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mentorn^{dm}
scotland



SJP MEDIA

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HIGH ENERGY
ENTERTAINMENT FORMAT



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DETAILS

Commissioning Broadcaster: **BBC2**

Producer: **Mentorn Scotland, SJP Media**

Number of New Episodes:

Season 1: **6 x 60'**

Celebrity Specials: **2 x 60'**

Season 2: **6 x 60'**

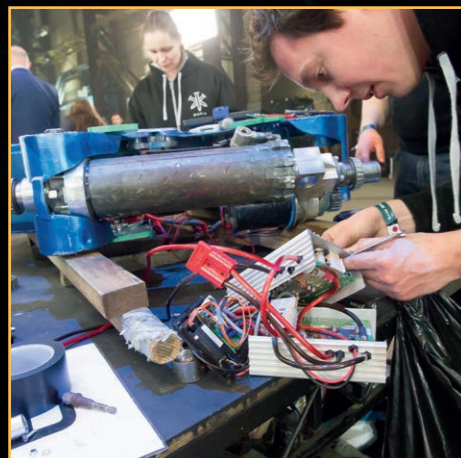
Season 3: **In production**

Number of Original Episodes:

147 episodes (1998 – 2004)

Scheduling: **Primetime**

Genre: **Entertainment, Game Show**



SERIES OVERVIEW

Exciting game show that pits killer robots against each other

Following 9 seasons in the UK, and 2 seasons in both the US and the Netherlands, **Robot Wars** burst back onto British TV screens in July 2016 on BBC2!

Each week, robots built by members of the public face one another, as well as the invincible House Robots, in the **Robot Wars** arena. The action takes place in front of a live audience in a purpose built, state of the art, bullet proof fighting arena.

Each episode features reality sections in the "pits" and back story VT's giving viewers a chance to get to know the roboteers; what drives them, how passionate they are and what makes their robot so lethal. **Robot Wars** is high energy entertainment suitable for mass family audiences.

- **Robot Wars** features 40 distinct combat robots, built by the competitors, fighting in a purpose-built arena in a bid to be crowned the champions
- In each episode, teams of friends, families and workmates enter their lean, mean killer machines into the epic **Robot Wars** contests, with each episode featuring a mixture of head to head and multi robot battles
- The characterful and hugely powerful House Robots patrol the arena attacking competitor's robots that get too close
- The series features news sections on technological advances in robotics around the world
- UK Hosts: Dara Ó Briain & Angela Scanlon

NEW SERIES RATINGS HIGHLIGHTS

UK: BBC2 / SUMMER 2016

- The new series surpassed the slot average previously held by Top Gear by over 80% for key target demographic of 16-44s
- The new series was nearly 300% over BBC2 primetime average
- The first episode was 150% above the slot average for 16-44s
- The first episode was 420% above BBC2's primetime average for 16-44s

NEW SERIES SOCIAL MEDIA HIGHLIGHTS

- The first episode was the #1 trend Worldwide and in the UK on Twitter
- Over 22,000 tweets during the first airing of the episode
- All six episodes of the new series reached the top 3 trends Worldwide on Twitter
- The first episode was also #1 trend in Entertainment and #3 trend overall on Facebook
- Over 88,000 people talked about the first episode on Facebook

THE FORMAT

Based on a 6 episode season, the first five episodes are the qualifiers, with the winner of each guaranteeing their place in the Grand Final.

In each round of the competition the robots will engage in a timed battle, with the winners decided by either 'knockout' or, if the time runs out with no clear winner, a 'judge's decision' made by a panel of three expert judges. Each episode of **Robot Wars** has three stages:

1) Group Battles:

There are two group battles, lasting up to three minutes, with four robots in each battle. The winning two robots from each will progress to the next stage of the competition

2) Head-to-Head:

The top two robots from each group battle go through to head-to-head battles, where all four robots will fight each other once in battles lasting up to three minutes.

3) Heat Final

The two robots with the most points in the head-to-head fights will battle each other one last time to determine the episode's winner and secure their place in the Grand Final.

The Grand Final (Episode 6) features the winners of the previous five episodes – alongside one runner-up chosen by the three judges – returning to battle for the coveted trophy.

THE UK HUB

- 20x20m bullet-proof arena with 7m high walls constructed in an atmospheric hangar in Glasgow, Scotland
- 400 person live audience capacity
- The Pits – technical area for competitors to build and repair their robots
- Full production facilities available

ROBOT WARS HISTORY

Robot Wars brings with it a worldwide fan base. The original series was seen in:

- AUSTRALIA • BELGIUM • CANADA • DENMARK • FINLAND • GERMANY • INDIA • IRELAND • ISRAEL
- ITALY • KOREA • NETHERLANDS • NEW ZEALAND • NORWAY • PAKISTAN • POLAND • RUSSIA
- SWEDEN • SINGAPORE • TAIWAN • THAILAND • UAE/MIDDLE EAST • UKRAINE • UNITED KINGDOM
- UNITED STATES OF AMERICA

BRAND AND MERCHANDISE

The **Robot Wars** brand offers many Live Event, Sponsorship and Merchandise opportunities which include Apparel, Toys, Books and Apps.

THE HOUSE ROBOTS

The resident House Robots – Dead Metal, Matilda, Shunt and Sir Killalot – are real war machines, 3 times heavier than competitors' robots!



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