



ARE YOU IN CONTROL?

Over half a million Danes have been tuning in weekly to watch the original Manipulator format since the show's premiere (autumn 2018).

It was the 10th most watched program in its first week!

A second season is already commissioned!



FACTUAL / SOCIAL EXPERIMENT SERIES



8 X 60 MINUTE

CONCEPT

Human beings are manipulated everyday - sometimes with life-changing consequences. Using shocking experiments, scientific data, sociology experts and the latest brain research, this series reveals how easily we are controlled and influenced.

EPISODES

In every episode, Master psychological manipulator, Jan Hellesøe performs a mind-boggling experiment on participants and manipulates them with terrifying ease. Guest experts inform on the subject while a Host guides each episode – and is sometimes unknowingly the subject of the experiment!



Episode 1 - The Lie

Can our mentalist point out a liar from a group of 60 high school students? Lifestyle expert Anne Glad examines the art of the lie with evolutionary psychologist Jill Byrnit at her home. What is lying really about and how does one benefit from lying?

Episode 2 – Free Will

Our mentalist sends the host on a journey. She decides the destination herself, but can Jan influence her so that she ends up somewhere completely different? Meanwhile we'll go shopping with brain researcher Jon Sigurd Wegener to learn how a long work-day effects our brain.

Episode 3 - Scarcity

Mentalist Jan Hellesøe sets up a race for the participants involving shopping. Can Jan spot who will come first just based on interactions with each participant? Meanwhile, lifestyle expert Anne Glad and brain researcher Jon Sigurd Wegener explore why we are obsessed with purchasing “limited” goods. What is the power of “prestige”?

Episode 4 - Nudging

Can our mentalist change a family's habits and can he make them think alike? Meanwhile, lifestyle expert Anne Glad meets behavioral researcher Pelle Guldborg Hansen at Copenhagen airport to reveal where and when we will be nudged as we make our way to board the plane.

Episode 5 - Senses

Our mentalist Jan Hellesøe challenges our 5 senses to the utmost. Is it possible to transfer a sense impression from one person to another? Lifestyle expert Anne Glad, together with brain researcher Jon Sigurd Wegener, examines how we are manipulated through our senses.

Episode 6 - Lemmings

Would you jump in a river just because others are jumping? Our mentalist will try to get unsuspecting Danes to jump in the harbor by using their influence and creating a “follower” mentality. Lifestyle expert Anne Glad goes with primatologist Jill Byrnit to the zoo to explain how the “lemming effect” really works.

SOPHIE FERRON

President
sophie.ferron@mediaranch.tv

TANJA VAN DER GOES

SVP Media Ranch
tanja.vandergoes@mediaranch.tv

LOUISE JUEL SEVERIN

VP Sales & Acquisition
Scandanavia
louise.juelseverin@mediaranch.tv

mediaranch.tv

T.: +1 514 315 4548

nonday

DR SALES


MEDIA
RANCH