

# Blackout

Reality



## WHAT WILL YOU DO WHEN THE POWER GOES OUT?

### Synopsis

We have a crisis.. a global climate crisis. With our daily lifestyles growing increasingly dependent on technology, have you ever considered what would happen to you if all that power we took for granted suddenly went out?

**BLACKOUT** aka **POWERLESS** is a ground-breaking original format centered on a once-in-a-lifetime social experiment designed to see what happens to a group of strangers when all the electricity disappears from society.

With one group based in a rustic self-sustaining farm, how will they adapt differently than their counterparts living in a technology dependent modern house? Blackout will analyze how we respond to crisis and what we must do to survive the Blackout.

*Originally produced by SVT Sweden.*



### Key Selling Points

- Took **16.6% of the channel share** during broadcast
- Reached **450,000 unique Swedish viewers** for each episode
- Online viewership increased **65% in the first month**
- Nominated for the 2019 Rose d'Or Award for **Best Reality Format**
- Broadcast resulted in the **sellout** of windup radios and emergency supplies in many of the stores across Sweden
- **High stakes drama** with real world applicable scientific commentary