

40

(GAMESHOW/TALK SHOW)



A famous figure

a moderator

40 questions

2 *minutes* to answer!

“40” is a high tension countdown to receive the highest honesty report card. It is a celebrity talk show with a gameshow twist; as serious as who wants to be a millionaire, as fun as a celebrity magazine show. It is the celebrity’s one and only chance to come clean. Chitchatting, dancing around the answer is not allowed.

Highest rated new show of 2018-2109 !

Creating unseen social buzz and new headlines each week!

The studio is an arena, a **360-degrees self-reflecting mirror** that provides the celebrity guest, a real chance to explain, to come clean, to be understood. The guests already know the answers, there is **no trophy** to be won and No! They will not be **dancing, singing** or **battling** it out against their competitor.

No manipulation, no re-edits, no small talk, no flash lights!

An eye to eye, straight forward Q&A, starts with the countdown from 120seconds.





Face to face with millions, celebs take the hot seat to move up in the questions ladder. All they need to do is to fill their *report card* by *answering questions about themselves!*

“40” is a unique Prime Time Celebrity talkshow designed as a Q&A gameshow. Celebrities, famous figures who are constantly on news, tabloids, press headlines, whom we want to find out the truth about are invited to the show. This time, the small-talk is not allowed. Straight forward questions from news, from videoclips, experts and public that no-one dared to ask before but everybody talked about, is at stake. It is the guests’ one and only chance to answer directly without any manipulations and cheesy speculations. There are 40 questions about the guest against a clock. Depending on the difficulty level of the questions the guest has to face the countdown from 1 minute to 3 minutes. No time for chitchatting, no dancing around the answer is possible. They can accumulate extra time for **RED questions** by answering the **GREEN questions** faster. They have the freedom of passing a question that they do not want to answer. All their answers and their time spent will be in their report card. However this will be seen in their report card as well. Simultaneously the studio audience and viewer will vote for the celebrity’s answer. Did they believe in the celebrity’s answer? After each answer audience will play the game via 40 app and click to YES! Or NO! All data will be gathered and the **Report Card** with honesty level score will be given at the end of the show .

For the first time ever
Instead of chasing the celebrity to be able to ask them a question,
Celebrity needs to hurry and chase our next question!

In 40, our editors with journalistic backgrounds make a detailed research on the guest from the day they were born until today. They read press, news, gossips, social media and accumulate all the inventory they find, then they dig in to read in between lines, find missing links and notice inconsistencies.

Among 40 questions, 10 questions are asked by experts with different point of views, 10 comes from the public either as a video question or a written one via social media. The questions are divided into 2 difficulty levels. Red and Green. **GREEN** questions are relatively easier for the guest to answer, providing a transition phase for the **RED** ones that no one dared to ask directly before, but the speculations were out there for a long time. *“Were they involved in a religious cult? Were they bumped up to a position due to their relationship with the government? What is the effect of the age difference between their spouse?, Did they have an addiction problem? And so on...”*

“**40**” invites the famous figures from all walks of life who are repeatedly on the headlines, whom we are curious about, whom we think we know, based on what we read, watched or heard. We learn about them through an angle that is limited or edited. Connecting with the new generation of viewing habits we want to be able learn as many things as possible about the celebrity, as fast and direct as possible, that is why in “**40**” all answers are limited to only **2 minutes**. The guests cannot change the question, talk about something else or use the politic tricks to talk non-sense because that is not an option and they are not given time to do so.

360 degrees, low key lit studio, with a basic table and not very comfortable chair to sit on, without the expected cheering crowd and applause, our guest is left alone in silence with our moderator. 40 creates an atmosphere to keep the guest on their toes, giving them nowhere to hide, no cameras to act at, no signs of positive or negative feedback until the end.

As serious and dramatic as **Q&A**, as real and personal as **reality**, as juicy as **celebrity magazine**, “**40**” is a unique cross-genre program, **a race against time to hear the truth first hand!**

“**40**” is the celebrity's **duello** against speculations, distorted facts, hidden secrets! It is their precious time to *redeem their regrets!* They'd need to fight for their credibility to receive the top **Report Card!**



THE HOST is a reliable, respected anchorwoman who acts as a moderator rather than a host. She is *objective* and she does not comment on the guest's answers. She is *respectful* and *welcoming* but she neither supports nor criticises the guest. She is not judgmental but she is seriously after the *truth*. Before the question is asked, the host explains the background and the context of the question to introduce it, to establish the framework. A very short heads up for what is coming next! Then 2 minutes starts with the question. Final countdown of 30 seconds is given to the screen in the studio.

Throughout the show, the host has 2 *extra questions* to ask if she needed. When she believes something is not clear or when we have a proof of concept contradicting with the guest's explanation, she can interfere and add an extra question.



“40” Exalts and empowers the “**VIEWER**”, provides a **freeing experience** for the “**CELEBRITY**”. The ultimate **confrontation**, “40” with its unique structure is a proven formula for every channel's Prime Time needs.

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Screeners

Promo: [LINK](#)

Eps 1: [LINK](#)

For more info: Lucid Dream
Entertainment

Email: [NILUFER KUYEL](mailto:NILUFER.KUYEL)

Broadcast Period: Turkey – CNNTURK- KANAL D x
80' (October 2018 -ongoing)

“40” is the **highest rated** new show of 2018-2019. “40” swept over the whole competition, for **all demographics** on TV and on all social media!

Boosted Channel's time slot average by 250%

A solid proof concept that objective, respectful, high quality content can also climb to the **top in ratings charts!**