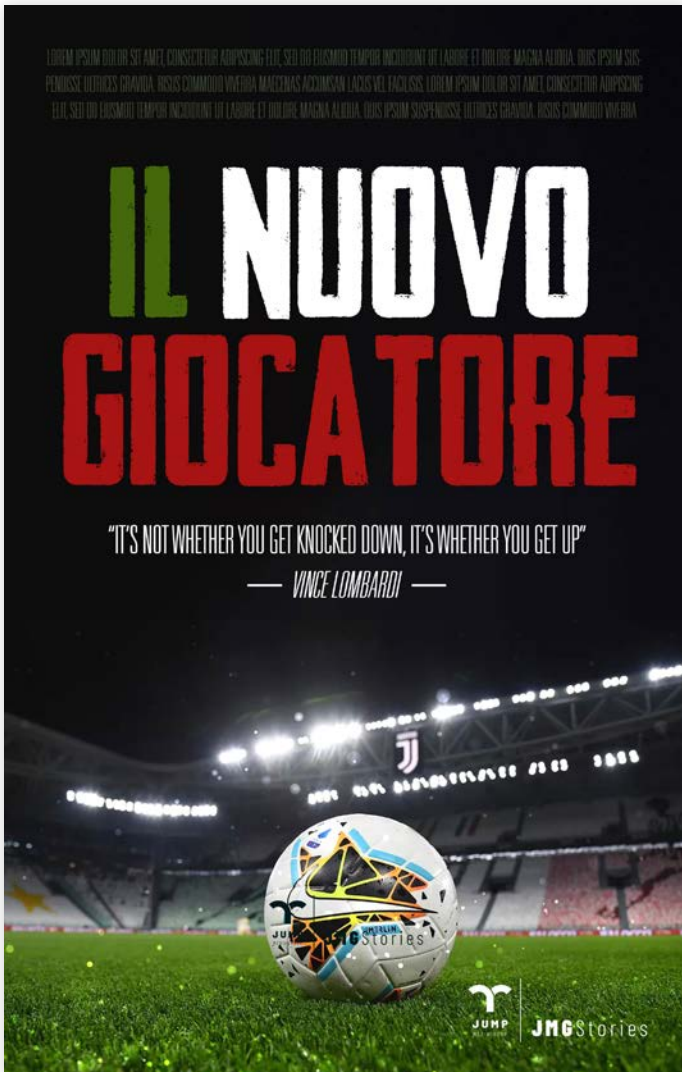


# IL NUOVO GIOCATTORE

— A football reality series from JMG Stories —

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*It's not whether you  
get knocked down, it's  
whether you get up!*

— Vince Lombardi —

**Genre:** *Reality*

**Format:** *Weekly 1 hr show + 3 matches with build up and studio after*

**Targetgroup:** *Italian football fans*

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**F**ootball is the world's most popular sport, and the biggest stars are among the most famous people in the whole world. Almost everyone has a team they follow, and in Italy, especially, the fans are fanatic – and fantastic. And if there is one thing the fans love to see, it is when a young local player makes it on to the biggest stage, the Serie A. JMG Stories and Videe present the brand new reality-concept «Il nuovo giocatore», where we track down 28 talents, between 20-26 years old, that for some reason did not quite make it to the top level, despite having the ability, and give them one last chance.

We sign them up for one season, where we provide a team of specialists that design a program they each must follow to reach the necessary levels of fitness, the required technical and tactical abilities, as well as the mental robustness that allows them to be at their best, when it is needed the most.

Over the course of the season we will follow each player and get to know them and their families personally, monitor their progress and see their development, in a weekly one hour show.

Halfway through the season the 28 players will meet for an intense training camp, which ends in a match between the two teams, each led by a popular guest-manager with top-level experience. After the match our team will select 15 players to stay on, while 10 players will be cut.

The players that stay on will step up and intensify their training programmes, with the goal of being the best they can be before the next match, which will be against Serie B opponents.

After this match, another three players will be cut, and we are left with the squad that at the end of the season will meet Serie A-level opponents. Now the fight is to be a part of the 11 that start the game.

The series will attach agents that will represent the players and promote them the right way to the clubs. The clubs will have representatives at the final game to study the players and potentially sign them. We will also attach sponsors to the show, and to each player, so that each player has a champion company.

New/Social Media will be used to give each player a unique page/profile on which they will share their thoughts on progress, nerves, likes and dislikes, and as their popularity rises, we can hold Q & A sessions with fans.

These media can also be used to vote for best player in the matches and who the fans want the most to be signed and so on.

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