



# 7<sup>ÈME</sup> Art

## General principle

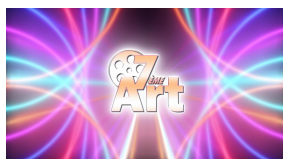
Every day, a contestant takes on LEADER, our champion of the 7th ART. Whoever manages to unseat him or her will become the new LEADER. Becoming the undisputed leader of 7th ART's cinephiles means becoming a truly mythical character in the game's saga. In addition to the knowledge needed to win a game, self-confidence and strategy enter into the tactics of each candidate.

The action unfolds around a series of games in 3 acts, just like in the movies! Act 1: 5 sequences to accumulate maximum points. Act 2, where the game can be turned on its head at any moment. And Act 3 with the final phase to win up to 10,000 euros.

The universe of 7th ART is limitless: César, Oscar, classic film, hit novelty, director, actor, line, music, series, episode, the greatest characters, the best sequences...

LEADER is the master of the game, with his destiny in his own hands! A champion who has the privilege of choosing his themes, who in any case keeps the winnings he has acquired, and who waits for each sequence or act to master his opponent.

Cinema is the way to live vicariously through emotions and experiences, while being aware that it's only a film. Well, in 7th ART, you're in for a unique, real-life experience! You've been dreaming about it, so we made it for you! Welcome to 7th ART.



## The format 7<sup>th</sup> ART :

It's a 26-minute looped format, a daily game show whose universe is the cinema, the famous 7th ART.

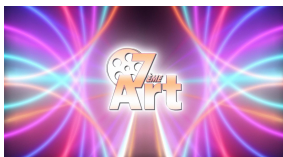
The universe of the 7th ART is virtually limitless: César, Oscar, classic film, hit novel, director, actor, line, music, series, episode, the greatest characters, the best sequences...

In this 7th ART game, candidates will almost never play with multiple-choice questions. Instead, they will be offered visual or audio aids on which they will be invited to suggest answers according to their level of knowledge.

The protagonists are the candidates who will attempt to dethrone the Leader candidate.

The stakes: Each day, the Leader candidate will attempt to retain his position. The opposing candidate will try to take his place. And the daily financial stakes amount to a maximum of 10,000 euros.

The format's driving force is twofold, with the game's visual and sound design incorporating all the elements of the 7th ART: portraits, images, covers, sound extracts, trailers... and the Leader candidate's daily challenge to retain his title.

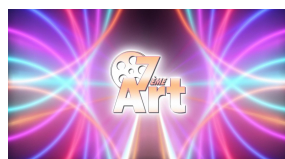


The format's main obstacle, which creates a source of conflict for viewers and contestants, lies in Act 2, which is called : The character. This is the stage of the game where all configurations are possible, the moment when everything can change. The choice of the Leader candidate is crucial to his or her future in the game.

Throughout act 1, in five sequences, he has been able to gauge his opponent's level, and must now decide whether to play or let play, in the full knowledge that a correct answer earns 5 points, i.e. as many as the cumulative score for act 1, and that a wrong answer or no answer loses 5 points. The level of difficulty is high for the Act 2 challenge, in which the candidate is asked to give the name of a film character based on the character's portrayal in the film, knowing the name of the film and the name of the actor.

The project's franchise is an exceptional game mechanic with a promise of recurring action that constitutes a rendezvous for the public where the novelty of the universe exploited has never before been brought to a game show format, a universe with a very broad spectrum offering variability between each episode, few or no MCQs giving strength to the game's franchise and also the LEADER who, whoever he or she may be, will either be adulated as a champion or will be strongly challenged.

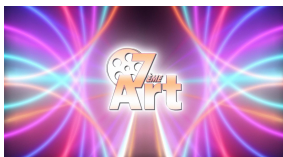
Given that the game is based on the strategy employed by the leading candidate and the self-confidence he or she exudes, this format offers an evolving, surprising franchise with the promise that each episode will be different.



## The Format's intentions:

The subject is truly the 7th ART, whose point of view is: It's a lot harder than it looks to play with cinema.

With a simple, effective dramatic concept in which two dueling candidates are invited to challenge each other in the world of cinema; with a writing line: A game that builds from sequence to sequence, from act to act, but where the strategy applied by the LEADER candidate will be decisive for his future in the game.



## Game mechanics:

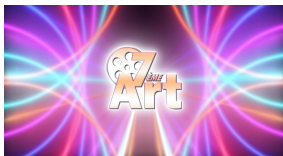
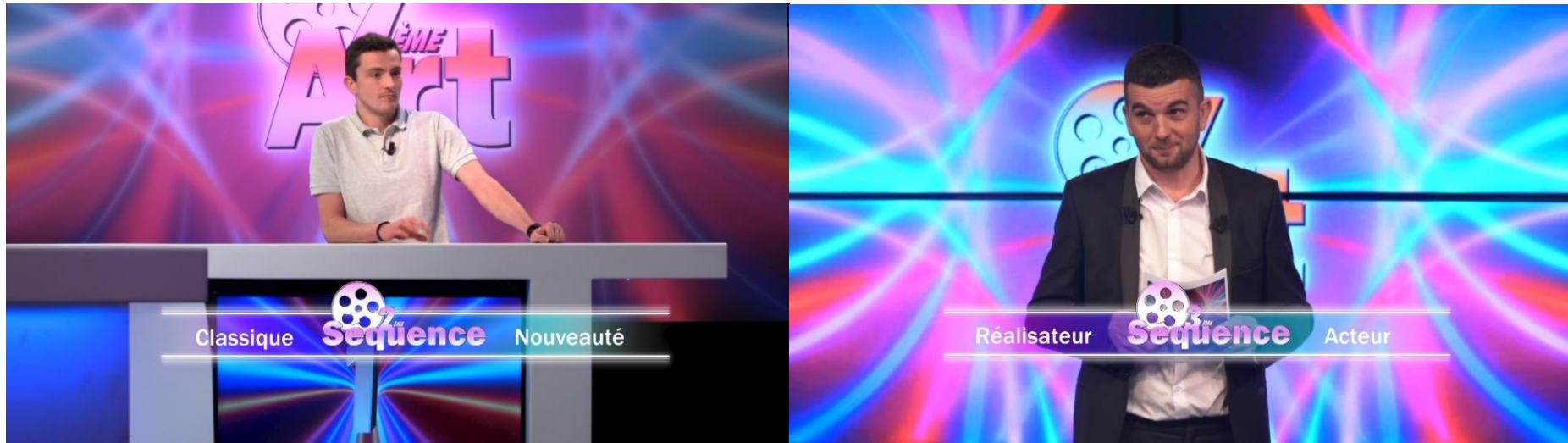
Film buffs with a wealth of knowledge take part in the 7th Art game.

Every day, a contestant will attempt to dethrone the Cinephile of the Day, known as the Leader. They'll play against each other and try to accumulate as many points as possible.

The one with the most points will become (or remain) the Cinephile Leader, and advance to the final for a chance to win up to €10,000. Who will be the undisputed Cinephile Leader?

The title of Cinephile Leader allows a contestant to return to each show as long as he or she hasn't been beaten. With each show won, the leader has the opportunity to win up to 10,000 euros. In effect, we become attached to these champions, whether we like them or not, we go to see them, either to criticize them or to praise them.

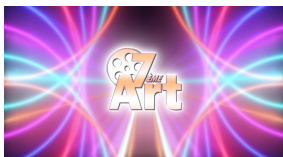
I wanted to develop the mechanics of this game with the same basic structure as the screenplay of a film from the 7th Art. By screenplay structure, we mean the skeleton, i.e. the obligatory points of passage around which my story revolves. Writing a 7th Art screenplay is the same thing.



The first act sets the scene. It introduces the main character, the leader of the cinephiles, and the other character, the leader's candidate opponent. At the end of the first act, we place an event that turns the main character's life upside down. Following this upheaval, he has a difficult goal/quest to achieve, which motivates him throughout the next two acts: this is what we call the dramatic knot, which unfolds over the first 5 sequences of the game.

The second act shows the character in search of a new equilibrium. This is the most strategic part of the game, where every twist and turn is possible. A test lies ahead. The second act ends with a twist that gives the quest a new direction. This is called the Climax.

The third act is the shortest, and describes the final stage of the game's quest. The character is faced with a final test in which he or she must put all his or her resources to the test, ultimately triumphing or failing with no way back. But the 7th ART game offers him the privilege of playing again the following day under the LEADER banner.



## The sequence

- **Sequence 1\_ The “opening credits”**: The first sequence is an animated representation of the opening credits. The credits appear only twice in each game episode. It frames the pure game, introducing it with a 3D animation of the 7th ART logo, and concluding it with a thank-you to the LEADER finalist.

The 3D graphic animation of the “7th ART” game is based on a two-stage reconstruction of cinema, following its evolution from the black-and-white era to color. This embodies the great revolution, as well as cinematic progression over different periods.

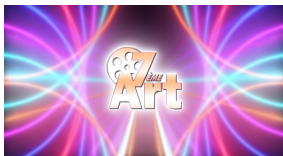
We're playing with the number 7 of the 7th ART. There are exactly 7 challenge phases in the game mechanics. First, the 5 sequences of act one. Then the challenge of act two and finally the final challenge of act three.

In terms of visual representation, we'll start with a black-and-gray background, the genesis of old-fashioned cinema and television, where the number 7 successively appears in 7 different graphic forms. Then 7 different beams of light propel the appearance of the term 7th ART in golden color, with a graphic representation of the 3D film strip, to the music of “Zombie Funk” performed by Steve Poloni.

- **Sequence 2\_ The “presentation”**: The host presents the game in 4 phases:

-First of all, the presentation of the principle of the game, with its exceptional and unique stakes that make it so original. This second sequence is based on the host's general presentation of the game. The aim is to get everyone excited about coming together on the 7th ART stage, by reminding them of the frequency of the game and the spectacular stakes involved: “Hello everyone, we're delighted to welcome you to the 7th ART stage, your daily game that could win you up to 10,000 euros. Every day, a contestant takes on LEADER, our 7th ART champion. Whoever manages to unseat him or her will become the new LEADER”.

Next, it's important to recall the originality of the game, which makes it exceptional and unique: “Cinema is the means to live vicariously through emotions and experiences, while being aware that it's only a film. Well, in 7th ART, you're in for a unique, real-life experience! You've been dreaming about it, so we made it for you! Welcome to 7th ART.





-Then it's time for the host to welcome the day's new candidate to the stage. He calls them by their first name. The new candidate of the day takes his or her place to the left of the host, facing his or her desk. After the welcome, the host invites the contestant to get to know him better, and to appreciate his state of mind before the game: “Let's welcome our contestant of the day, who comes from which town? How do you do? What do you do for a living? What's your favorite movie? How does it feel to face LEADER?”

-Then, after this phase of meeting our candidate of the day, the host invites to the set the candidate Leader, who will take his place as he does every day on the host's right: Let's now welcome our LEADER of moviegoers, our champion. Undefeated in 10 episodes, he'll be trying to retain his title!

-Finally, it's time for the host to clarify, as he does every day, the structure of the mechanics with the rules of the game: “Our 2 candidates of the day will face off in a duel! The game is based on a series of 3 acts, just like in the movies! Act I takes place in 5 sequences to accumulate the maximum number of points. Act II is called the character, where the game can change at any moment. And Act III for the final phase.

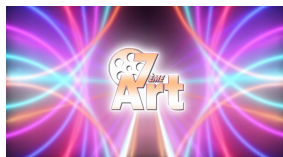
After this brief reminder of the rules, the facilitator reminds the candidate of the central role of Leader as a key player: “LEADER is the master of the game, you have your destiny in your hands!”

**- Sequence 3\_ The third sequence is called “Act I - Seq 1 - Caesar or Oscar”**, and logically forms a sequence in its own right. This sequence immediately plunges candidates and viewers into the heart of the game. The host explains the fundamentals of the game: “This first act is divided into five sequences. Each correct answer earns the contestant 1 point. Leader has the privilege of choosing his theme for each sequence”.

The host then announces: “I invite you to start the game immediately with the first sequence: Caesar or Oscar. With a reminder of the elements of the game: “In France, the Césars only reward French films, while the Oscars allow foreign films”.

The host invites the LEADER candidate to choose his theme. This is one of his privileges. The LEADER candidate chooses the theme of his or her choice. As a result, the new candidate of the day will be questioned on the remaining theme.

For this first sequence of the game, and only for this sequence, the questioning is based on a multiple-choice question, to lead the candidates progressively to more and more difficult games as the game progresses.



While the statuettes for the two prizes are displayed on the big screen, the host states the question and the associated answers.

After the Leader candidate's answer, which either validates or invalidates the one-point gain that will appear on Leader's screen, the host suggests an answer that combines both context and suspense, ending with the expected answer.

Then, still in Sequence 1 of Act I, it's the turn of the day's candidate, Leader's challenger, to have the remaining theme imposed on him. The moderator confidently states the question and answers to be chosen.

After the candidate's answer, which may or may not win him a point that will appear on his personal screen, the presenter suggests an answer that combines context and suspense, ending with the expected answer. At the end of the 1 César ou Oscar sequence, the host takes stock of the points won by each candidate.

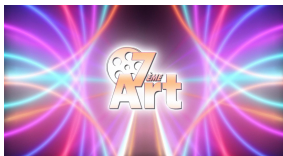
- **Sequence 4\_ The fourth sequence is called “Act I - Seq 2 - The 2-step test”**, and logically forms a sequence in its own right. The moderator invites you to continue your ascent with the second sequence of the game, called “The 2-step test”. With a reminder of the elements of the game: “Leader, do you prefer to play with a classic film or a new blockbuster?”

The host then invites the LEADER candidate to choose his or her theme. With this privilege, Leader orientates himself on the theme of his choice. As a result, the new candidate of the day will be questioned on the remaining theme.

As an image capture of a central scene from the film to be discovered is displayed on the big screen, the host states the question: “Here's an image of an iconic scene from a great film classic, which one?”

After the Leader candidate's answer, which is often backed up by further evidence of his or her talent as a champion, and which may or may not validate the winning of a point that will appear on the Leader screen, the presenter suggests an answer that combines both context and suspense, ending with the expected answer.

Then, still in this second sequence of Act I, it's the turn of the day's candidate, Leader's challenger, to have the remaining theme imposed on him, with a question that could be the following: Here's an image of an iconic scene from a blockbuster film, which one?



After the candidate's answer, which validates whether or not he or she has won a point that will appear on his or her personal screen, the host suggests an answer that combines both context and suspense, ending with the expected answer.

At the end of the two-stage test, the presenter takes stock of the points earned by each candidate.

- **Sequence 5\_ The fifth sequence is called “Act I - Seq 3 - Director or Actor”** and logically forms a sequence in its own right. The host continues with this third game sequence and announces: “I invite you to continue your ascent with the third game sequence, which is called ‘Director or Actor’. With a reminder of the elements of the game: “The director is a ‘director of images’. On the basis of a script, he constructs a mise en scène. The actor, on the other hand, is the artist who plays a role, who interprets a character in the film”.

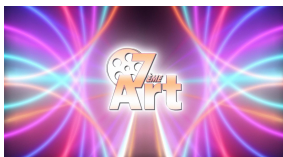
Next, the presenter invites LEADER to choose a theme. The LEADER candidate goes for the theme of his choice, where the candidates will be invited to play with portraits that will be displayed on the big screen. As a result, the new candidate of the day will be questioned on the remaining theme.

While the portrait of the director to be discovered is displayed on the big screen, the host asks, for example: “Here's the portrait of a great director, who is he?”

After the Leader candidate's answer, which may or may not validate the gain of a point that will appear on the Leader screen, the presenter suggests an answer that combines both context and suspense, ending with the expected answer.

Then, still in this sequence 3 of Act I, it's the turn of the candidate of the day, Leader's challenger, to have the theme imposed on him. For example, the host asks: “Here's a portrait of a talented actor, who is he?”

After the candidate's answer, which validates or invalidates the gain of a point that will appear on his or her personal screen, the host suggests an answer that combines both context and suspense, ending with the expected answer. At the end of this sequence: Director or Actor, the host takes stock of the points earned by each candidate.



- **Sequence 6\_ The sixth sequence is called “Act I - Seq 4 - Reply or Music”** and logically forms a sequence in its own right. The host continues with this fourth sequence, announcing: “I invite you to continue your ascent with Sequence 4, which is called ‘Reply or Music’. With a reminder of the elements of the game: “We're going to play with soundtracks of either a cult line or a well-known film soundtrack”.

The host then invites LEADER to choose a theme. The LEADER candidate is guided by the theme of his choice, where the candidates are invited to play with soundtracks broadcast on the game board. As a result, the new candidate of the day will be questioned on the remaining theme.

After the soundtrack of the cult line has been played on the set, the host asks, for example: “From which film is this cult line taken?”

After the Leader candidate's answer, which validates or invalidates the gain of a point that will appear on the Leader screen, the host suggests an answer that combines both context and suspense, ending with the expected answer.

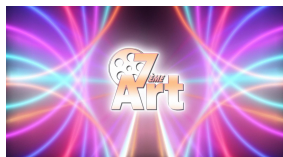
Then, still in this sequence 4 of Act I, it's the turn of the day's candidate, Leader's challenger, to have the remaining theme imposed on him. For example, the moderator asks: “From which film is this original soundtrack taken?”

After the Leader candidate's answer, which may or may not validate a point on Leader's screen, the host suggests an answer that combines context and suspense, ending with the expected answer.

Then, still in this sequence 4 of Act I, it's the turn of the day's candidate, Leader's challenger, to have the remaining theme imposed on him. For example, the moderator asks: “From which film is this original soundtrack taken?”

After the contestant's answer, which may or may not earn him a point on his personal screen, the presenter suggests an answer that combines context and suspense, ending with the expected answer. At the end of the sequence: Reply or Music, the host takes stock of the points earned by each candidate.

- **Sequence 7\_ The seventh sequence is called “Act I - Seq 5 - Film series or Film episode”** and logically forms a sequence in its own right. Increasing the pressure by one level, the host moves on to the fifth and final sequence of this Act I and announces: “I invite you to continue your ascent with sequence 5, which is called ‘Film série Ou Episode de Film’.



With a reminder of the elements of the game: “On both sides of this sequence, the candidate chooses to find the title of the series by going through an episode name, or conversely, he chooses to find the name of the episode from the title of the series”.

The host then invites LEADER to choose a theme. The LEADER candidate goes for the theme of his choice, where the candidates will be invited to play with the covers that will be displayed on the big screen, but on which either the film title or the episode title has been obscured, depending on the theme. As a result, the new contestant of the day will be questioned on the remaining theme.

As the photo of the film cover to be discovered appears on the big screen, the host asks the following question, for example: Here's the film cover (Jaquette) on which the name of the film has been obscured, which one?”

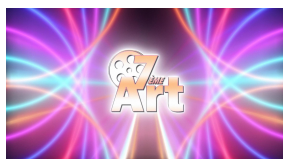
After the Leader candidate's answer, which may or may not validate a point on Leader's screen, the host suggests an answer that combines context and suspense, ending with the expected answer.

Then, still in this sequence 5 of Act I, it's the turn of the day's candidate, Leader's challenger, to have the remaining theme imposed on him. For example, the host might ask: “Here's the film cover (Jaquette) with the name of the episode hidden, which one is it?”

After the candidate's answer, which may or may not validate the point gained, the host suggests an answer that combines context and suspense, ending with the expected answer. At the end of the sequence: Film series or Film episode, the host takes stock of the points earned by each candidate. For example: “We've come to the end of Act 1. Our leader has 4 points, while our candidate of the day has only 3. We now move on to ACT 2.

- **Sequence 8\_ The seventh sequence is called “Act II - The Character”**, and logically forms a sequence in its own right. After a comma highlighted by the game's motion animation, it's time for the animator to set the context for Act II, which is called : The character. He defines the pivotal context of this strategic sequence: “Becoming the undisputed leader of 7th ART's cinephiles means becoming a truly mythical character in our game's saga. I invite you to play with the greatest characters of 7th ART.

Next, the host reminds us of the contextual rules governing this Act II: “A correct answer earns 5 points - a wrong answer or no answer loses 5 points”.



In this game configuration, all scenarios are possible. Now, the choice of the Leader candidate will be decisive for his future in the game. As part of the strategy, he must assess his opponent's ability, particularly in the light of the five previous sequences, to respond correctly to this character theme, whose level of difficulty is logically higher than the previous challenges.

The host then calls out to the Leader candidate: “Leader play or let play? Then, the host reminds us again of the rules governing this central sequence of the game, pointing out the inherent risk involved in the choice the Leader candidate has just made, and the way in which the finalist candidate will be selected: “At any moment, the game can tip over! The finalist candidate is the one with the most points, and it's the same one who becomes or remains Leader”.

Next, the host invites the big screen to display the character's portrait, and questions either the challenger candidate or the Leader candidate, depending on the latter's choice, with the following question, for example: What is the name of the character played by Jody Foster in 'The Silence of the Lambs'?

To determine the finalist candidate, in the event of a tie in points at the end of Act II, the Leader candidate remains Leader, and will face Act III. Si Leader joue et propose la bonne réponse, il est assuré de conserver son titre de champion et de jouer la finale.

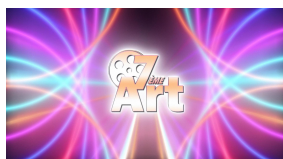
If the Leader candidate plays and doesn't propose the right answer, then he's almost certain to be eliminated, unless the challenger candidate never scored any points during the first act, which causes a tie situation to LEADER's advantage.

If the challenger candidate plays and proposes the correct answer, he is guaranteed to be a finalist and to become Leader, unless he had no points in act 1 and the Leader candidate made a perfect score in act 1, which would result in a tie, to LEADER's advantage.

If Leader's challenger plays the game and doesn't propose the right answer, he's sure to be eliminated.

The eliminated candidate is warmly thanked by the host. This is also the moment for the host to highlight the eliminated candidate's achievements, and the finalist is congratulated as he enters the third and final phase of the game: Act III.

The host closes Act II: “It's time for ACT 3, time for the final!



- **Sequence 9\_ The eighth sequence is called “Act III - The Final”.** The ninth sequence sees one of the two candidates advance to the final. The host will explain what's at stake. For the final, the candidate's points are translated into euros on an equivalence basis: 1 point is worth 1,000 euros. Knowing that a candidate can earn a maximum of 5 points in Act I and a maximum of 5 points in Act II, this means playing for a maximum of 10 points, or €10,000. Next, the host explains the contextual rules governing the final act: “We've extracted an image from a trailer: our movie buff Leader has to find the film's title”. At the same time, the image is displayed on the big screen.

During the final act, contestants can call on 5 jokers to help them determine the name of the film they have to discover from an image taken from the trailer. Each joker costs 1,000 euros, which reduces the final prize pool by the same amount. It should be pointed out that the candidate declared Leader at the end of Act II is guaranteed to play again the following day with the status of LEADER Champion. Candidates who find out the name of the film are guaranteed their winnings. No one can take them away.

The host specifies that the five jokers that can be requested correspond to the theme of the five sequences that the candidate encountered in Act I. Obviously, in return, the candidate sees his prize pool reduced by 1,000 euros. Once the joker has been chosen and the candidate Leader has proposed an answer, to maintain the suspense, the host will progressively decline the clues according to whether the candidate has requested all the jokers, declining them one by one.

The moment the host calls out the name of the film, the screen plays the film's trailer, starting from the captured image from which Leader had to find the name of the film. The host then concludes the final Leader sequence by confirming or denying the contestant's correct answer, which in turn determines whether or not he or she wins the prize.

Finally, the host will conclude the game, after congratulating the candidate, by making an appointment for the next episode: “See you tomorrow with our candidate for a new episode of our 7th ART SAGA. If, like our contestant, you'd like to join the 7th ART stage, don't hesitate to sign up at [www.sitedelachaine](http://www.sitedelachaine) for your chance to win up to 10,000 euros. See you soon on 7ème ART!

-**Sequence 10\_ The “end credits”** conclude the game with a 3D graphic animation of the 7th ART logo described in sequence 1 of this manual; and finally, the credits.

