

Reality TV 2.0 Format



FunnyUP *The Sky's the Limit*
"Comedy School" Competition

FUNNY UP

FORMAT & FRANCHISE ELEMENTS

Multi-genre Comedy Levels
Dual Digital Profile/Live Audition
Green Arrow Game Mechanics
Celebrity and Mogul Panel
Special Content Judges
Levity Protocol
F'UP Comedy School Context
Host and Social Media Host
Funny Up Social App
SpinUp Branded Media
Mime and Triangle Comic
 Management Contract
Major Sponsorship w/ 
Comedy Venue Special Event

Funny Up

Genre: Comedy School / Talent Discovery Competition

Tagline: "You never know what funny can do."

Logline: "Thirty competing contestants, enlisted in the on-the-fly comedy school training regime, face escalating challenges that reveal hyphenate talents capable of entertaining audiences, while also meeting criteria about a new sensibility for comedy."

Synopsis: Using a pyramid game mechanic with seven challenge levels, players compete to "arrow up" while showcasing their best funny skills. Challenges range from stand-up, to sketch, to physical comedy, to visual comedy, . . . executed across solo and ensemble performance level formats. All competing contestants are mentored in order to expose and refine raw comic talent, which also intends to extrude the finer sense of funny defined by the series (aka "levity").

The players submit an initial audition online, part one, using the *Funny Up* digital profile, which can lead to the live audition process, part two. Both audition segments are reviewed by the panel of celeb comic talent, which may also include a presiding comedy mogul (as per casting).

The "state of funny" is of subject to the series, as managed under the levity protocol (content directive), which is guided by the special content judges. Levity, as stylistic criteria, serves to encourage emerging types of comedy, while also elevating (or sublimating) the purpose of comedy towards serving a greater social function.

While engaged in levels of *Funny Up* game play, both successful and unsuccessful level challenge attempts can be recapitalized using the *F'Up* SpinUp content platform, which supports comics to tweak any content from their challenges, with the purpose of increasing skill and simultaneously gaining viral buzz for their brand. (*SpinUp* content is represented online, and can be used to sway viewer points.) As well, the host and social media host help articulate and keep tabs on the progress each contestant makes, as featured, ultimately, on the "jumbotron" pyramid green arrow digital media board.

Additional or collateral content, also part of the *Funny Up* comedy engine, includes the "Mime and Triangle" digital comic strip, which simply helps guide editorial sentiment on which way the season is progressing. (*The weekly strip is co-produced by the special content judges.*) Other special online content, such as the web series *Undiscrutable*, is also defined to maximize social media sharing and add value to the *Funny Up* storyworld.

Viewers can connect to classic comedy favs and new breakout comedy shorts (other sponsored formats), using the *Funny Up* app that features radio with new media, including the socially-enabled joke making module.

The winning comic is awarded a TGA contract, which includes an endorsement deal and casting into a major Hollywood movie role, as well as headline participation in a comedy circuit tour.

The series is sponsored by 7Up and features a kick-off media event promoting the new levity mission protocol and 7Up campaign, "The Sky's the Limit, Drink it Up!"

Online Comedy School Application:

TAKE THE CHALLENGE!
HAVE A GO! DON'T THINK ABOUT IT.
JUST DO IT!

Submit your best funny!
Enter profile data and add attachments.

Preliminary Online Screening



(start here)

what's your funny?

DIGITAL ONLY (part 1)

Video Joke (30 seconds)

Sketch (one page written)

Comedy Character (photo w/ caption)

Freestyle (60 seconds)

Self-Portrait (90 seconds)



Final Contestant Selection

LIVE AUDITION (part 2)

Improv (in person heat)

Stand Up (delivery)

"In a funny world levity improves reality!"

PRINCIPATO-YOUNG ENTERTAINMENT, AGENCY VEHICLE

JUDGE



Stand-Up Comic, Daniel Tosh

JUDGE



Comic Actor, Kristen Wiig



STUDIO/
NETWORK
PARTNER

Dual Host Format



Comic, John Mulaney

?

HOST

Responsible for opening monologue and recurrent visual comedy "jumbotron" content.

Social Media HOST

Responsible for social media integration, SpinUp content and Green Arrow poll reports.

Comedy Talent, Ahmed Ahmed

JUDGE





Funny Up!

The Next Comic Star



Reality-based Comic Talent Competition



(black body "level" mime)

Funny Up! and **The Gersh Agency** introduce the world's first COMEDY ENGINE able to discover, distill and launch new comedy stars.

FORMAT

AUDITION, LEVELS and ELIMINATION ROUNDS

1. Digital Profile w/Live Audition (*streamlines casting process using metrics*)
2. "Green Arrow" Game Mechanics (*viewer/player engagement and social behavior*)
3. Funny Up "Recycled Content" Platform (*enables critical reflection and cultural improvement*)
4. Content Controls (*Emmy inducing "levity" protocol*)
5. PYE Green Arrow Award and PYE Representation Contract

COMEDY ENGINE--Funny is in the genes! If it's there *F'Up!* judges will find it, test it, evaluate it -- OR spit it out! After you've been through the PYE branded reality-based comedy school you're headed up!

GAME MECHANICS--Viewers track and vote-up their favorite comics using the green arrow level tally. The pyramid design leaves room for only one comic at the top at a time. Inside the arrow you can see the points tally. As the levels progress comics move up the pyramid, with thirteen levels of the pyramid gradually dropping off one by one.

COMEDY GENRES--Stand-up, sketch/improv, visual comedy/voice content, mime/impressions, original character/movie scene, parody/send-up, action/physical comedy.

HISTORICAL CONTEXT & CONTENT--Collateral media supports challenges using featurette content for *F'Up!* comedy school students who learn from famous TV shows, comedy venue recordings, movie clips....

GRAND PRIZE--Top *F'Up!* comic wins lead role in major release movie, headliner bookings, select endorsement deals and management by Principato-Young Entertainment.

MAJOR SPONSORSHIP--Brand partnership features major sponsor *F'Up!* with product placement and new comic endorsement deal!!

FUNNY UP!

F'Up! *It's your turn to be funny!*
"An on-the-fly comedy school."



7'Up World Wide partners with F'Up int'l format and franchise property

**STUDIO/
NETWORK
PARTNER**



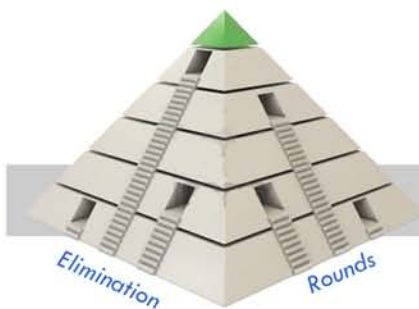
Funny Up! employs a diverse reservoir of comedy challenges taken from a cross-section of already familiar popular media.

Funny Up

Track and interact with your comedy favorites with the online F'UP profile "green arrow" tools.



Preliminary Format Notes



F'UP Game Levels

Preseason (two hour casting process)
Week 15 (special finalist content and behind-the-scenes season recap)

RAPID REDUCTION

week 1
30 Contestants
King of the Joke (originality)
Funny Anecdote (voice)

COMEDY ROUTINE Level 1

week 2,3,4
18
Freestyle (raw talent)
Freestyle Bonus (elimination insurance)
Ensemble Rumble (paired challenges)

COMEDY ROUTINE Level 2

week 5,6,7
15
Comedy Mechanics (cold writing)
Comedy Character (sketch)
On-the-Fly Funny (pitch and hit)

COMEDY ROUTINE Level 3

week 8,9,10
12
Physical Comedy (paired challenges)
Visual Comedy (story enhancement)
Comedy Critic (review and revise)

COMEDY Semi-Finals

week 11,12,13
9
Stand-Up (signature style)
Movie Spot (interpretation)
Hype-it-Up (hyphenate showcase)

FINAL FUNNY

week 14
from 3 to 1
Stand-off (pick-up and send-up)
Real Time Joke (fix and deliver)
Final Funny Up (green arrow grab requires comics to elevate, sublimate and keep it clean)

SPECIAL JUDGES "Content Control"



"without levity comedy isn't funny"

"you never know what funny can do?"



Ellen, Dean of Academy
F'UP School of Comedy
Ellen "The elevator."



Dan, Asst. Dean/
Disciplinary Committee
F'UP School of Comedy
"Can do" Dan.

Special Judges can "arrow up" a performance, tally and negotiate popular sentiment, and conduct personal asides and audits. They preside over the mentors and can proscribe "curriculum" in real time.




MISSION: COMEDY + LEVITY = FunnyUP

"The thing about a reversal is that you have to understand how turbo works... you're getting boost using waste product to make something perform better. Levity is this attitude. It is the application of comedy for creating greater good. Sure this is nebulous, but without *F'up* there'd be less of a chance to figure out what the potential is. People are out there. And keeping a pulse through popular entertainment is what reality TV enables. *What kind of comics do we need? What's the new funny?* That's what the show is designed to figure out."

CHOOSE LEVITY.

Comedy without levity is like gravity without mass.



*"Hey buddy,
... what's
the new funny?"*



*"I just watched Funny
Up . . . and I'm still laughing
inside. The Artist, Three
Stooges, . . . physical
comedy's making a
comeback . . ."*

■ Looking for Levity: Casting Process



While comedy has many inflections and affects, the progression of free speech, for *Funny Up*, is called into question. How much is too much? Does comedy have a cost, *or is it an expense*? Does it have a purpose beyond entertainment? Is comic style part of a larger cultural function, *setting forward the often undiscussable*?

As we move further into the 21st century, given the political climate of economic crisis, and its morality, questions are raised also about responsibility in entertainment domains, particularly about the role of the comic. As we become more character-aware, our attitudes and actions will shape and influence how comedy can set us toward discovering and inventing what "levity" can be.

Finding levity is a trial and error process. We will make mistakes revelling in the new funny, while another argues its perceptibility. But the important part is that we try to find universal talent that shows us another, perhaps illuminated, side of how comedy can sustain inquiry, and twist our collective sense beyond *surface truth*, *stereotype*, and the often *incendiary comedy* rotely relied upon.

This should be interesting. But in the meantime, remember, just because you don't know what *they're* looking for doesn't mean *you* can't figure out how to find *or found* a new funny on your own.



It's Undiscrutable, with Funny Up contestant (plus celeb guest).
"We talk like children about things more complicated."

TOPICS -- (The IU sketch challenges comics to interject problem solving into comedy.)

NEW Digital Series on Twitter.

