



IT'S THE VINYL COUNTDOWN

Vinyl Hunters is a television format developed by Flashback Records founder Mark Burgess & former Channel 4 indie producer Brian West. Alternative name: Vinyl Wars, Vinyl Countdown.

Overview

The series pitches celebrities and fanatical music fans against each other and challenges them to track down the most valuable vinyl. Vinyl Hunters also focusses on individual records and artists and takes a nostalgic journey back through the history of popular music.

An emotive and fiercely competitive television series with more than a touch of humour, Vinyl Hunters is a low tariff, high volume format aimed at men who are excited by the idea of trading and dealing for profit, and who love popular music – closely identifying with its history.

Target audience: Male-skewed, 40-55.

The early lives of these viewers were in the golden age of vinyl – now a highly collectable commodity that's attracting a whole new generation of dealers and collectors.



THE AUDIENCE

Viewers of Vinyl Hunters will be man cave dwellers who treasure their record collections – associating them with the most memorable moments of their lives. But they also see these collections as potentially valuable assets.

THE GAME

In each episode a couple of music industry celebs and a pair of fanatical music “super fans” form two teams and compete against each other head to head in order to try and dig out the most valuable vinyl records on display in the Vinyl Hunters' “record warehouse”.

THE SETTING

An industrial unit rigged with an atmospheric and evocative set representing the coolest and best-stocked vinyl record warehouse you’ve ever seen. The warehouse is staffed by a regular team of larger-than-life vinyl experts with many, many years of expertise between them. Note: The show could also work in a spin-off “roadshow” format.

Fact: In 2014 sales of vinyl records began to climb for the first time since 1996 and in April 2015 a Vinyl Chart was re-introduced in the UK.

THE PLAYERS

Vinyl Hunters kicks off with short video profiles of the 4 competitors – ex-band members, DJ’s, music producers, fan club members etc. Each one flags up their own favourite music track of all time and their “Most Hated” record of all time.

THE VINYL COUNTDOWN

While a stopwatch ticks away on screen our two teams have a limited time to battle it out. They must rummage through as much vinyl as they can in the allotted (heavily edited) time and each team must chose two records they think will be considered the most valuable by our team of vinyl experts.

THE EXPERTS

Following their frantic search, the teams take their records to our experts to be valued. As the experts study the vinyl they share with us a potted history of the song, the artist and the record company.

Parts of these sequences can later be enhanced by voiceover, archive, stills, graphics and music.

THE REWARD

The team who grab the most valuable haul of vinyl get rewarded. At the end of the show the celebrity member of the team introduces their "super fan" to someone who was involved in the recording of his own personal favourite track. eg. a former band member, producer, or if the song is from a long past era maybe a son or daughter of the artist. The episode then invariably ends with an impromptu live music performance.

THE JEOPARDY

The "civilian" member of the team who selected the lowest value vinyl is punished. He or she is sent into a soundproof listening booth with headphones and forced to endure their nominated "most hated" record.

CONTACT

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