



Family
Entertainment Show





The Best Idea



On air since 2004 in the Netherlands and outperforming the SBS 6 channel average by up to 80% in the commercial target group.

Creativity, ingenuity and the determination to come up with something both new and useful: that is the concept behind "The Best Idea" as it searches for the person with the most amazing invention. The inventors are kids, students, housewives, retirees etc. Not only will the winner receive a cash prize - their project is also professionally developed, produced and marketed!



The hopeful candidates are given a 4-staged opportunity to present their ideas. In a presentation booth fitted with a camera hidden behind a one-way mirror, they have 1 minute to make their first sales pitch. It is the overall potential of the idea that determines if the candidate makes it to the next round - with some of the inventions being so weird that they do not have the slightest chance to make it into production! In the second round, the remaining candidates are confronted by a professional jury. The 4 jurors - all industrial, business and design pro-

professionals - evaluate the ideas in terms of the product's aesthetics, practicality, ease of manufacture, commercial viability and its benefit to society. The experts then offer feedback to the candidates concerning further development of their invention for a possible next round, and they select the 20 best ideas.

Assisted by a professional designer agency the candidates make the suggested improvements - this process is also recorded. Now, the 20 participants battle it out in 2 semi-finals, with the jury handpicking the 6 finalists.

In the live final, it is up to the viewing public - not the jury! After the presentations, the audience votes by phone or text message. At the end, the host reveals the winner, who receives a considerable sum of money and sees his idea becoming reality!

"The Best Idea" - Family Entertainment at its best! Now debuting on Germany's Sat.1!



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