

# Bargain King

Game Show

BARGAIN KING

*Bluffing, guessing, buying, selling, bargaining and having fun!*

## Synopsis

Two teams of celebrities battle it out to discover who's the best at guessing the value of different flea market finds and antiques in hit game show **Bargain King**.

With four successful series on TV2 Fri in Denmark, **Bargain King** puts the stars' knowledge of antiques to the test over three rounds as they try to sort the worthless items from the valuable ones. They'll even get to try their hand at selling, giving the teams a chance to put on their best poker faces as they attempt to over-sell and under-sell their antiques to the opposing side.

The team who makes the most money progresses to the finale and competes to be crowned that week's 'Bargain King'.



## Key Selling Points

- TV 2 FRI quickly recommissioned two new seasons after the successful premiere of the first season.
- With more than **180 episodes produced**, **Bargain King** raised ratings **98%** in the timeslot compared to the previous show.
- Potential for a variety of spin-off shows including: **kids edition** and **experts edition** as well as the potential of a touring show that invites the audience to play along live.
- **Bargain battle app** – a mobile spin-off that lets you play at home or on the go!

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