

THE VOICE

Based on the original The Voice of Holland, The Voice of America, or sooner The Voice, officially aired on NBC on April 26, 2011 aiming to find new singing talent and soon became a big hit.

The Voice process includes Blinds Audition, Battles Rounds, Knockout Rounds, and the final live performance phase. Only those fifteen and over are eligible for the competition. There are four coaches, themselves well-known performing artists, who critique contestants' performances and form their own teams of contestants and give them guidance through the rest of the season. Coaches also have the power to decide on which contestants to advance in the next rounds. One celebrity key advisor gives assistance to the coaches and their teams during the preparation process.

The coaches and the television audience have equal power to decide who moves on to the final four phase. However, the winner is determined by votes from the television audience by online voting on the official website, SMS text and iTunes stores purchases of the contestants' performances. The declared winner receives US\$ 100, 000 and a record contract with Universal Music Group.

As an incredible success in both Holland and the U.S., The Voice has been franchised out to many other countries in the world, and has been a big rival to the Idol franchise.



Title:

Participants:

Judges:

Format:

Selection process:

Prize: