

STUDIO GAME SHOW
TREATMENT / PITCH DECK



KING OF THE
MILL

DARE TO TREAD

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Logline:

3 daring players duel for TV glory on treadmills.

Over a series of rounds they complete ridiculous games and challenges against each other.

The winner will be crowned KING OF THE 'MILL.



KING OF THE
MILL
DARE TO TREAD





Idea

3 everyday heroes, all with their unique talents and skills, compete against each other in a series of rounds of increasing difficulty.

Each round consists of amusing challenges that need to be completed on a moving treadmill.

It's not about who is the fittest or fastest, it's about who can multi-task on the move!

Round 1 -3:

In the first 3-rounds they compete against each other at the same time. The speed gets cranked up a notch in each round, with cash being awarded to whoever completes the challenge first.

At the end of round 3, there is an elimination.

Whoever has the least amount of cash, crashes out in spectacular fashion!



Round 4: Money Grab / Knock out Round

The final-2 go head-to-head in a knock-out round.

They both get 2 lives in this round. The first player to lose both lives is knocked out.

The winner not only pockets the money from the loser for their own pot they are also crowned **KING OF THE 'MILL.**



What about jeopardy?



Round 5: You bet - Triple or nothing!

The King has a final, unknown, almost-impossible challenge.

In this finale they must wager at least half their money.

However much they bet, the house will match.
(if they win)

But if they decide to bet it all i.e. GO ALL IN,
the house will **TRIPLE** their winnings.

e.g. \$1000 = \$3000

\$90,000

\$40,000

\$20,000

LOOK AND FEEL

Studio Competition Game Show. Shiny floor-feel with cool kitsch. The show is recorded live to tape but is polished and refined in edit with additional graphics, split screens and sound fx.

Tone:

King of the MILL doesn't take itself seriously! It's comedy on rubber, verging on silly, with lashings of slapstick.

The challenges are ridiculous, the players are extrovert, and the fun is unfiltered!

Slo-Mo playback (EVS) plays a huge roll. The reliving of epic-fails and spectacular falls is half the fun.



LOOK AND FEEL

Studio & Set

Shiny floor-feel with cool kitsch. Think industrial warehouse with bubblegum, neon tubes flickering on the wall.

A circular arena with 3 treadmills placed in the middle. Digital score boards hang above each treadmill, with crash mats strategically placed behind them.

Art directed tire tread marks (skid patterns) run the length of the floor, outlining the studio.

The presenter stands facing the treadmills on their own podium, with a giant speed dial prominently positioned. They control the speed of the travelators! (cue Evil Laugh!).



LOOK AND FEEL

Speed dial

The presenter will have an analogue speed dial, where they can increase/decrease the speed of the treadmills.

The speeds ranges from a normal walk to a fast run. The 3 speeds will be printed on the speed dial, and change weekly.

Slow: Pedestrian speed, old man speed, tortoise pace

Medium: Gentle Jog, more than a walk in the park, Sweat time!

Fast: Ludacris speed, are you mad, heart attack zone



PRESENTER

Think of the presenter as Circus Ringmaster meets Drill Sergeant. The presenting style is irreverent with lashings of tongue-in-cheek.

Apart from introducing the rounds, they are the instigator of chaos. Always playful bordering on mischievous, they up the ante of each challenge to bring the players down!

They dial in the speed (of the treadmills) at the start of each round, and when things are too easy, they crank the belts up a notch. Always with a smirk!

Evil Laugh!

FX plays a huge roll in this show, the presenter will also have a hot pad with a variety of comedic *sound fx* they can play at will.

From an evil laugh to glass breaking when someone falls, the presenter will use this device for comedic effect.



CAMERA & LIGHTING

Standard studio setup: 6 cameras

1x Jib, 3x Peds, 1x Handheld and 1x Steadicam (optional)

An arsenal of mini-cams will be placed on each treadmill.

The pedestal-cameras are always in motion with slow zooms in and out to increase the edit potential.

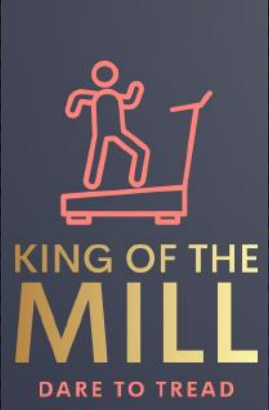
They are on a loose head. No boring static shots.

The Steadicam will be used extensively.

The Jib is used as a safety wide, but also a stylistic device to indicate the start and end of each challenge, complimenting the lighting cues.

Lighting is budget dependent.

How big do you want to go? Lighting cues will follow TV convention with regards to red for elimination & tension moments.



SOUND / FX / MUSIC

In line with the cool kitsch tone of the show, sound fx will be ever present, emphasizing and highlighting the action.

Over the top will be the order of the day. When someone falls, we will hear bones break. When a round or challenge is introduced, an evil laugh will be cue'ed!

The show will be underscored with funk and fun. No dramatic, Hollywood blockbuster compositions, unless it's for comedic effect. King of the Mill is light entertainment. The music adds to the comedy of the moment and allows silliness to shine.

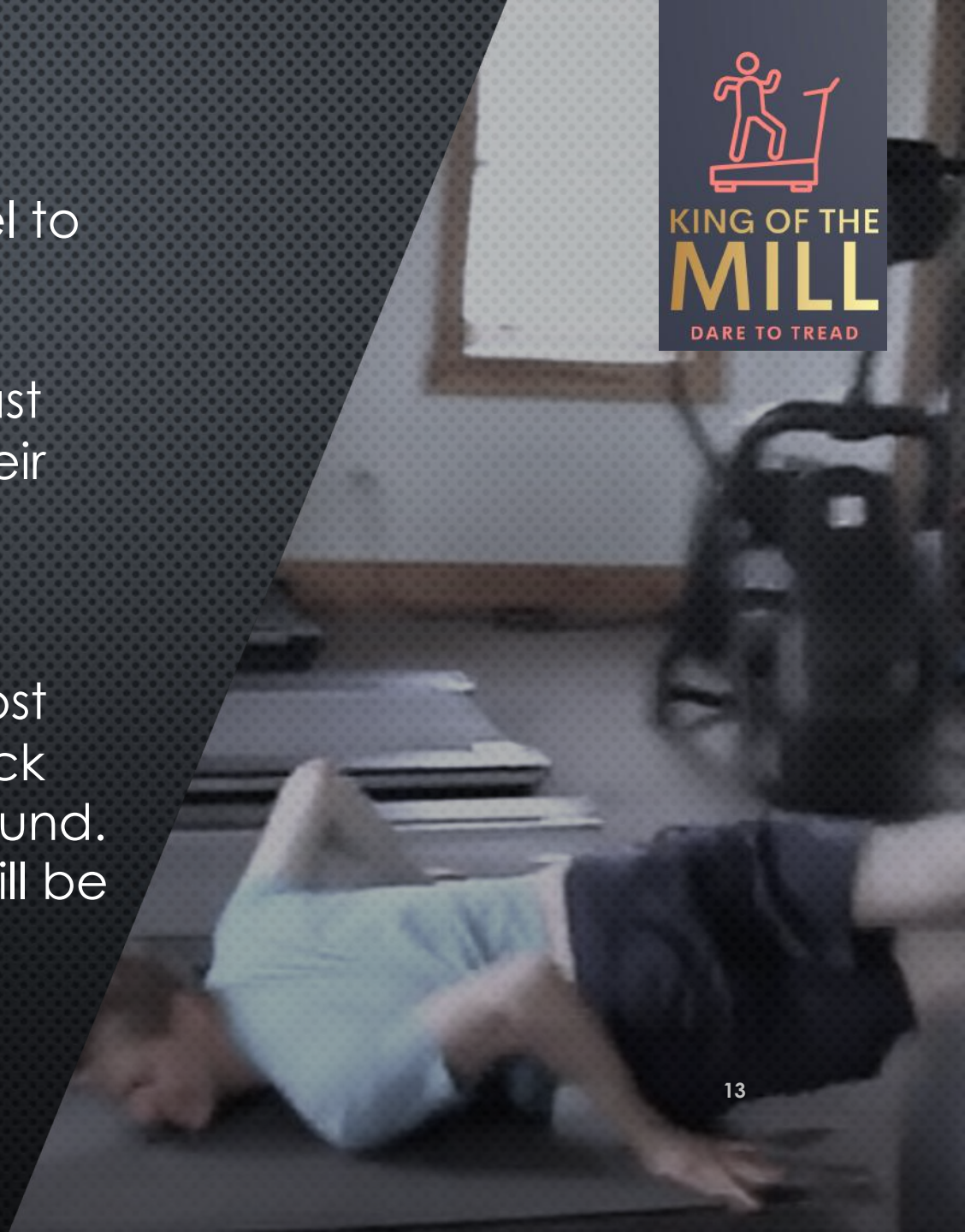


STUDIO AUDIENCE / RING SIDE SUPPORTERS

A small studio audience will add that live feel to the show.

Each contestant will be asked to bring at least one supporter with them. The balance of their supporters will be rent-a-crowd (max 10 per camp).

They will be separated into 3 camps. The host will be given the opportunity to conduct quick ring-side interviews before and after each round. Depending on duration and quality, these will be decided in edit.



PROFILES

Each contestant will be introduced with a short pre-recorded profile VT. This is a punchy sit-down interview (recorded beforehand,) with cheesy slo-mo overlay of them on the treadmill – Think Baywatch meets Rocky.

The profiles are fun, and not at all serious. They all sign off with their personal slogan or philosophy.

Remember the NO-FEAR posters of the 90's?

- No pain no gain!
- Get rich or die trying! (sorry 50cent!)



PROFILES

Editorially, the profiles establish their name, age and location, as well as what they perceive to be their strengths and weaknesses. We touch on how their job prepares them for the challenges and what their party trick is. The answers are snappy and produced, and not at all serious. Outtakes and mistakes will be used in the final cut.

Profile Script example:

“Hi, I’m Steve, 46-years old and from Köln.
As an actor I am ready for my close-up!
My party trick is doing the worm. (Cut away)
My weakness is well, I have none!
Outtake: Of course I am humble!
My strength is pulling up my pants.
I am KING OF THE MILL. Boom!”



CASTING CONSIDERATIONS

Gym bunnies are welcome, but this show is about giving everyone a chance to strut their stuff. It's not about who is the fittest or fastest, it's about who can multitask on the move.

Everyone has their unique talent and party trick. Challenges and tasks will be created and customized around the contestant's strengths and weaknesses.

It is essential that contestants are extroverts - we want them to ham up their performance and be larger than life.



CHALLENGES / ROUNDS

It's not about who is the fittest or fastest, it's about who can multitask on the move.

Everyone has their unique talent and party trick. Challenges and tasks will be created and customized around the contestant's strengths and weaknesses.

Game Development:

Challenges need to be tested beforehand to ascertain if the difficulty factor needs to be increased or not.

We need challenges that can be completed within a reasonable amount of time, and where there is a definitive winner. There is the option to have a time-limit for each challenge to up the ante, but this might result in no one completing the challenge (DNFs), which is not ideal.

As the show is not live, we can do a second-take if need be, and/or modify the challenges on the fly.



CHALLENGE EXAMPLES

1. The Catwalk: High heels and feather boas

They start off slow, and every 30 seconds the speed is increased. The winner is the person who lasts the longest. (2nd and 3rd place awarded in order of them falling out!) Another option is making the challenge about distance. They control the speed and however completes 400 meters first wins.

2. Costume Change

They will all have to change their pants on the move. No easy feat when you consider the belt is moving.

3. Hanging fruit / Dingle Dangle

Apples (balls) will be suspended from string at various heights in front of them.

They can only use their mouths and will have to skip and jump to collect the fruit.



CHALLENGE EXAMPLES

4. Waiter!

They will have to carry a tray filled with glasses (plastic). As the speed increases, so the chances of an accident increases.

5. Calculator chaos

A complicated math problem will be shown to them on a TV screen. Using a pocket calculator, they will have to solve the equation by shouting out the answer. The option to play this over 2-rounds exists. Round 1 for 1st place, the round 2 to determine 2nd and 3rd)

6. Egg and spoon race

A school yard staple.



CHALLENGE EXAMPLES

7. Blindfolded

What will happen to their balance and courage when we take away their sense of sight.

8. Thread a needle

As the name suggests, they will be given needle and thread. Who will get the thread through the eye first?

9. Jumping sacks

Another school yard classic. They will have to step into a hessian sack and jump for victory.

10. Extra cream please!

A cake is placed in front of each contestant. They will have to decorate the cake and pipe icing on the go.



SCRIPT / RUNNING ORDER

Part 1: Show intro, meet the daring treaders, round 1 and 2.

#	EVENT	SCRIPT / DESCRIPTION	DUR:
1	Pre-title teaser	<p>Highlights montage of the upcoming episode. The presenter will record this clean to camera, with overlay of highlights inserted in post.</p> <p>Presenter + v/o: Tonight on King of the 'Mill</p> <p>These 3 humans layer up with lycra and prepare for treadmill war.</p> <p>Cash will be won, ego's and bodies will be bruised, as they walk and fall their way to travelator victory.</p> <p>Easy you say. Just you wait and see what I've got planned (evil laugh!)</p> <p>Only 1 can win the cash and be crowned King of the Mill.</p>	45"
2	VT: Title Sequence	Opening title Sequence	15"
3	Intro / presenter in studio	<p>Opening link to camera. Introduce the 3 contestants.</p> <p>Presenter: (On treadmill) Welcome to King of the mill. Obviously there is no hill, or mill, but rather a clever play on words, 'cause all the action happens on these treadmills! Over the next half hour, 3 half-mad humans will win cash for completing, quite frankly, ridiculous tasks on the go. Who comes up with this crap?</p> <p>Link to first profile VT</p>	15"



SCRIPT / RUNNING ORDER

4	VT: Profile 1	Contestant 1 Profile	30"
5	Contestant 1 in studio	Contestant 1 pre-placed on a Treadmill. Quick Q&A with presenter. Presenter standing in their booth in front of the treadmill. Link to Profile 2	30"
6	VT: Profile 2	Contestant 2 Profile	30"
7	Contestant 2 in studio	Contestant 2 pre-placed on a Treadmill. Quick Q&A with presenter. Presenter standing in their booth in front of the treadmill. Link to Profile 3	30"
8	VT: Profile 3	Contestant 3 Profile	30"
9	Contestant 2 in studio	Contestant 3 pre-placed on a Treadmill. Quick Q&A with presenter. Presenter standing in their booth in front of the treadmill. Link to HOW THE SHOW WORKS	45"



SCRIPT / RUNNING ORDER



10	VT: Game Explainer	<p>Pre-visualization of the various games explaining the scoring, elimination, knock-out equalizer and the final betting round</p> <p>v/o Here's how the show works. In the first 3-rounds you compete against each other at the same time with cash being awarded for 1st, 2nd and 3rd place. If you fail and fall, you get zero!</p> <p>At the end of round 3, there is an elimination. Whoever has the least amount of cash crashes out.</p> <p>The final-2 go head-to-head in the money grab knock-out round. I'll be generous give you both 2-lives. The winner not only pockets the money from the loser for their own pot, they are also crowned KING OF THE 'MILL.</p> <p>The 5th and final round the KING will get to bet their cash and triple their money.</p>	45"
11	Presenter in Studio	<p><u>Presenter (holding speed dial)</u> Nothing in life is that simple. Each round the speed gets cranked up a notch (evil Laugh). Less talking more falling please. Round 1 GO!</p>	10"
12	VT: Round 1 + Name	<p><u>Round 1 Sting (Insert Challenge Name)</u></p>	5"

SCRIPT / RUNNING ORDER



13	Round 1	<p><u>Presenter</u> Briefly explain the game-play (Challenges selected as per the players strengths and weaknesses)</p> <p>We'll start this round on easy speed. It's a rolling start. 3, 2, 1, LET'S ROLL!</p> <p>Commentates the action</p> <p>Announces 1st, 2nd and 3rd (Score board updates)</p>	2'00"
14	Round 1 interviews & SLO-MO	<p>On the floor interviews with the winners and losers with SLO-MO overlay.</p> <p>Intro round 2</p>	45"
12	VT: Round 2 + Name	<p><u>Round 2 Sting (Insert Challenge Name)</u></p>	5"
13	Round 2	<p><u>Presenter</u> Briefly explain the game-play (Challenges selected as per the players strengths and weaknesses)</p> <p>It's time to crank it up a notch. It's a rolling start. 3, 2, 1, LET'S ROLL!</p> <p>Commentates the action</p> <p>Announces 1st, 2nd and 3rd (Score board updates)</p>	2'00"

SCRIPT / RUNNING ORDER



14	<p>Round 2 interviews & SLO-MO 7</p> <p>Link to Ad-break 1</p>	<p>On the floor interviews with the winners and losers with SLO-MO overlay.</p> <p>Set's up jeopardy for player with lowest money score.</p> <p><u>Presenter</u> Adlib link to ad break.</p> <p>After the break we'll play round 3 and eliminate the player with the lowest cash score.</p>	45"
15	VT / LOGO	STING: SHOW IDENT + SPONSOR BOARD	10"
		Duration segment 1:	11'45"

SCRIPT / RUNNING ORDER

Part 2: Round 3, elimination, Round 4: Money Grab (end on cliff-hanger)

16	VT / LOGO	STING: SHOW IDENT + SPONSOR BOARD	10"
17	Studio welcome back	<p><u>Presenter</u></p> <p>These 3 players have all volunteered to humiliate themselves on national TV, for what appears to be a relatively small amount of cash. Welcome to 2023.</p> <p>Recap scores and setup jeopardy for the player with the lowest cash.</p> <p>After this round, one of them will crash out.</p>	30"
18	VT: Round 3 + Name	<u>Round 3 Sting (Insert Challenge Name)</u>	5"
19	Round 3	<p><u>Presenter</u></p> <p>Briefly explain the game-play (Challenges selected as per the players strengths and weaknesses)</p> <p>Round 3 is not for the slow. I'll go gentle – NOT!! Ridiculous speed here we come! (fx: Evil laugh)</p> <p>3, 2, 1, LET'S ROLL!</p> <p><i>Commentates the action</i></p> <p>Announces 1st, 2nd and 3rd (Score board updates)</p>	2'00"



SCRIPT / RUNNING ORDER

20	Round 3 interviews + SLO-MO + ELIMINATION	<p>On the floor interviews with the winners and losers with SLO-MO overlay.</p> <p><u>Elimination:</u> (Name) you tried, but clearly not hard enough. We would love to stay and chat but we've got work to do. Goodbye!</p> <p>The presenter presses a button and the loser rolls off their treadmill onto a crash mat. - If it's a good dismount, we will slo-mo it again!</p> <p><u>Presenter</u> And then there were 2. (Recap Money) and link to Round 4: Money Grab</p>	45"
21	VT: Round 4: Money Grab	<u>Round 4 Sting (Money Grab)</u>	5"
22	Round 4 – only 2 treadmills on the floor	<p><u>Presenter</u> 2 Challengers remain. They'll now compete to steal each other's money. A modern day money grab, except the winner won't get away easily!</p> <p>I am gonna be generous and give each player 2 lives. The first player to lose both lives is knocked out. The winner not only pockets the money from the loser for their own pot they are also crowned KING OF THE 'MILL. (reverb)</p> <p><u>Pre-Challenge interview</u></p> <ol style="list-style-type: none"> 1. Recap how much money they both have 2. What will they do with the winnings <p><u>Presenter</u> The \$2600 question remains, "What is tonight's money grab challenge?" Here is what our sick game creators conceived in their basement of torture</p>	2'00"



SCRIPT / RUNNING ORDER

Part 3: Final round #5: Triple or nothing / Credits



27	VT / LOGO	STING: SHOW IDENT + SPONSOR BOARD	10"
28	Studio welcome back	<p><u>Presenter</u> King of the 'mill. The gameshow where you get rewarded for making an ass of yourself. Who needs a day job when you have quality programming like this. Tonight's king has been crowned, and their pot stands at \$2600.</p> <p>(Turn to finalist) In this final round you must wager <u>at last half your money</u>. However much you bet, the house will match - if you win.</p> <p>BUT, If you decide to bet it all, go all-in, the house will TRIPLE your winnings.</p> <p>Decision as to how much they want to bet. Presenter encourages them to be brave.</p> <p><u>Presenter</u> (name) has decided to risk it all. They are going ALL IN. If they nail this next challenge, they will walk away not only with 3 x \$2600. My maths is terrible, but that's a lot of dosh. Let's roll. . .</p>	1'00"
29	VT: Round 5 sting	<u>Round 5 Sting (You bet: Triple or nothing)</u>	5"

SCRIPT / RUNNING ORDER



30	Studio: 1 treadmill remaining.	<p>Presenter Explain the game-play of this final challenge (the option of doing a pre-visualization can be considered)</p> <p>Quick Interview with finalist how they feel about the final round</p> <p>It's a rolling start. 3, 2, 1, LET'S ROLL!</p> <p>Commentates the action</p>	1'30"
31	Announce Win / Lose	<p>Presenter (Huge fanfare – confetti and fake cash rains down!)</p> <p><u>Win:</u> The easiest \$7800 you've ever made. You bet it all and tripled your winnings. Can I have a loan please?!</p> <p><u>Lose:</u> You bet half of the \$2600, but didn't quite have what it took in this final round. No worries, you still pocket a tidy \$1300 for you home renovations.</p> <p>In the case that someone bets it all and loses it all, we will definitely rub it in! They get to keep the crown as a consolation prize!</p>	20"
32	Studio – closing link + Credits	<p>Presenter Ad lib closing link. Credits roll over winner / loser interview</p>	30"
26	VT / LOGO	STING: SHOW IDENT + SPONSOR BOARD	10"
			Duration segment 3: 3'45"
			Total Duration: 26'15"

SCORING & MONEY

Each round increases in difficulty, with MONEY being awarded for 1st, 2nd or 3rd place, or even just completing the challenge.

No cash is won for a non-finish (DNF)

The player with the least MONEY after round-3 is eliminated.

Round 1: 1 st = \$1000 2 nd = \$500 3 rd = \$100	Round 2: 1 st = \$2000 2 nd = \$1000 3 rd = \$500	Round 3: 1 st = \$3000 2 nd = \$1500 3 rd = \$500
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Round 4: Money grab / Knock-out (Winner pockets the losers money!)

Round 5: Betting round / Triple or nothing





Elimination & Deadlock mechanic after round 3

In the event of a tie for 2nd place, there will be a sudden death knock out round.

2 Examples of possible ties or deadlocks, forcing a knock-out round

In the case below, player 1 and 2 tie on **\$2000**, and will play a knock-out round to decide who goes into the Equalizer round.

	Player 1	Player 2	Player 3
Round 1:	1 st - \$1000	DNF	2 nd - \$500
Round 2:	2 nd - \$1000	1 st - \$2000	3 rd - \$500
Round 3:	DNF	DNF	1 st - \$3000
Total CASH:	\$2000	\$2000	\$4000

In the case below, player 2 and 3 tie on **\$3500**, and will play a knock-out round to decide who goes into the Equalizer round.

	Player 1	Player 2	Player 3
Round 1:	1 st - \$1000	DNF	2 nd - \$500
Round 2:	DNF	1 st - \$2000	DNF
Round 3:	1 st - \$3000	2 nd - \$1500	1 st - \$3000
Total CASH:	\$4000	\$3500	\$3500



ABOUT STEVEN WARRINER:

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CREDITS:

- **COME DINE WITH ME SOUTH AFRICA** (SERIES DIRECTOR S6 / PD S2-5)
- **FIRST DATES SOUTH AFRICA** (SERIES DIRECTOR S1)
- **SURVIVOR SOUTH AFRICA** (SERIES LOCATION HEAD OF CONTENT S8)
- **THE GREAT SA BAKE OFF** (SERIES SHOOTING DIRECTOR S1)
- **DRAGONS' DEN** (SERIES HOD CONTENT / EDIT DIRECTOR S1)
- **VODACOM THUMB WARS** (SERIES DIRECTOR / FORMAT DEVELOPER)
- **TROIKA ISLAND OF TREASURE** (SERIES DIRECTOR & FORMAT DEVELOPER S2+3)
- **STUMBO STOMP DANCE SHOW** (SERIES DIRECTOR & FORMAT DEVELOPER S1-5)

AWARDS:

- **SAFTA GOLDEN HORN: BEST EDITOR** – **MTV: ROAD TO THE MAMAS**
MTV AFRICA MUSIC AWARDS 2009