



who is

tougher  
enough?



**WWE'S HIT COMPETITION SHOW IS BACK - BIGGER AND TOUGHER THAN EVER BEFORE AS 20 HOPEFULS FROM AROUND THE COUNTRY BATTLE IN AND OUT OF THE RING TO BE CROWNED THE NEXT WWE SUPERSTAR!!**



A large, close-up photograph of Steve Austin, a WWE legend, pointing directly at the camera with a serious expression. He is wearing a black t-shirt with the words "tough" and "ough" visible in white, and a red lightning bolt logo. He has a goatee and is wearing a large ring on his right hand.

**WWE LEGEND “STONE COLD” STEVE AUSTIN WILL HOST THE COMPETITION.**

**HE KNOWS EXACTLY WHAT IT TAKES TO BE A LEGEND . . . AND WHO WILL ULTIMATELY BE TOUGH ENOUGH TO WIN!**

**THE CONTESTANTS WILL BE COACHED BY TWO OF WWE’S PREMIERE TRAINERS – BILL DEMONT AND TRISH STRATUS. THEY WILL PUSH THE CONTESTANTS TO THE LIMIT TO SUPPORT THE STRONG – *AND WEED OUT THE WEAK!***



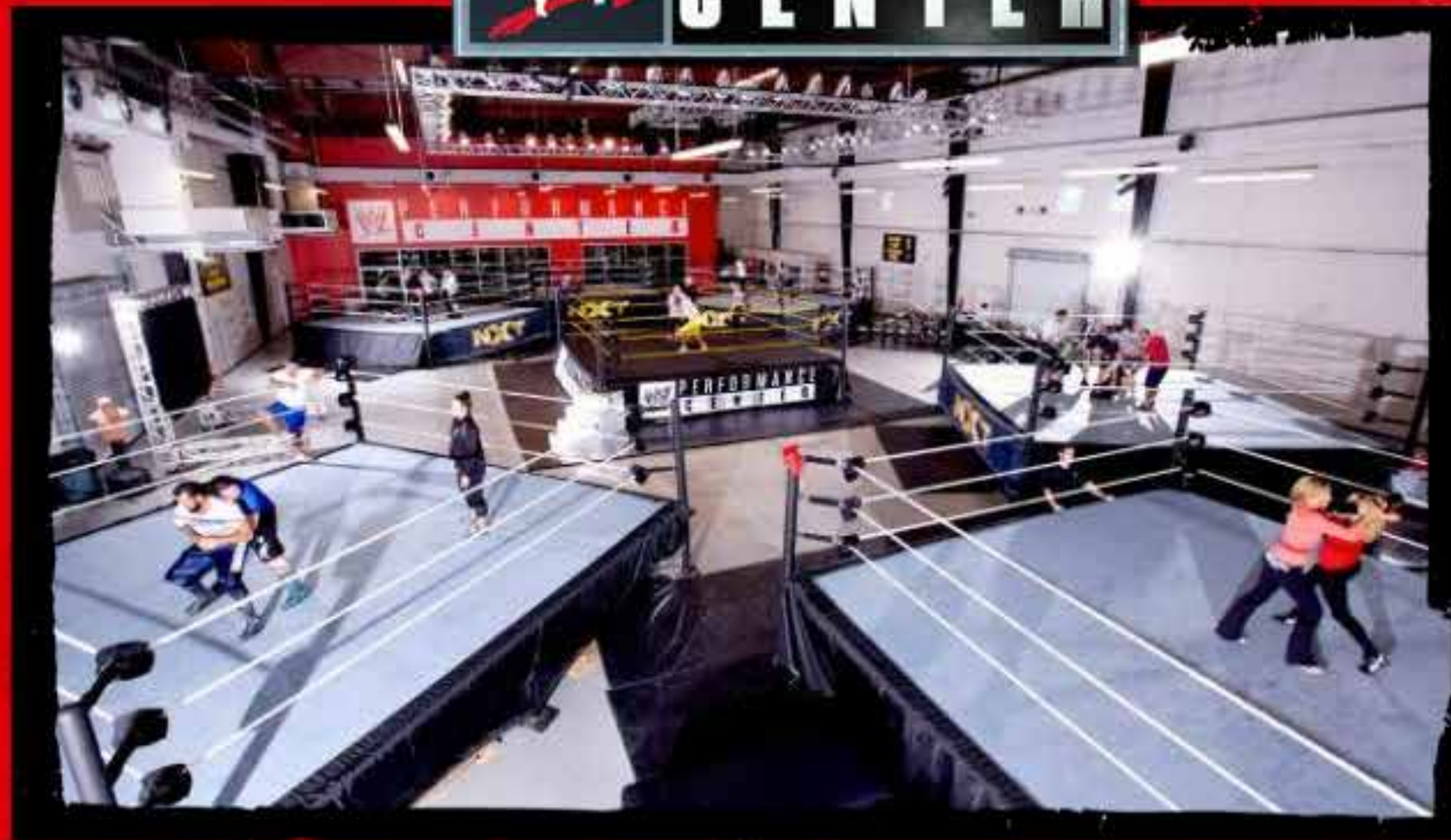


**WWE RECRUITS WILL SEARCH AMERICA THRU MAJOR OPEN CALLS TO FIND 20 OF THE MOST ATHLETIC, DRIVEN, CHARISMATIC AND HUNGRY MEN AND WOMEN WHO DREAM OF WWE GLORY.**

**A DIVERSE GROUP OF 10 MEN AND 10 WOMEN WILL BEGIN THEIR JOURNEY TO PROVE THEY DESERVE THE PRIZE. IN THIS GROUP COULD BE A HUSBAND & WIFE, SISTERS, BROTHERS, CO-WORKERS, BEST FRIENDS . . . *WILL HAVING AN ALLY IN THE COMPETITION HELP OR HURT THEIR ABILITY TO SURVIVE UNTIL THE END – WHEN ONLY ONE CAN WIN?***







**TRAINING WILL TAKE PLACE IN THE STATE-OF-THE-ART WWE PERFORMANCE CENTER IN ORLANDO, FLORIDA.**

**THIS IS THE PLACE WHERE SUPERSTARS ARE MADE! AND WHEN THEY ARE NOT IN THE GYM OR IN THE RING, THEY WILL LIVE IN A HOUSE BIG ENOUGH TO IMPRESS - AND GET A TASTE OF LIFE AS A SUPERSTAR - *BUT SMALL ENOUGH TO KNOW THEY CAN'T ESCAPE EACH OTHER'S EGOS AND DRAMA.***





**IN EVERY EPISODE,  
THE CONTESTANTS  
WILL TRAIN AND  
COMPETE TO EARN  
A CHANCE TO SHINE  
IN THE SPOTLIGHT.**

**BUT ONLY ONE WILL  
WIN THE CONTRACT TO  
BE THE NEXT WWE  
SUPERSTAR.**

**THINGS ARE GOING  
TO GET TOUGH - REAL  
TOUGH - *AND THERE  
ARE GOING TO BE  
“CASUALTIES” . . . .***





**tough  
enough** 

**PEOPLE ARE GOING TO BE ELIMINATED - ONE-BY-ONE, WEEK BY WEEK - UNTIL THE FINALISTS, WHO HAVE PROVEN THEMSELVES OVER AND OVER, PLEAD THEIR CASE TO AMERICA'S WWE FANS, WHO WILL CAST THE DECIDING VOTE ON WHO WILL BE THE NEXT WWE SUPERSTAR.**

**DO THE MATH - THAT MEANS THERE WILL BE 6 PEOPLE LEFT FOR THE FINAL ROUNDS. OF COURSE, WITH A COMPETITION THIS INTENSE, SOME ARE BOUND TO GET HURT - AND A FEW MAY REALIZE THEY REALLY AREN'T TOUGH ENOUGH TO MAKE IT TO THE END AND DECIDE TO QUIT.**

***(WE'LL HAVE SOME ALTERNATES TRAINING IN THE WINGS TO ENTER THE ARENA EARLY IN THE COMPETITION IF THINGS GET TOO ROUGH . . .)***



**HOW WILL THESE CONTENDERS TO THE  
WWE THRONE PROVE THEY ARE TOUGH  
ENOUGH? HOW WILL 20 HOPEFULS BE  
CUT DOWN TO 1 WINNER?**

**HERE'S HOW IT WORKS:**

**IN EVERY EPISODE, THROUGHOUT THE SEASON,  
OUR 20 CONTESTANTS WILL LIVE, TRAIN, SLEEP,  
EAT, AND COMPETE TOGETHER 24/7. THERE WILL  
BE NO ESCAPE FROM THE HEAT OF 20 HUGE EGOS  
UNDER ONE ROOF.**

**WILL THERE BE JEALOUSIES, ALLIANCES,  
BACKSTABBING – *EVEN HOOKUPS?***

**WHO WILL KEEP THEIR EYES ON THE PRIZE AND  
WHO WILL BE TEMPTED BY THE “SOAP OPERA” OF  
DISTRACTIONS – *BOTH GOOD AND BAD?***





**AT THE WWE PERFORMANCE CENTER, CONTESTANTS WILL LEARN THE FUNDAMENTALS OF PERFORMING AS A WWE SUPERSTAR AS WELL AS TRAIN TO DEVELOP THEIR IN-THE-RING AND ON-SCREEN PERSONA.**







**ON EACH EPISODE, CONTESTANTS WILL PARTICIPATE IN THE *SKILLS CHALLENGE*. THESE CHALLENGES WILL BE CONSTANTLY SURPRISING AND CHANGING WITH A MIXTURE OF:**

- **PHYSICAL CHALLENGES** THAT TEST STRENGTH, ENDURANCE AND TECHNICAL SKILLS
- **PERSONALITY CHALLENGES** THAT TEST ON-CAMERA ABILITIES, CHARISMA AND ENTERTAINING AUDIENCES
- **GROUP CHALLENGES AND PARTNERSHIPS** THAT WILL TEST TEAM WORK AND PARTNERSHIPS.

**THESE CHALLENGES MAY TAKE PLACE IN THE RING OR OUT IN THE PUBLIC – *AND THERE IS A LOT RIDING ON THEM...***



**THE TWO TOP PERFORMERS OF THE *SKILLS CHALLENGE* WILL BE CHOSEN BY AUSTIN, THE TRAINERS, AND SOMETIMES SPECIAL GUESTS, AND BE REWARDED WITH *RING TIME* – WHAT ALL CONTESTANTS STRIVE FOR!**

**THEY WILL EACH HAVE ONE HOUR TO TRAIN WITH A WWE SUPERSTAR - LEARNING A MOVE OR SKILL SET AS THEY WORK TO PERFECT THEIR CRAFT. (IT COULD BE WORKING ON A BODY SLAM OR AERIAL PIN, ETC.) AFTER THE HOUR, EACH CONTESTANT WILL GET TO PERFORM WHAT THEY LEARNED.**

**THE CONTESTANT WHO AUSTIN, THE TRAINERS, AND ANY SPECIAL GUESTS, DECIDE PERFORMED THAT MOVE THE BEST WILL RECEIVE *IMMUNITY* AND CANNOT BE VOTED OFF THE FOLLOWING WEEK!**







**IN MID-SEASON EPISODES, THE HOPEFULS WHO WIN *RING TIME* TAKE ON MORE ADVANCED TASKS LIKE CREATING A SIGNATURE MOVE OR LOCKING UP, AND WRESTLING FOR A FEW MINUTES WITH A SUPERSTAR OR DIVA.**


**IN THE FINAL THREE EPISODES, *RING TIME* GIVES THE LUCKY HOPEFULS A CHANCE TO “WORK” THE AUDIENCE . . . AND IF THEIR SKILL LEVELS ARE ADVANCED ENOUGH AT THIS POINT, THEY JUST MIGHT BE READY TO PERFORM IN A QUICK MATCH AGAINST A WWE SUPERTAR OR DIVA!**



**WHILE THE *SKILL CHALLENGE* WINNERS ARE SHOWING OFF IN THE RING, THE REST OF THE CONTESTANTS HAVE A BIG DECISION TO MAKE!**

**THEY HAVE ONE HOUR TO VOTE ON WHO THEY WANT TO SEND INTO *ELIMINATION*. THE THREE WHO GET THE MOST VOTES ARE GOING IN . . . AND ONE WILL BE GOING HOME!**



**tough  
enough** 



**AT THE *ELIMINATION*, THE THREE BOTTOM HOPEFULS VOTED IN BY THEIR PEERS MUST FIRST FACE TOUGH QUESTIONS ABOUT WHY THEY ARE FACING THE REAL POSSIBILITY OF GOING HOME. DO THEY REALLY KNOW WHY THEY WERE VOTED IN? DO THEY OWN UP TO THEIR MISTAKES OR WEAKNESSES? OR DO THEY POINT FINGERS AT WHO THEY THINK SHOULD BE THERE INSTEAD OF THEM?**

**“STONE COLD” STEVE AUSTIN HAS NO PATIENCE FOR WHINERS, SLACKERS OR EXCUSES - ESPECIALLY IF ANYONE FITS ALL THREE - SO HE’S PROBABLY GOING TO RIP EACH OF THEM TO SHREDS BEFORE GIVING SOME STONE COLD ADVICE ON WHAT THEY BETTER FIX - *AND FIX NOW* - IF THEY ARE LUCKY ENOUGH TO STAY IN THE GAME. AFTER A QUICK, PRIVATE DELIBERATION, AUSTIN ANNOUNCES THE FINAL DECISION ON WHO IS NOT TOUGH ENOUGH AND IS THEREFORE *ELIMINATED*.**





**AS THE COMPETITION COMES TO AN END, THE REMAINING CONTESTANTS WILL HAVE TO PLEAD THEIR CASE IN FRONT OF A LIVE AUDIENCE AT WWE RAW ON WHY THEY - AND THEY ALONE - DESERVE TO BE THE NEXT WWE SUPERSTAR!**

**TRAINERS, WWE SUPERSTARS AND “STONE COLD” STEVE AUSTIN HAVE HELPED TO GET THEM THIS FAR, BUT NOW THE FANS WATCHING IT LIVE AND ON TV WILL HAVE TO DECIDE ON ONE WINNER!**







**THE WINNER OF “TOUGH ENOUGH” WILL BE ANNOUNCED AT THE *REUNION FINALE* WHEN ALL 20 CONTESTANTS, “STONE COLD” STEVE AUSTIN AND HIS TRAINERS REUNITE - ALONG WITH SPECIAL WWE GUESTS - FOR THE BIG REVEAL OF AMERICA’S VOTE!**

**THEN IT’S FINALLY TIME TO WELCOME AND CELEBRATE THE *NEWEST WWE SUPERSTAR* - AND WATCH AS HE OR SHE PERFORMS IN THEIR FIRST PROFESSIONAL WWE BOUT!**





**WHO WILL BE TOUGH  
ENOUGH TO MAKE IT  
TO THE END AND WIN  
AMERICA'S VOTE?**

***YOU ARE ABOUT TO  
FIND OUT . . . .***

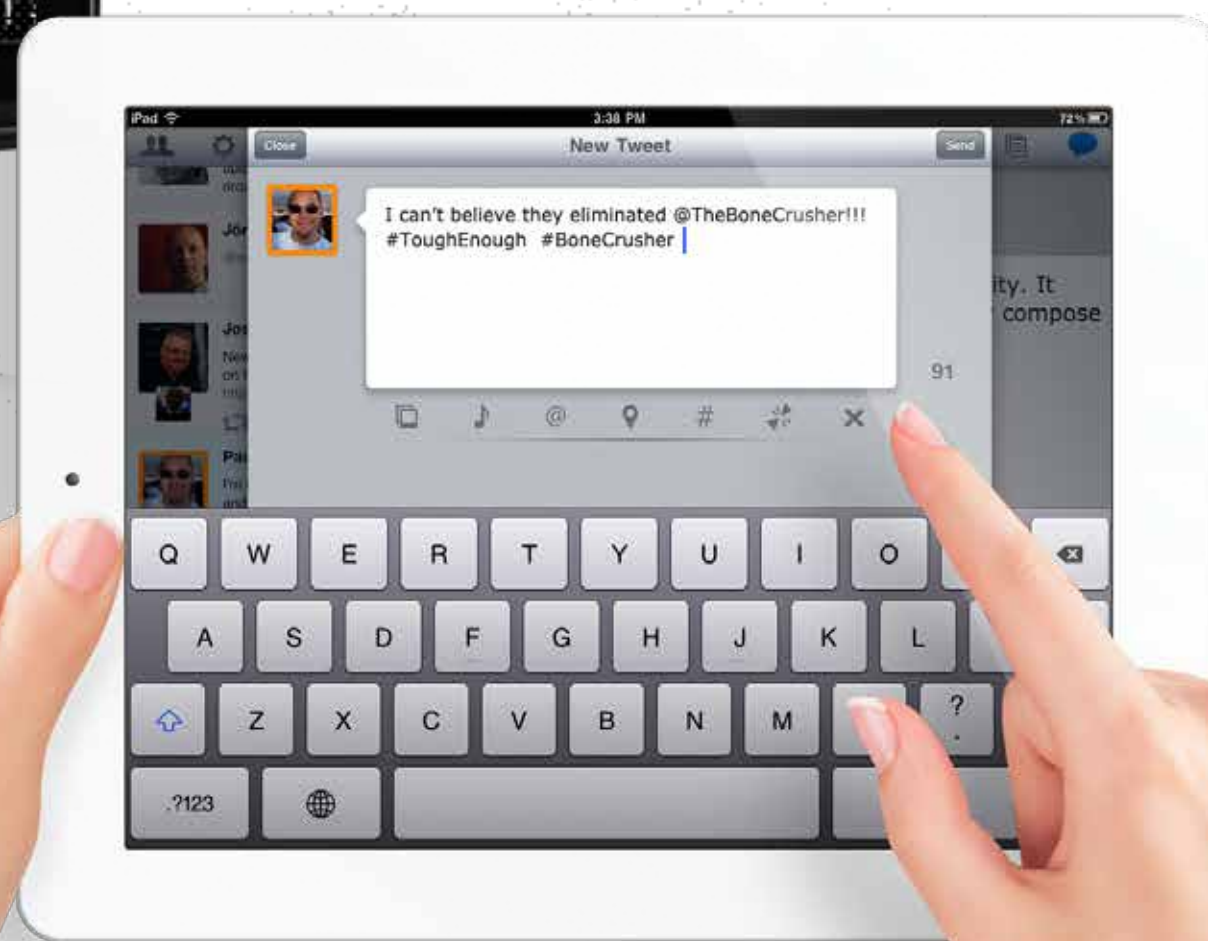






# GOALS

- ALLOW THE FAN TO INTERACT WITH THE SHOW SEAMLESSLY BY PROVIDING PLAY ALONG, CONTENT AND COMMUNITY ELEMENTS.
- ENGAGE THE COMMUNITY BEFORE, DURING AND AFTER THE SHOW.





# STRATEGY

- INVOLVE TWITTER HEAVILY IN THE VIEWING EXPERIENCE TO CREATE A FULLY INTEGRATED, INTERESTED, AND ENGAGED AUDIENCE
  - HAVE “STONE COLD” STEVE AUSTIN (2.32M FOLLOWERS), BILL DEMONT (153K FOLLOWERS) AND TRISH STRATUS (754K FOLLOWERS) HEAVILY ENGAGED IN THE CONVERSATION OF THE SHOW IN REAL-TIME.
- CREATE DRAMA / STORY:  
*CREATE ELEMENTS WHERE THEY ARE ROOTING FOR, OR TALKING SMACK ABOUT, CONTESTANTS.*
  - BY THE HOST AND TRAINERS HAVING AN OPINION IT CREATES DRAMA AND DRIVES THEIR FOLLOWS TO MIGRATE TO THE SHOW.
- SHARE BEHIND THE SCENE MOMENTS (VIDEO, PHOTOS, COMMENTS)
- SECOND SCREEN ENGAGEMENT:  
*THE WWE ALREADY HAS A GROUNDBREAKING SECOND-SCREEN EXPERIENCE. BMPD WOULD TAP INTO THE EXISTING FEATURES BY OFFERING THE FOLLOWING :*
  - 3-D RENDERINGS OF WWE MOVES / SIGNATURE MOVES OF PERSONALITIES
  - INSTANT REPLAYS OF CRAZY MOMENTS
  - REVERSE CAMERA ANGLES OF ESPECIALLY HARD HITS
  - PLAYER PROFILE THAT GIVES REAL TIME FEEDBACK VIA VIDEO ON WHAT IS HAPPENING ON THE SCREEN
  - EXTRA ELIMINATION FOOTAGE FROM THE JUDGES
  - THE BUILDING OF A PERSONALITY-PROFILES OF EACH CONTESTANT AND THEIR “WWE PERSONALITY” THEY WANT TO CREATE
  - LIVE BACKSTAGE VIDEOS AND PHOTOS
  - ENGAGING IN POLLS AND TRIVIA
  - CURATE VIEWER FEEDBACK, AND VIDEO COMMENTARY FROM FANS
  - PROVIDE ONGOING STATS AND UPDATES ON THE CONTESTANTS COMPETING TO BE TOUGH ENOUGH
  - CREATE A “TOUGH ENOUGH FANTASY GAME” THAT ENGAGES VIEWERS ALL SEASON LONG



# WHY BMP?

- **INNOVATION LEADER FOR OVER 25 YEARS!**
  - **PRODUCER OF FIRST REALITY “HOUSE” DOCU-SERIES**
    - **THE REAL WORLD** (29 SEASONS)
  - **PRODUCER OF 1ST REALITY COMPETITION / ELIMINATION SERIES**
    - **THE CHALLENGE** (25 SEASONS)
  - **TOP-TIER EXECUTIVE PRODUCER TEAM**
    - **JON MURRAY, GIL GOLDSCHN, RICK DE OLIVEIRA, JEFF JENKINS**
- **CURRENT PROGRAMMING** (ABRIDGED)
  - **THE CHALLENGE** (26 SEASONS)
  - **BAD GIRLS CLUB ALL STAR BATTLE** (2 SEASONS)
  - **PROJECT RUNWAY** (13 SEASONS)
  - **MOTOR CITY MASTERS** (PREMIER SEASON)







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