



usa

REAL COUNTRY

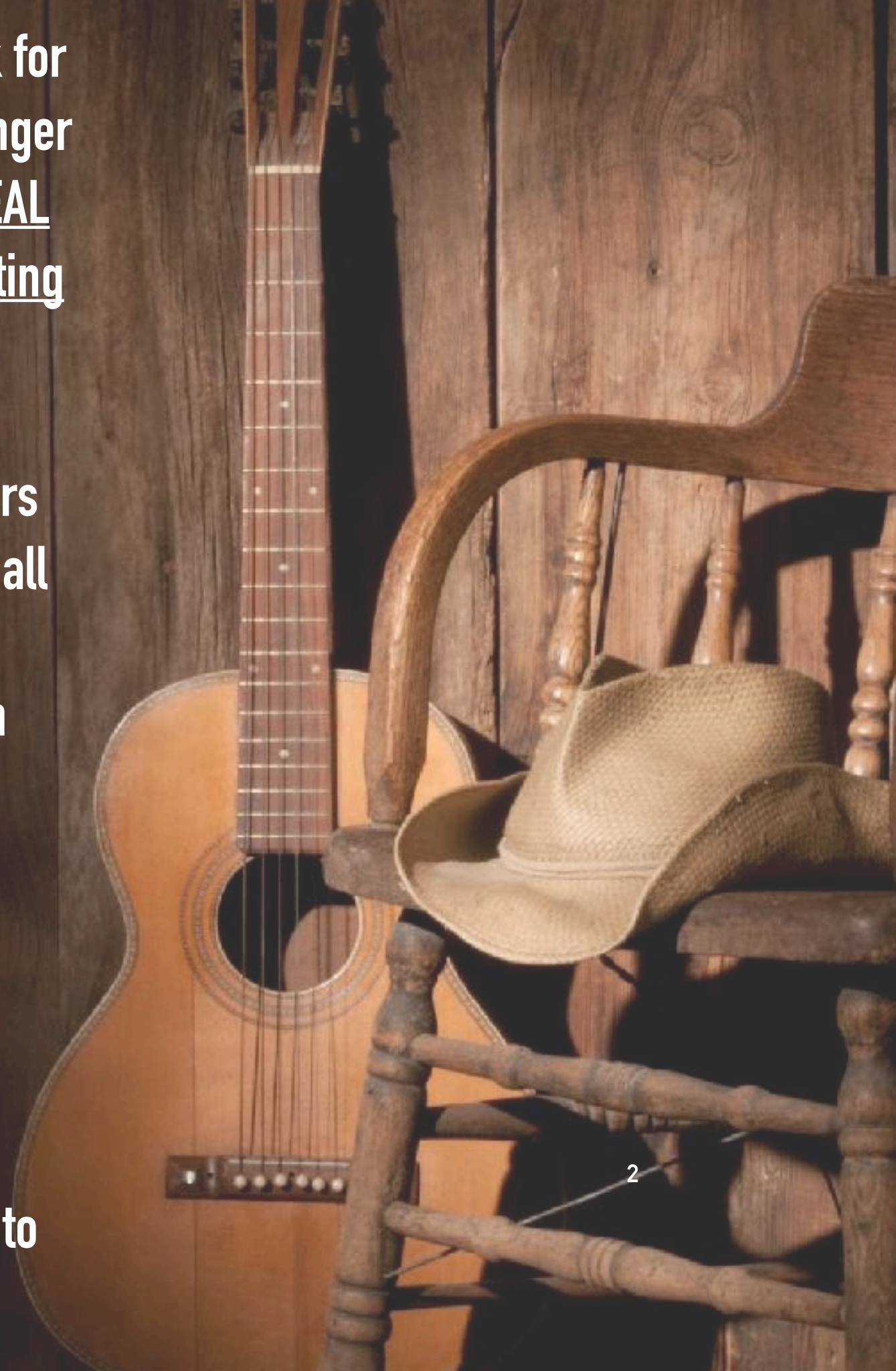
This Fall 2018, USA Networks, cable's #1 network for 12 years straight is going to debut the game changer in unscripted competition shows. Introducing: REAL COUNTRY, the music show America has been waiting for.

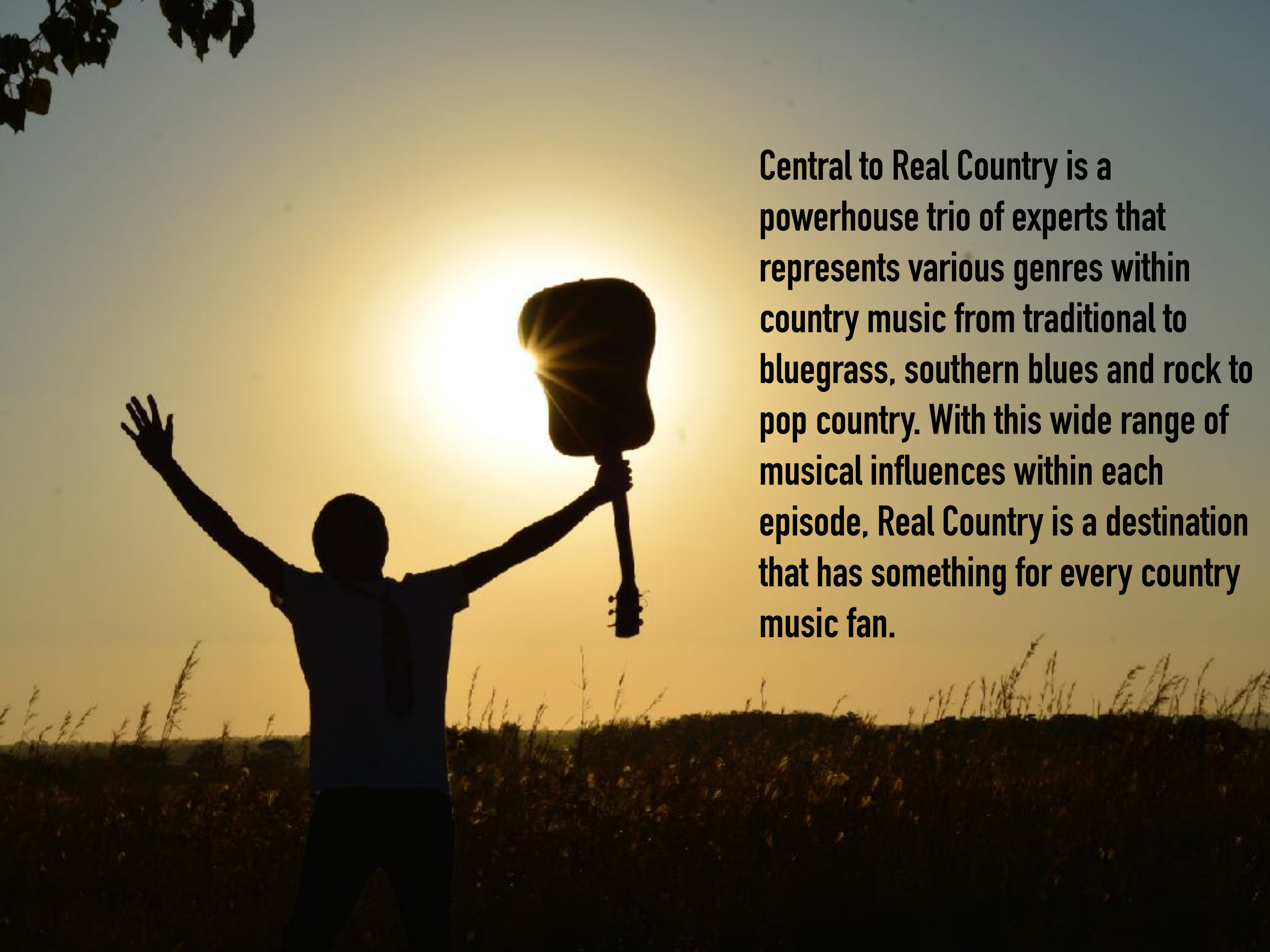
From Producers of "The Voice", Real Country offers authentic and talented up-and-coming artists of all Country genres the opportunity to compete in a Nashville setting before a national audience in an exciting weekly series.

Shoot Dates: August 12 – September 7, 2018

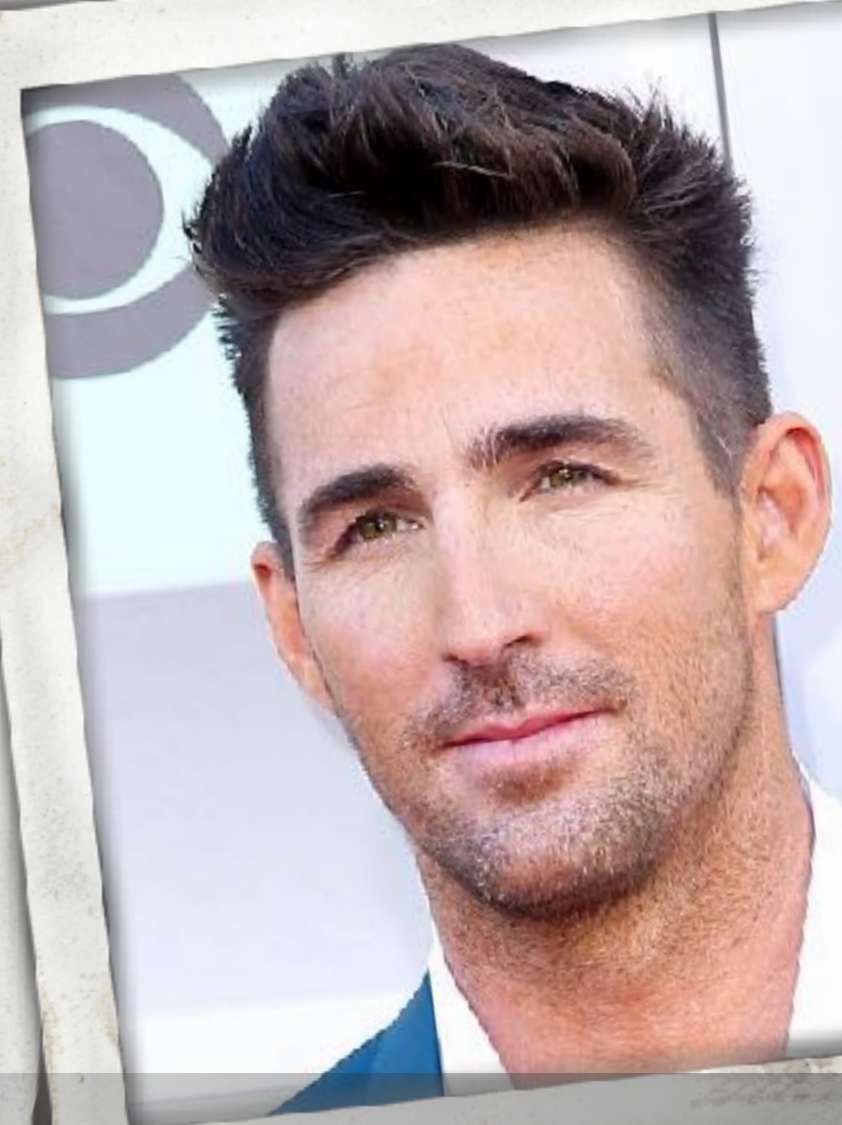
Location: Nashville, Tennessee

Premiere Date: October 23, 2018 – 9 PM (Subject to change)





Central to Real Country is a powerhouse trio of experts that represents various genres within country music from traditional to bluegrass, southern blues and rock to pop country. With this wide range of musical influences within each episode, Real Country is a destination that has something for every country music fan.



THE EXPERTS

TRAVIS TRITT



- **Grand Ole Opry Member since 1992**
- **Two-time Grammy Winner**
- **Has amassed 25 million in career album sales**
- **Topped the SoundScan Country Albums chart for 50 consecutive weeks**

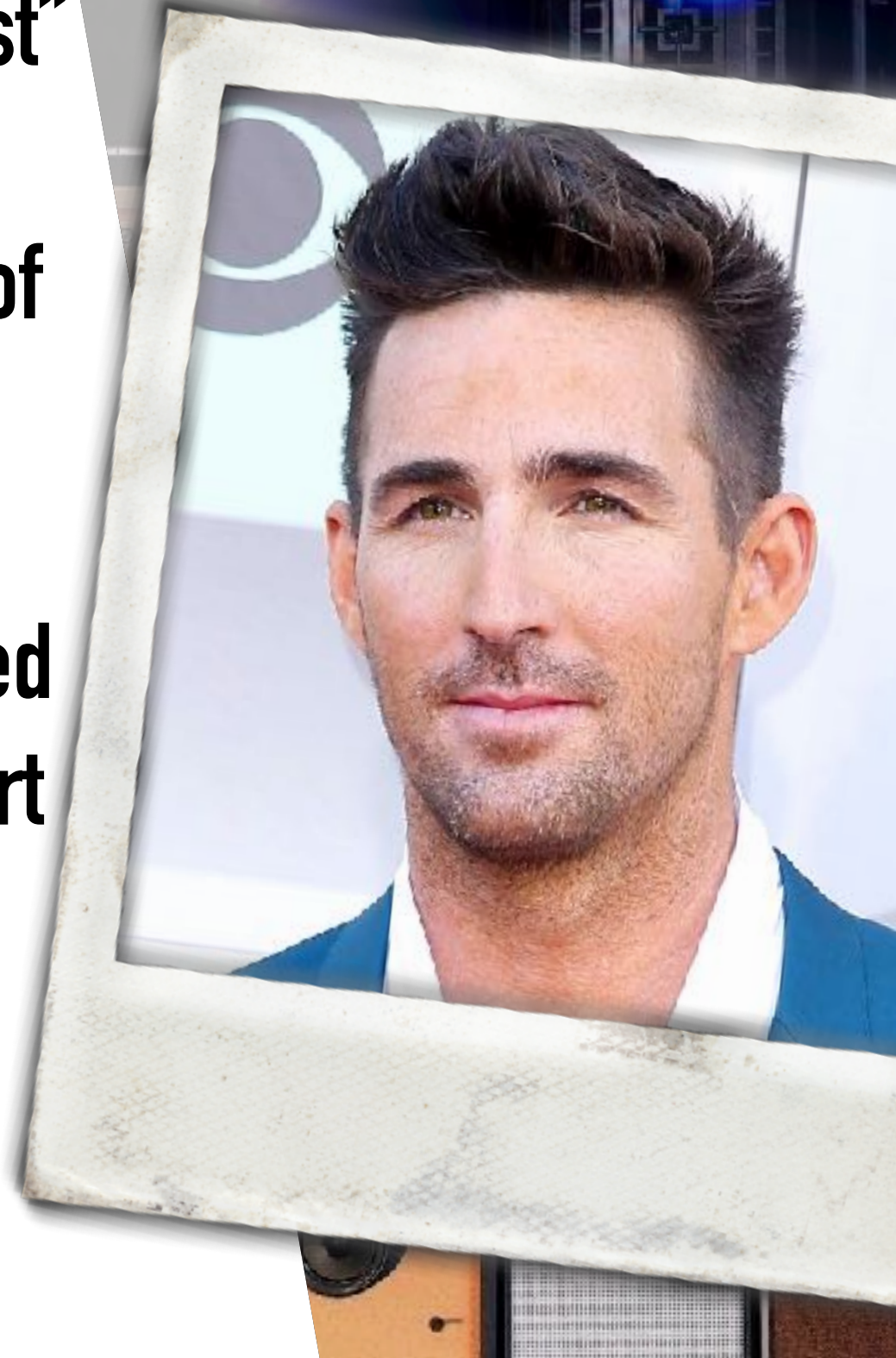
SHANIA TWAIN



- **Best-selling female country artist of all time**
- **Over 100 million albums sold**
- **5-time Grammy Award Winner**
- **27 BMI Awards**
- **6 ACM Awards**
- **2 AMA Awards**
- **6 Billboard Awards**

JAKE OWEN

- **ACM Award Winner – “Top New Male Vocalist”**
- **ACA Award Winner – “Breakthrough Artist of the Year”**
- **Most recent album “American Love” debuted at #1 on Billboard’s Top Country Album chart**
- **Nearly one million Instagram followers**
- **Named one of “Country’s Hottest Guys” by People Magazine**

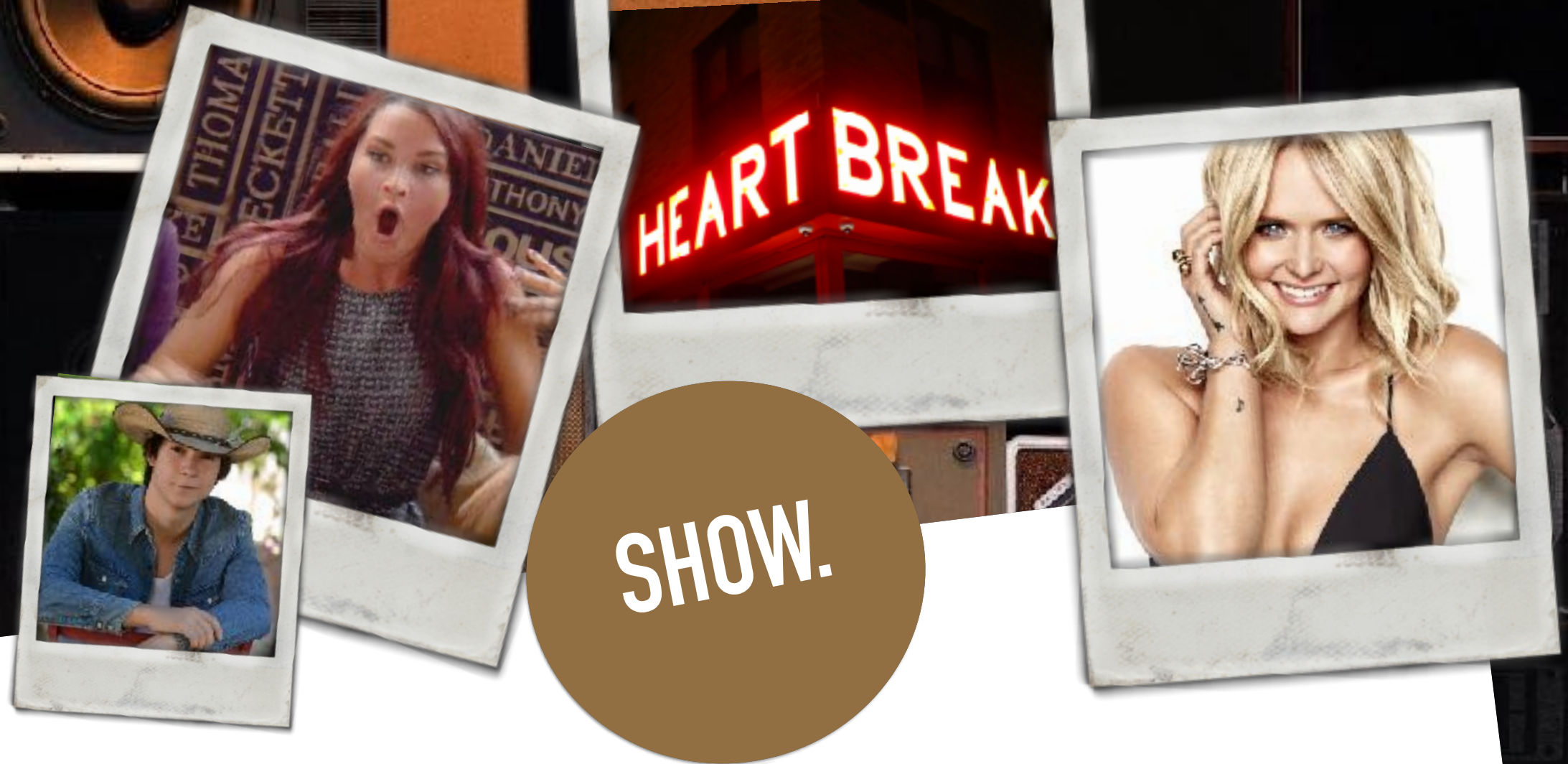


The background of the slide features a collage of large, vintage-style speakers. Overlaid on this are several Polaroid-style photographs of country music artists. On the left, under the 'SHOW' circle, are three photos: a man in a cowboy hat and plaid shirt, a man in a cowboy hat and denim shirt, and a woman playing a blue electric guitar. In the center is a large brown circle with the text 'VS'. On the right, under the 'VS' circle, are three photos: a woman with blonde hair in a black top, a man playing an acoustic guitar, and a woman in a white dress.

SHOW

VS

- The show is closed-ended, seven episodes total
- Each Icon brings forward ONE aspiring Country music singer per episode
- The 3 Country music Artists perform once in the showcase round
- After the 3 performances, it's up to the fans to Vote. The 2 highest rated Artists move on to round 2, our Head 2 Head round, and One Artist is eliminated. Then, we bring in our Guest Icon Judge
- The 2 remaining Artists perform one more time, and the Guest Icon judge will make the final decision on the Episode winner.



- Each week has a story theme.
- Everything from Summer Nostalgia to God & Country to Heartbreak.
- In the story segments we see each act work with their Mentor.
- Next, we see the act perform in the bar in front of the Country music fans and Mentors.
- The theme will lead the conversation of each episode and our Guest Judges will embody these themes and help to speak to them.



PERFORMANCE.



- The act performs in the bar in front of the Mentors and fans.
- The Country music fans in the bar can vote I'M A FAN on their wrist band voting device
- After each performance the Mentors give comments.
- After 3 performances, the amount of fans per artist is revealed.

FULL SEASON PARTNERSHIP PACKAGE

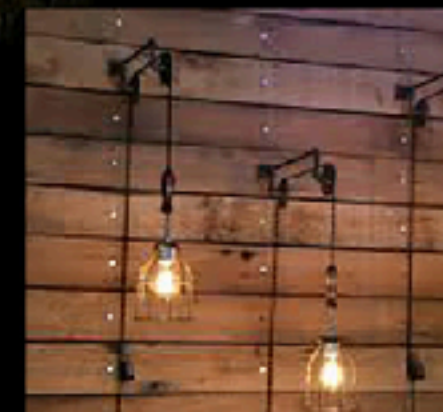
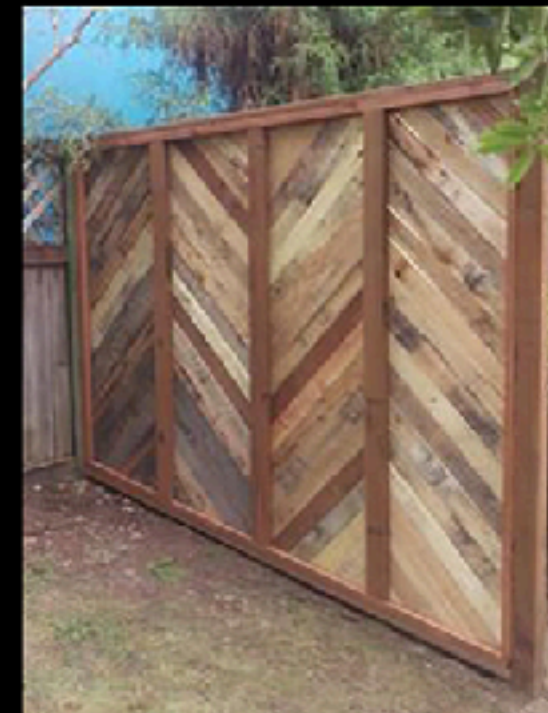
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- * Logo & branding on main stage
- * Customized bar, tabletop signage
- * Episodic prizing opportunities – each week contestants will win a major prize as they compete for the grand prize. This can be branded/verbal exposure
- * Product placement – close up shots and visuals
- * Branding of VIP/Talent Lounge

- * Logo on step and repeat – large audience will be in attendance for each of the 8 tapings/performances
- * VIP backstage lounge seating
- * Usage of the Real Country marks for co-branded off-air marketing
- * Guidelines for any press activities tied to Real Country

VIP BACKSTAGE TALENT LOUNGE

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REAL COUNTRY SET RENDERING

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