	Daily	26 min	packaged
		Fri	Daily	26 min	packaged
		Sat	Eviction and Nomination show 12- 11	90 min	Live
6	3	Mon	Daily	26 min	packaged

		Wed	Daily	26 min	packaged
		Fri	Daily	26 min	packaged
		Sat	Eviction and Nomination show 11-10	90 min	Live
7	4	Mon	Daily	26 min	packaged
		Wed	Daily	26 min	packaged
		Fri	Daily	26 min	packaged
		Sat	Eviction and Nomination show 10-9	90 min	Live
8	5	Mon	Daily	26 min	packaged
		Wed	Daily	26 min	packaged
		Fri	Daily	26 min	packaged
		Sat	Eviction and Nomination show 9-8	90 min	Live
9	6	Mon	Daily	26 min	packaged
		Wed	Daily	26 min	packaged
		Fri	Daily	26 min	packaged
		Sat	Eviction and Nomination show 8-7	90 min	Live
10	7	Mon	Daily	26 min	packaged
		Wed	Daily	26 min	packaged
		Fri	Daily	26 min	packaged
		Sat	Eviction and Nomination show 7-6	90 min	Live
11	8	Mon	Daily	26 min	packaged
		Wed	Daily	26 min	packaged
		Fri	Daily	26 min	packaged
		Sat	Eviction and Nomination show 6-5	90 min	Live
12	9	Mon	Daily	26 min	packaged
		Wed	Daily	26 min	packaged
		Fri	Daily	26 min	packaged
		Sat	Eviction and Nomination show 5-4 All 4 are up for voting	90 min	Live
13	10	Mon	Daily	26 min	packaged
		Wed	Daily	26 min	packaged
		Fri	Daily	26 min	packaged
		Sat	Eviction and Nomination show 4-1 Evict no 4 - 1 and end with 1 winner	90 min	Live

