

# Cell C launches online reality show

Targeting Millennials who are drawn to consuming content on YouTube and other online platforms, Cell C has partnered with B!nk Pictures to release an online reality show tagged #BreakTheNet (#BTN). A talent search for the show's 30 contestants will commence on 15 September.



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Participating contestants will be given a task to include in the filming of their videos and will be selected to continue week by week based on the number of views that they receive for each video. "Contestants will have 48-hours to deliver on each challenge. The number of views determines who stays. The aim is to go viral," says B!nk Pictures director, Odette Schwegler.

The 30 participating contestants stand a chance to win a quarter of a million rand, as well as an all-expenses-paid trip to Hollywood, Los Angeles.

#BTN is driven by a host of social media celebrities, who will form the backbone of the talent search and offer mentorship to contestants. Derick Watts and the Sunday Blues will anchor the show, with Whackhead Simpson portraying the Task Master. The mentors include South Africa's well-known YouTube star, Suzelle DIY, who joins Instagrammer Ofentse Mwase and online personality Theodora Lee. South African actor Blessing Xaba will participate as a "celebrity" contestant.

## Entry guidelines

Prospective participants will be able to view the entry task and the terms and conditions of participation by downloading the Cell C Reality App on either the Apple App store or the Google Play store. The only way to enter is via the Cell C Reality App. Entries open on Thursday, 15 September and will close on Saturday, 15 October 2016.

The first of the shows kicks off at 7pm on Sunday, 23 October on the Cell C Channel on YouTube. From then on viewers

will be able to watch a digital flow of content 24/7 from the weekly shows, to tasks, to behind the scenes clips and celeb one-on-one's. Viewers can also win Cell C prizes by interacting (clicking, watching and sharing) via the app.

"We have extended access to the show and the Cell C Reality App for #BTN to any customer on any local network, however, you need to be on Cell C to get access to free data to be used in the app and more great prizes," says Cell C CEO, Jose Dos Santos.

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