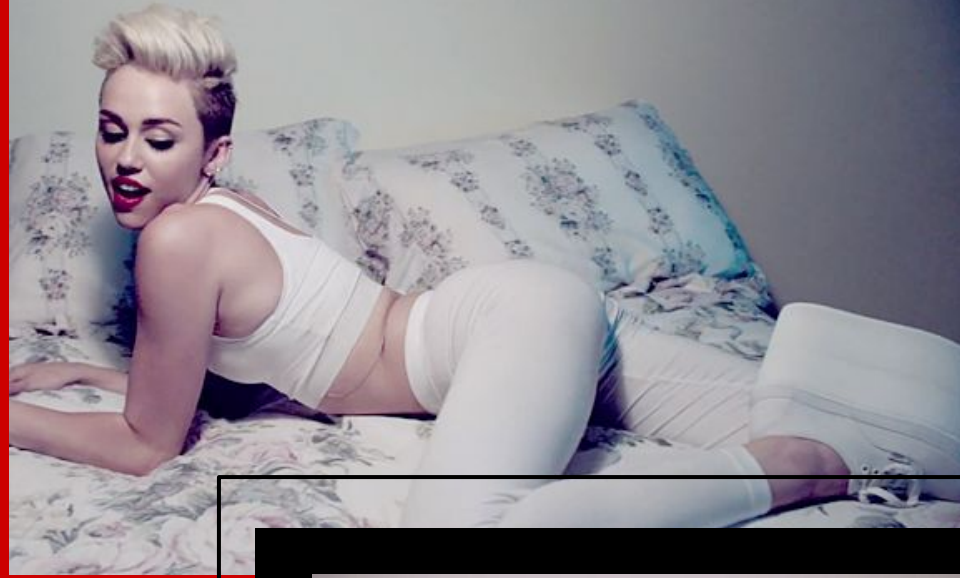


BRINGING DOWN THE HOUSE

A performance competition show.



Pop hits come and go. A parody is forever.

CONCEPT

Turning this...



...into this



Parody music videos are one of the most popular types of videos on the web and beyond, garnering billions of collective views.

Bringing Down The House brings this tried and true phenomenon to television as a comedic performance competition show in the spirit of *The Voice*, *American Idol* and *Lip Sync Battle*.

LIVE PERFORMANCES

Imagine the funniest parody music videos *performed live* on stage with top line production value and award show-level performance theatrics.

Each week, our contestants will have to transform the hottest current and classic pop songs into grandiose parody performances – all under a strict deadline.



TYPES OF PARODIES

Many of the parodies will be mocking the original song and artist, as seen here in SNL's "Single Ladies" parody, while others will add a twist element.

For example, instead of 50 Cent's "In the Club," a contestant may perform "In the Tub," with bath tubs and rubber duckies on stage.



STRUCTURE

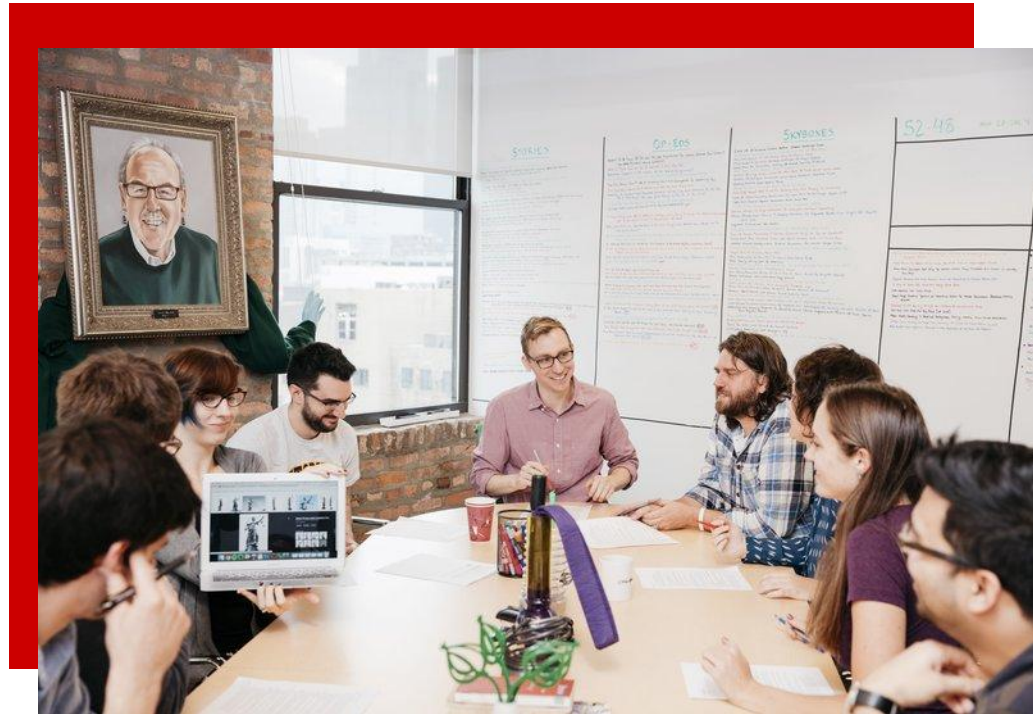
The show will feature a superstar host and a panel of celebrity mentors who will divvy up the contestants into five teams of five.



TEAM SELECTIONS

The pool of contestants will be selected through an online audition process where aspiring performers will be able to submit their own parody videos for consideration.

Once the producers narrow the field down to 25 contestants, the mentors will pick their teams in a fantasy football style draft.



WEEK TO WEEK



Performers will have to develop a new parody each week, aided by a team of set designers, prop masters, session musicians, background dancers and choreographers.

MENTORING

The mentors will guide the contestants along in their preparations, from early lyric writing through final rehearsals.



EARLY ROUNDS



In episodes 2-6, each team will have to work together to create and perform a group parody of a pre-selected song.

Teammates will have to showcase a wide range of skills while also proving they can work well together in a deadline-driven team environment.

EARLY ROUND ELIMINATIONS

At the end of early round episodes, the mentors will each have to eliminate one contestant from their own team. These eliminations will grow increasingly difficult as the mentors grow attached to their team members.



FINALISTS

By episode 7, we are left with our five finalists.





LATTER ROUNDS

In the latter rounds, contestants will be given the freedom to choose their own song to parody, and different challenges will be introduced to keep the pressure on; a duet with their mentor, a music video shoot with a top director, maybe even a performance with the musician they're parodying.

Since the mentors will now be eliminated along with the contestants, trash talking and competitiveness will intensify.

BIGGER PERFORMANCES

As the season progresses, the performances will get even more massive and laugh-out-loud funny as the contestants will have to keep topping themselves and their competition.



TEAM GIANNA

WAYS TO VOTE

1. Americanidol.com/vote

Log into FB

2. FoxNow App

3. Google Search Voting

Search American Idol Vote

Log into Google Account

4. Toll- Free Calling

866-436-5702

5. Text

Text 2 To 21523



AUDIENCE VOTING

The audience will now be given a chance to vote for their favorite of the five finalists.

Voting will be available on platforms like Twitter, Facebook and Instagram, providing a strong social media presence for the show, and allowing fans to become active participants.

FINALS

In the season finale our two finalists will go head to head and create parody performances that will top everything we've seen so far.

These will be the biggest performances yet. Contestants will have to dig deep into their creative arsenals and apply everything they have learned throughout the season. The mentors will have to push them harder to secure a victory and bragging rights for the season.



PRIZE

In the end, one contestant will be crowned champion. The winner will receive a significant cash prize, a talent agency contract, and multiple film and TV opportunities.



BRINGING DOWN THE HOUSE



BRINGING DOWN THE HOUSE is the ultimate family entertainment experience – comedy, music and competition all melded into one show. It will instantly garner a massive online presence, as each performance can be cut into a 3-minute clip and distributed digitally to multiple platforms. As long as there is pop music in the public consciousness, there will be endless opportunities for parodies.