

# The 1% Club

## Season 3

*The 1% Club* is a unique, compelling, and funny entertainment show that tests the nation's intelligence, based on a scientific survey. It's a chance to test how your brain works through a series of questions that all have a right answer but can also lead to a series of entertaining wrong answers along the way. Whether you're a contestant vying for the cash prize or a viewer playing with your friends and family, answer enough questions correctly, and you could earn yourself a place in the 1% Club: an elite group of people who can honestly say they've outwitted 99% of the population.

### Opportunities

- In-Show Integration
- Custom Content
- Brand Bridge:  
Custom/Clip-based  
Commercial-time Content
- Social Content
- FOX Digital Strategic  
Media Placements

### Production

BBC Studios  
Location: TBA  
Timing: TBA

### Airing

2026-2027 Season

### Talent

Joel McHale

