

YOU DESERVE IT

WHAT?

| | | |
|-----------|-------------------|----------|
| \$ 10,000 | Thick Skin | \$ 5,400 |
| Republic | Primates | Split |
| Yellow | | Fruit |
| Fo-Fana | | hiquita |



It's better to give than to receive





You Deserve It

It's Better to Give than to Receive!

The first game show where a contestant is not playing for himself... but for someone else. Someone special. Someone who deserves it! The goal is to win as much money as possible - to be able to give as much as possible!

In this emotional game show, contestants have to recommend the beneficiary for whom they want to play. They can potentially win a fortune and make this the turning point in the life of one special person. Emotions run high, because this special person has always been through tough, often dreadful experiences.

Dogged by bad luck and misfortune. Desperately in need of a slice of fortune coming their way. The beneficiary does not have the faintest idea about what's boiling - not about the preparations, not about the contestant playing for him in a TV show... not a clue!

Secrecy is part of the plan, until we surprise this person in an eye-watering finale and reveal the big check with a hopefully life-changing amount of money. To achieve this, the contestant has to go through nerve-wrecking rounds, each offering 10 clues to solve a question. Clues do not come for free - sometimes they cost a nice measly sum, sometimes a disastrous amount of cash.





You Deserve It

Everything depends on the contestant's knowledge, intuition and how they keep their cool at all times!

"You Deserve It" is the new blockbuster from the creator of "Deal Or No Deal" and offers a unique combination of studio-based, nail-biting game play and on-location reality TV with a big surprise reveal. These ingredients guarantee to have viewers glued to their TV sets!



You Deserve It

Game Show

Format created by Dick de Rijk Productions BV for Red Arrow Entertainment Group GmbH

Produced by Kinetic Content for ABC in association with SevenOne International

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