



# The Story of BULLSEYE...

- One of ITV's most successful gameshows ever
- Produced by ATV, then Central
- Ran from 1981 to 1995
- 15 series, 325 episodes
- Consistently rated over 13 million in its traditional slot, Sunday 7pm
- Highest rating **19.8m**, Boxing Day 1989

# BULLSEYE since 1995...

- Revived by **Challenge** in 2006 for 30 shows
- Produced by Granada Productions
- Highest rating title on Challenge in 2006
- 200% increase in slot average
- 63% higher than Challenge's next most successful title of that year, *Classic WWBAM*
- Challenge beat Sky One for the first time in its history

**...and on ITV...**



# Ant and Dec's Gameshow Marathon

## October 2005

- Series was one of the highlight's of ITV's 50<sup>th</sup> anniversary celebrations
- Seven classic ITV gameshows showcased – *Family Fortunes, The Golden Shot, The Price is Right, Take Your Pick, Sale of the Century, Play Your Cards Right, Bullseye*
- **Bullseye** was the highest rating of the eight shows in the series – **8.6m, 27% share**

**...and again in 2007...**



# Vernon Kay's Gameshow Marathon

## May 2007

- Series ran during summer on Saturday nights
- Eight classic ITV gameshows showcased – *The Price is Right*, *Blockbusters*, *Blankety Blank*, *The Golden Shot*, *Name That Tune*, *Mr & Mrs*, *Play Your Cards Right*, *Bullseye*
- **Bullseye** was the highest rating show of the series – **4.8m, 32% share**

# And **BULLSEYE** still rates in 2012...

- Sky Challenge has been repeating **Bullseye** every day since January 2012
- Episodes are at least 18 years old
- Scheduled at 2030 and 2100
- Always rates above 100,000
- Highest rating 203,000 Wed 4 July 2012



## ...and in super-promotable event form...

- Sky Challenge's **Marathon Game Show Days** ran from 26 December 2011 to 31 December
- Monday 26 December – *WWTBAM* – 64,000
- Wednesday 28 December – *Takeshi's Castle* – 47,000
- Thursday 29 December – *Catchphrase* – 70,000
- Friday 30 December – *Family Fortunes* – 72,000
- Saturday 31 December – *Don't Forget The Lyrics* – 31,000
- **Tuesday 27 December – BULLSEYE – 84,000**

And off-screen, the BULLSEYE brand is as big as ever...





- Camelot's National Lottery scratchcard launched Autumn 2012
- One of the most successful scratchcard games ever
- Sales since August 15<sup>th</sup> launch... until week ending 8th December 2012

**27,363,948**

facebook

**35,326**





**3,986**



## **BULLSEYE's added value...**

- Connect through Google+ and Instagram
- Huge range of Bullseye merchandise available through Argos, Debenhams, Amazon and Play.com
- Bullseye Roadshow
- Even 'Bully Mascot' is for hire!

# What does this demonstrate?

- Still huge awareness of a brand that first appeared in 1981
- More importantly, huge affection for Bullseye remains
- Regarded as a classic much-loved show...a show with heart...
- So...

# ALL NEW BULLSEYE

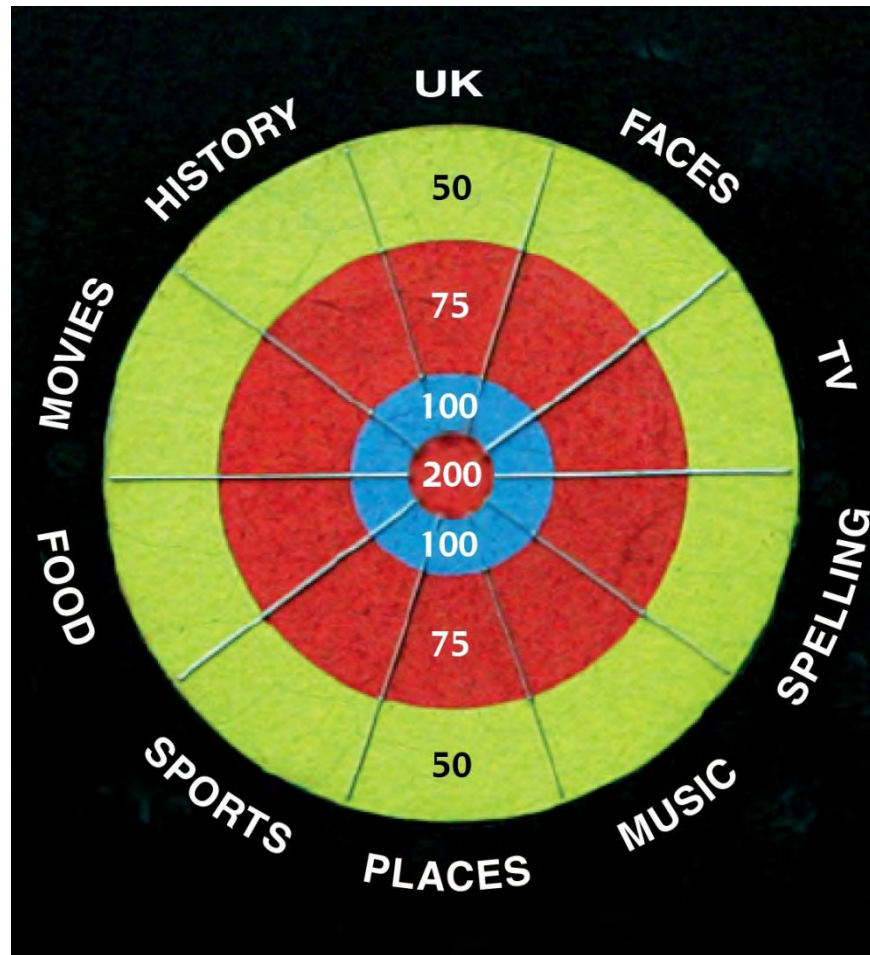
- Return of a much-loved ITV classic, in an upgraded form
- Many familiar elements, but with new faces and a new format twist
- A genuine family show of warmth, humour ...and jeopardy



# The Format

- Playable as a 30' or 45' show
- Five rounds, playable in two or three parts
- Three pairs of contestants - the **thrower**, and the **knower**

# Round One – THE CATEGORY BOARD



# Round One – The Category Board

- Knower selects a category from ten options for their partner, the thrower to throw a single dart at
- Classic categories were Movies, Music, Spelling, Food, Sports, History, TV, Faces, UK, Places
- Each category on board divided into three different values - £50, £75, £100...bullseye worth £200
- Once category successfully hit, category drops out of the round

# The Category Board

- First question worth £50 for correct answer, added to what the “thrower” scored
- Second question worth £75 for correct answer, third worth £100
- If “thrower” misses the category selected by “knower” and lands in category already dropped from the game, they lose chance to answer
- If “knower” selects category and “thrower” misses but lands in category still in game, then no points for the “thrower” but “knower” can answer for bonus points

# The Category Board

- If the knower answers incorrectly or doesn't know answer, competing team knowers can answer for bonus points
- At conclusion, host states scores of all three teams and moves on to Round Two

# Round Two – POUNDS FOR POINTS



## Round Two – Pounds for Points

- Each thrower competes in three rounds of darts against one another. All throwers scores are added to scores from Round One
- At end of each round, thrower with highest score wins right for the knower to answer a general knowledge question

# Pounds for Points

- Thrower's score in each round is doubled – eg. Thrower throws 3 darts to score 98 – this is doubled to 196...knower then can answer a question for £196
- If the knower answers incorrectly or doesn't know the answer, the question is offered to the highest scoring runner up and the value of the question is the thrower's score, doubled
- If that knower answers incorrectly, question is offered to the second runner up



## Pounds for Points

- At the end of Round Two, the two lowest scoring teams leave the show...but they won't go away empty-handed...



## Round Three – THE BRONZE BULLY



## Round Three – Bronze Bully

- Guest professional darts player or celebrity throws three rounds of darts (3 x 3) to score as many points as they can
- Guest's score is doubled and converted to cash equivalent – eg. Total 1200 is £2400
- Sum given to charity chosen by the contestants
- Highest score in series wins the **Bronze Bully**



## Round Four – BULLY'S PRIZE BOARD



## Round Four – Bully's Prize Board

- Perhaps the most fondly-enjoyed round of **Bullseye**
- *“Keep out of the black and in the red, nothing in this game for two in a bed”*

# **...with some great prizes!**

- Innnnnnn One – a set of home gym equipment
- Innnnnnn Two – an American-style fridge freezer
- Innnnnnn Three – a top-of-the-range laptop computer
- Innnnnnn Four – a pair of the latest smartphones
- Innnnnnn Five – a forty inch HD 3D television set
- Innnnnnn Six – £250 of music downloads or CDs
- Innnnnnn Seven – weekend at EuroDisney, Paris
- Innnnnnn Eight – a home laundry system



**“...and Bully’s Special Prize...”**



**A weekend for two in New York**

## Round Four – Bully's Prize Board

- Team has nine darts to win nine prizes
- Six darts for the thrower, three for the knower
- A Bullseye hit is required to win Bully's Special Prize
- Prize haul is added to the cash won by the contestants in Part One

## Round Five – THE CHOICE IS YOURS...

- For the newly-formatted endgame, the host offers contestants a choice of three options...
- Option 1 – Take the money and prizes and go
- Option 2 – Gamble for  
    **...Bully's Mystery Star Prize**
- Option 3 – Play for  
    **...Bully's Million Pound Jackpot**

# BULLY'S MYSTERY STAR PRIZE





## Bully's Mystery Star Prize

- Contestants gamble all of the cash and prizes won thus far
- Must score 101 or more on the board with six darts
- Three darts each
- If they lose – Show prize 'New Car'  
***“look at what you could’ve won...”***
- If they win – the keep all their cash and prizes, and Bully's Mystery Star Prize...



...or...of course...





# BULLY'S MILLION POUND JACKPOT





# Bully's Million Pound Jackpot

- Score 401 or more with 9 darts
- 6 darts for the thrower, 3 for the knower
- Thrower – knower – thrower
- £1,000,000 in cash is held on set

# Bully's Million Pound Jackpot

- If contestants fail, their final score is multiplied by ten to give their cash total...
- For example,  $320 \times 10 = \text{£}3,200$
- If after six darts it is not possible to still achieve a score of 401, host invites contestants to see what they could've won if they'd opted for Bully's Mystery Star Prize...before the thrower throws the final three darts to make up their cash total

## Host... Suggestion for UK Series



# Production

- Up to date new design, referencing classic style
- Original theme, re-recorded
- Large studio audience
- Many comedic elements, alongside jeopardy
- Opportunity for **All Star Bullseye** specials



**Remember...you can't beat a bit of Bully!**

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