



Morality Game Show

Heaven or Hell





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So naughty, it's divine!

This divinely, hilarious and edgy game show takes no prisoners as it asks contestants to reveal the real answers to scandalous questions about their most intimate experiences. And only those who think they can fool the all-knowing judge shall receive punishment as 'embarrassing' as their earthly deed...



So sinfully virtuous...

In a studio, someplace between heaven and hell, three contestants are presented with a series of devilishly funny personality tests, as well as moral dilemmas.

The contestant who has found favor in the eyes of the all mighty Supreme Judge shall be awarded a cash prize, glory and entry to

Heaven - the others will go straight to Hell. In the final round, it is a polygraph that determines destiny - tell the truth or face the consequences.

God as a co-host ?

In Israel, the show's Supreme Judge was portrayed as God. The use of God, as a game show co-host who determines people's destinies stirred up controversy and public debate. This, however, only served to fuel publicity and ratings.

Interactive applications and merchandise opportunities include:

- o Single-player/multi-player internet game
- o Cellular personality tests, ring-tones
- o Enhanced iTV - optional

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Format

Produced by Keshet Formats in association with SevenOne International

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