



game show in my head



**THE GAME SHOW ONLY YOU
KNOW YOU'RE PLAYING...**

*Do you consider yourself a daredevil, a risk taker, a great salesman?
Can you get people to do things that any normal person wouldn't?*



Game Show in My Head is a hidden camera show in which contestants wear an earpiece as they go about life in the city, and are instructed back in the studio by the host to do various stunts. If the contestants can perform these crazy, outrageous and often embarrassing tasks in public, they can go home with big money.

The contestants are ordinary people; such as a personal trainer, a waitress or a marketing executive, who will have to put their natural charm and powers of persuasion to the test. Challenges could be convincing a member of the public that they owe them \$5, persuading a stranger to dump the contestant's girlfriend for them over the phone, asking someone to mug them in broad daylight for money, or talking someone into paying for them to give you a back massage.

They get five thousand dollars for every challenge completed. They then have a chance to double their money with a big final challenge. Do it all and they win \$50,000.

It's all about how far the contestant is willing to go to win the ultimate prize.

"entertaining and a kick to watch" Hollywood Reporter



The US version was a co-production between
Hat Trick Productions, Katalyst Films
 in association with Fox 21 for CBS.

