



# Joya Runs

REALITY

**THE MOBILE + TV DATING SHOW  
FOR YOUNG AUDIENCES.**

## SYNOPSIS

Why just go on a date at your local bar after having spent over a year in a 2-mile radius. Why not have your first date at the Eiffel Tower?!?!

In this fun and fast paced dating show, a host stops two singles at random on the street for a chance to go on the ultimate blind date. They then each must:

- Work together to find one date on the Joya Runs apps
- Separately clear their schedule
- Separately get packed and to the airport

If they can do all this before time runs out, the date they both selected will then have to make a choice.

Who does the date choose? Where will they go? Will the blind date lead to love or hate?

Speed, spontaneity and suspense the prospect of finding love make Joya Runs the most exciting dating show for both TV and social media.

## KEY SELLING POINTS

- Fast paced dating show with strong social media potential
- 9 seasons on Sat1 in Switzerland
- 25% share in a key demo (24-36)
- Ratings, 6-8% above broadcaster average
- Rose d'Or winner and International Emmy nominee.
- Comes with tried and tested app.
- Production costs under 20K USD per episode
- Stripped or weekly episodes plus endless web content potential
- Huge products placement potential; format was always fully financed through sponsorship alone.

