

MY STYLE ROCKS



“My Style Rocks” is a studio based fashion game-show.

13 contestants compete over 14 weeks in this daily strip with weekly prime time eliminations. The ladies are given one theme every week to shop for, and a budget that they can use as they wish. Perhaps they will buy a new outfit, or accessorize something they already have in their wardrobe? Maybe they will call a friend to help? Either way, their style choices will be evaluated on a daily basis by a panel of 3 judges when they take to the catwalk. A yes vote earns them a “You Have Style!” point, and enough of these help protect them from elimination in the weekly prime time shows. With guest celebrities, a daily style parade and big competition, only one woman will be chosen as the most stylish in the country. She will win the big cash prize!

Genre:
Fashion

Contestants:
13 contestants, 3 jury members

Duration:
Daily, Access Prime



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The name of the game is to find the most stylish woman in the country. 13 contestants take part and they are judged by a panel of three leading fashion designers.

The contestants are given a limited budget (\$1,000) every week to prepare for the program, but it is up to them how they spend it. They might buy something new to go with items already in their wardrobes, or ask for help from their friends.

Daily episodes: The contestants start with a free style show. They take to the catwalk one by one in front of the jury, showing off their best style. The price tags of their outfits are also shown on the screen with additional details on the program's website. When they reach the podium, the host will ask, "Tell us about your style!" First, their rivals will comment, followed by the jury members. The final decision rests with the jury. If they like her look, the contestant is given a "You Have Style" vote, and if they get two members out of three voting from them, a "Star" sign goes up.

Weekly episodes: Eliminations happen in the weekly primetime Gala episodes. In this episode a special guest will be brought into the studio every week and be able to vote along with the jury. Every week, one new theme is given to the contestants such as a summer party, the 80's, a brunch in a 5 star hotel, going to a football match with your boyfriend, or attending your sister's wedding etc. There are two phases to the eliminations.

First, jury members vote for the weakest contestant of that week. Each jury member gives points from 1 to 5.

Then contestants vote amongst each other to determine the weakest one. The three contestants with the most stars will have an immunity right from this nomination. After the third week, the two contestants with the most stars will have an immunity right, and after the eighth week only one contestant with the most stars will have an immunity right.

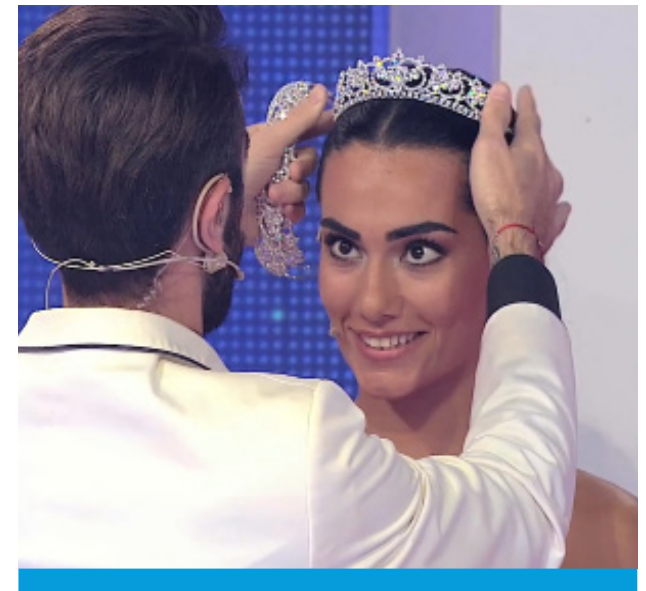
Those with the least votes from both take to the catwalk again and jury members must decide who will be eliminated from the show.

After 14 weeks, in the Grand Finale, one of the three women will be crowned the most stylish in the country by SMS voting, and she will win the big cash prize \$100,000



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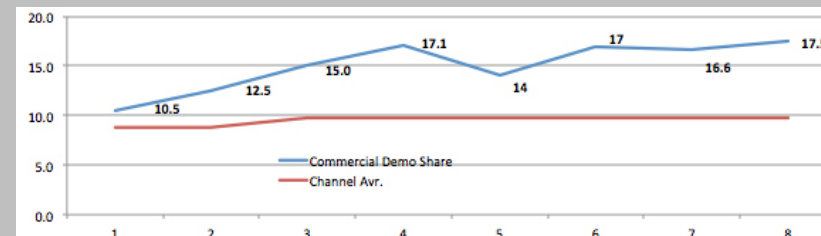
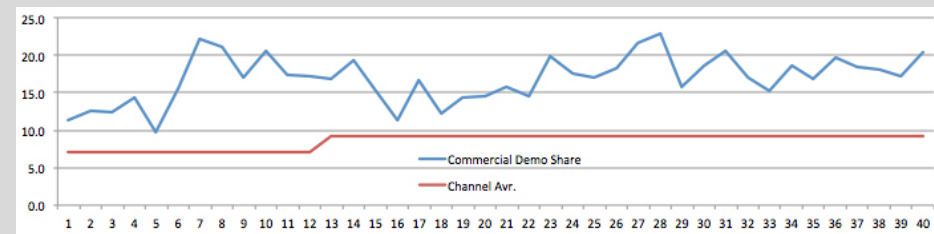
DAILY EPISODES

Week	Date	Commercial Demo Share	Channel Avr.
Week # 1	15.09.2014 - Monday	11.4	7.1
	16.09.2014 - Tuesday	12.6	7.1
	17.09.2014 - Wednesday	12.4	7.1
	18.09.2014 - Thursday	14.4	7.1
	19.09.2014 - Friday	9.7	7.1
Week # 2	22.09.2014 - Monday	15.6	7.1
	23.09.2014 - Tuesday	22.2	7.1
	24.09.2014 - Wednesday	21.0	7.1
	25.09.2014 - Thursday	17.1	7.1
	26.09.2014 - Friday	20.6	7.1
Week # 3	29.09.2014 - Monday	17.3	7.1
	30.09.2014 - Tuesday	17.2	7.1
	01.10.2014 - Wednesday	16.8	9.2
	02.10.2014 - Thursday	19.4	9.2
	03.10.2014 - Friday	15.4	9.2
Week # 4	06.10.2014 - Monday	11.3	9.2
	07.10.2014 - Tuesday	16.6	9.2
	08.10.2014 - Wednesday	12.2	9.2
	09.10.2014 - Thursday	14.4	9.2
	10.10.2014 - Friday	14.5	9.2
Week # 5	13.10.2014 - Monday	15.8	9.2
	14.10.2014 - Tuesday	14.5	9.2
	15.10.2014 - Wednesday	19.8	9.2
	16.10.2014 - Thursday	17.5	9.2
	17.10.2014 - Friday	17.1	9.2
Week # 6	20.10.2014 - Monday	18.3	9.2
	21.10.2014 - Tuesday	21.7	9.2
	22.10.2014 - Wednesday	22.8	9.2
	23.10.2014 - Thursday	15.7	9.2
	24.10.2014 - Friday	18.6	9.2
Week # 7	27.10.2014 - Monday	20.6	9.2
	28.10.2014 - Tuesday	17	9.2
	29.10.2014 - Wednesday	15.2	9.2
	30.10.2014 - Thursday	18.6	9.2
	31.10.2014 - Friday	16.9	9.2
Week # 8	03.11.2014 - Monday	19.6	9.2
	04.11.2014 - Tuesday	18.5	9.2
	05.11.2014 - Wednesday	18	9.2
	06.11.2014 - Thursday	17.2	9.2
	07.11.2014 - Friday	20.3	9.2

WEEKLY EPISODES

Week	Date	Commercial Demo Share	Channel Avr.
Week# 1	20.09.2014 - Saturday - GALA	10.5	8.8
Week# 2	27.09.2014 - Saturday - GALA	12.5	8.8
Week# 3	04.10.2014 - Saturday - GALA	15.0	9.7
Week# 4	11.10.2014 - Saturday - GALA	17.1	9.7
Week# 5	18.10.2014 - Saturday - GALA	14	9.7
Week# 6	25.10.2014 - Saturday - GALA	17	9.7
Week# 7	01.11.2014 - Saturday - GALA	16.6	9.7
Week# 8	08.11.2014 - Saturday - GALA	17.5	9.7

Most watched daytime program has **doubled** channel's slot average and winner of social media.



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