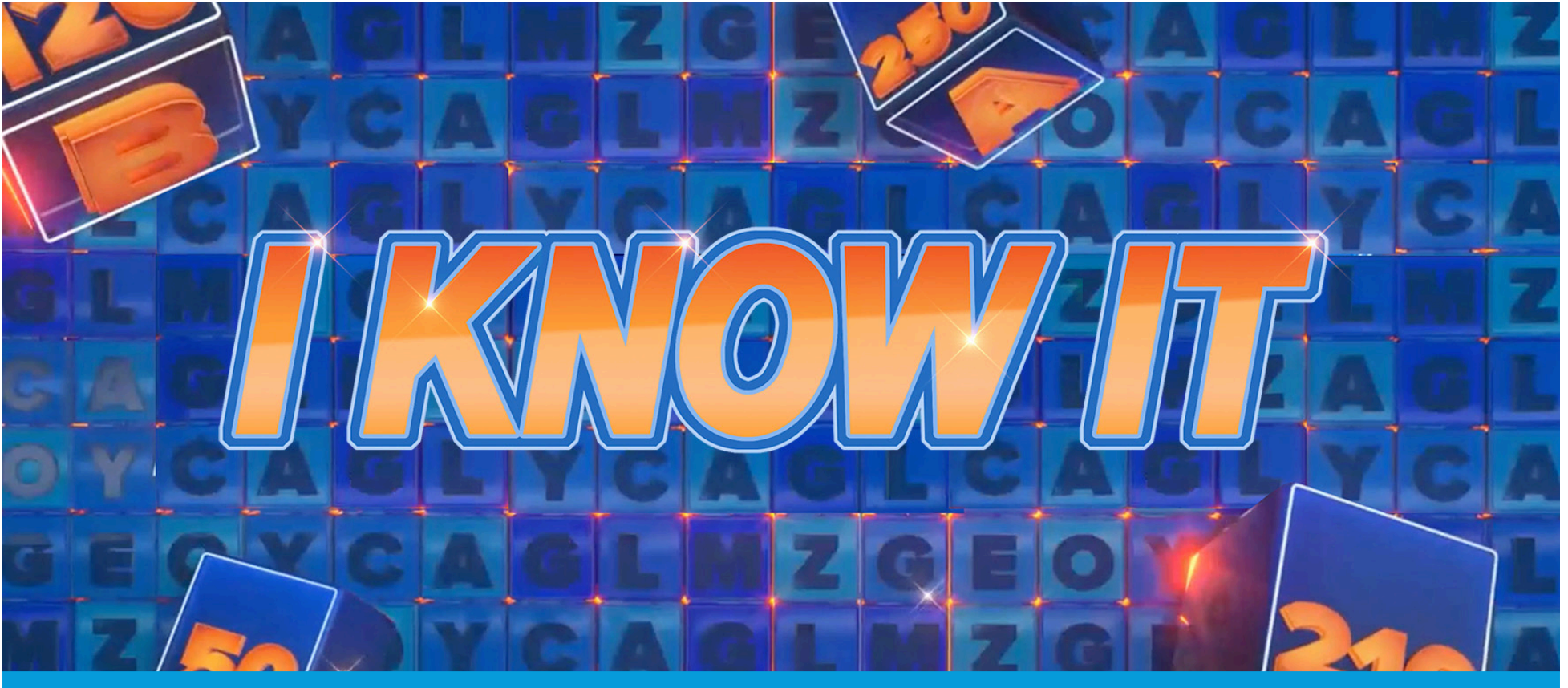


I KNOW IT



The quick-fire game show “I know It” demands sharp minds, swift fingers and a competitive spirit from the four contestants who must answer 44 questions over three rounds to win in this fun, family-friendly format.

Genre:
Quiz Show

Duration:
Daily, Access Prime Time

 Trailer

I KNOW IT

Sharp minds, swift fingers and a competitive spirit are the keys to success for would-be champions in the quick-fire game show “I know It”. Four contestants must beat their rivals in three rounds of general knowledge questions, ranging from sport and culture to history and geography, in order to grab the winner’s prize.

Staged in an eye-catching, colorful studio, the quiz is anchored by a charismatic host who narrates and comments on the action, guiding contestants through the 44 questions standing between them and victory. The hour-long quiz show has proven its success, having chalked up 600 episodes with strong ratings since it was first launched in 2019.

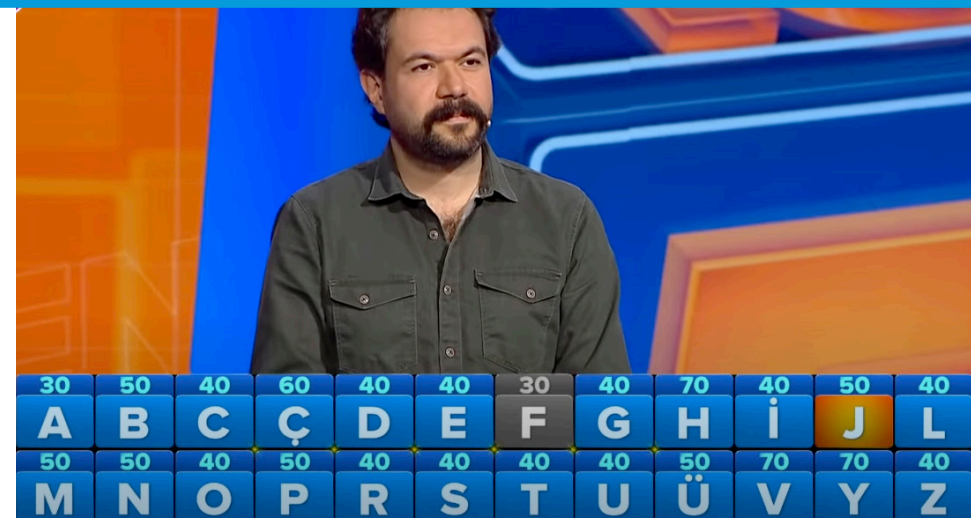


The quiz begins with contestants selecting questions by picking letters from the alphabet table displayed at the bottom of the television screen, with different point levels assigned for each letter. The number of letters in the answer is then displayed on the screen, with one letter revealed as a clue.

For example, a contestant may be asked the four-letter word to described a vessel used to carry people and goods, with the answer being ‘ship’, for 30 points. Answers may be one or several words, ranging from regular daily objects to the names of TV shows and films or personalities from sport and culture.

With only 10 seconds to give an answer, the pressure can easily lead to simple mistakes, to the amusement of the host and their competitors. If the contestant gets an answer wrong or fails to respond, their rivals’ are given a chance, with the one who pushes their buzzer first answering the question.

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After each incorrect response, another letter is revealed to simplify their task, with the points on offer decreasing by 10 each time until the correct answer is given or the unguessed solution is revealed. The lights on the contestant's podium switch to red when an answer is wrong and green when it is correct, with a celebratory tune ringing out when the correct answer is given.

In the second round, the answers are longer, including popular sayings, with nearly as much as 200 points up for grabs for each correct answer. The two contestants with the highest number of points then compete in the final round, with the questions divided into five categories with two questions each which the contestants must choose between, with each question worth 200 points.

As the show approaches its conclusion, the tension and excitement builds for both contestants and the viewers. Those watching at home may be shouting out the answers but under the pressure of the studio lights, it's a different story for the contestants. Winning the final prize is going to take strong nerves and an agile mind.



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