

# Deal With It!

## The Hilarious Evergreen Hidden Camera Game Show Is Making A Comeback!

In *Deal With It!* ordinary people, out and about doing ordinary things, are invited to participate in a game to win cash. All they have to do is... exactly what they're told. It could be weird, funny, or crazy, but they mustn't lose their cool or quit, and – most importantly – they mustn't be found out by the person they're with.

Once onboard, the contestant is fitted with a hidden earpiece and mic before being sent back to their unsuspecting partner. From that moment on, the player is in the hands of our two witty hosts in the control room who instruct the contestant to do bizarre, embarrassing often unreasonable things.

Players could find themselves quoting Shakespeare, dancing and singing on the table, even kissing total strangers...But if they want to win a prize, they'll just have to *Deal With It!*

*Deal With It!* is one of KI's most successful formats, having been sold in 22 territories – with multiple seasons airing in USA (TBS), Brazil (Record), Canada (W), Romania (Kanal D), and the Czech Republic (Prima TV).

*Deal With It!* has been enjoying a recent resurgence, with KI securing new format sales in Italy for Discovery's Nove, where it was quickly re-ordered after winning its' timeslot, and Slovenia's Planet TV; alongside re-orders from Kanal 2 in Estonia (after a hiatus of six years), Televisa in Mexico (as a two-hour stripped daily show), alongside a third season for Keshet 12 in Israel.

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**Genre:** Game Show

**Duration:** 30' / 60' / 90' | Weekly / Daily Strip

**Production Company:** United Studios of Israel

**Broadcaster:** Keshet 12 (Israel)

**Created by:** United Studios of Israel and Keshet Broadcasting

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