

Sing My Song

Reality



It's all about the SONG.

Synopsis

A reality show that brings the music format to a whole new level. Four famous artists become coaches who scout for the best singer-songwriters with the best songs. At the end of the series, there will be four completely new albums released by each coach and comprised with original music from the contestants. But only one songwriter can be the winner... And only one song!

Sing My Song is a ratings powerhouse on CCTV-3 and is listed in the Top 3 National Rated Programmes in China. Throughout three successful seasons, ratings average 252 million people per season.

If you are tired of the same old singing competition and are looking for a unique and different twist then **Sing My Song** will have your ratings singing a better tune.



Key Selling Points

- The format of the show is structured to **generate the best possible songs to build an album**. With the key focus of the format being on the **craftsmanship** behind the **writing of a hit song**.
- The four albums produced over the course of a season will **generate additional revenue**.
- Each producer has **expertise in a different genre** or has produced a number of **multi-genre albums with their record label**.
- With a **4th season commissioned**, ratings average **252 million viewers** per season throughout the first three seasons in China.
- Season 2 of *Sing My Song* is currently in production for **VTV3, Vietnam**.