

# debut

**A Branding And Marketing Opportunity Second To None  
Boyzone's Ronan Keating Comes To Asia In Search Of The Next Big Thing  
A Pop Music Voyage Of Discovery To Unearth Asia's Undiscovered Talent  
The Largest Ever Regional Talent Search  
Let The Auditions Begin...**



# A Branding And Marketing Opportunity Second To None

Debut is the first-ever regional Asian talent search for the next global sensation in pop music – and the once in a brand's lifetime to benefit from a phenomenon.

In a journey to find contestants with that magical presence, supreme talent and "it" factor, the series details what it takes to make or break a hit pop band.

Ronan Keating, lead singer of global pop sensation Boyzone will be our host for a fully integrated 360 marketing platform and TV series.

The internationally successful Irish singer/songwriter and major heartthrob will also play a key role in mentoring leading hopefuls down the path of fame – and hard work.

Driven to find Asia's next biggest talent, Keating's role– in-front and behind the camera – lifts Asian talent onto an international platform.

## THE START OF SOMETHING BIG

**Debut kick starts** with a two-day, five-city, audition process via reality episodes. Asia wide auditions cover India, China, Japan, Korea and South East Asia.

**Day one** sees a shortlist of 20 hopeful contestants in each city. On day two, the 20 will be divided into 4 groups. Here they show how they have to earn their keep by performing in front of a live audience.

**The final 2 contestants** will be selected from each city and whisked away to Singapore where they will compete in a weekly challenge

**Expect the Debut buzz** to electrify audiences as thrilling contest episodes, studio based performances and weekly "sing off" eliminations grip viewers and contestants vying for that lucky Debut spot.

**After tough eliminations** and multiple combinations of group performances, the 90- minute finale special showcases Debut's best, as they tear up the stage in a battle to win the Debut title and entrance into newfound stardom.

**The winner** will also perform for the very first time in Singapore.

**Combining the thrill** of fame with hard work and undeniable talent, Debut is prime entertainment for the entire family.

## DEBUT

9 X 1 HOUR TELEVISION SERIES

1 X 1.5 HOUR SERIES FINALE

1 X 2 HOUR CONCERT SPECIAL

ASIA WIDE AUDITIONS  
PRODUCED IN SINGAPORE

## KEATING'S ROLE LIFTS ASIAN TALENT ONTO AN INTERNATIONAL PLATFORM

### HIGHLIGHTS

ASIAN TALENT ON AN INTERNATIONAL PLATFORM

FAMILY VIEWING - TARGETS THE ENTIRE FAMILY

CELEBRITY HOST

FOR ADDITIONAL INFORMATION ON DEBUT, CONTACT

SIMON LOCKYER  
SIMON@ICE-TV.NET

ice-TV RONAN KEATING