



Thursday 13 November, 2014

A million dollar moment in the making on Seven's M\$M

Seven's **Million Dollar Minute** hatches new plans to unearth Australia's next afternoon quiz show millionaire with the introduction of a new \$300,000 safety zone.

It holds the title as the biggest cash winning show in the history of afternoon television, and Seven's **Million Dollar Minute** is now preparing to raise the stakes even higher.

Starting next Monday, the popular quiz show will introduce a new \$300,000 'Safety Net' jackpot in a bid to motivate even more contestants to strive for the ultimate prize of one million dollars.

Under current rules, contestants who succeed at the \$75,000 level are guaranteed to keep that money if they choose to play on and chase bigger winnings.

This \$75,000 Safety Net remains in place, but from Monday players who go on to win at the \$300,000 level will keep this massive jackpot instead.

This stunning rule change will revolutionise tactics. With a guaranteed \$300,000 in their pocket, contestants risk nothing in playing on for the next jackpot - \$500,000.

And in a second new feature, a brand new jackpot level of \$750,000 has also been introduced.

So rather than facing the daunting prospect of leaping from the \$500,000 to \$1,000,000, players will put less money on the line should they dare to continue.

Host of **Million Dollar Minute**, Simon Reeve, said he expected that the current record of \$535,000 won by Dougal 'the Google' Richardson in October was now in danger.

"This is a big win for contestants and for viewers at home," he said. "We can expect to witness even more adrenalin-charged moments and life-changing wins than ever before," Simon said.

Million Dollar Minute has been a hit with audiences since its inception in September 2013.

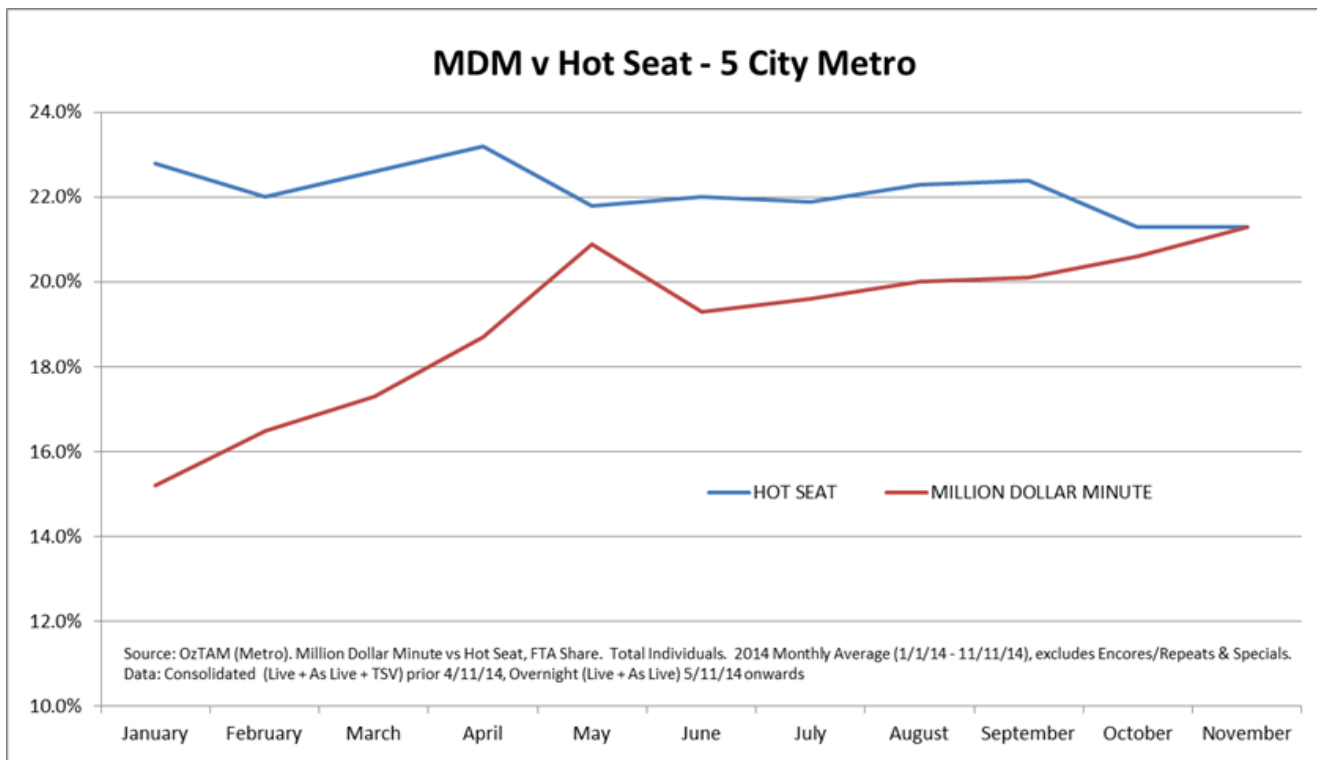
Last week, **Million Dollar Minute** won the 5.30pm quiz show battle on average weekday audience with 871,000 combined viewers including 551,000 in metro areas and 168,000 in Melbourne, compared to Nine's Hot Seat (792,000/525,000/165,000).

Created, developed and produced by Seven Productions, the Australian version of **Million Dollar Minute** now broadcasts on TV3 in New Zealand. Endemol Worldwide Distribution has now picked up the international distribution rights.

THE NEW MILLION DOLLAR MINUTE JACKPOT LADDER



MILLION DOLLAR MINUTE AUDIENCE GROWTH FOR 2014:



MILLION DOLLAR MINUTE airs weekdays at 5.30pm on Channel Seven.

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