The Nation's Dumbest

Season 1

Nation's Dumbest is a bold new game show that turns competition on its head. In this celebrity-driven format, contestants, from influencers to comedians, athletes to politicians, compete not to win, but to lose, racing to get themselves eliminated as fast as possible to avoid earning the title of the nation's dumbest.
Adapted from a Scandinavian hit format, each episode pits stars against a series of quirky physical and mental challenges built around things "you really should know," with the ultimate goal of proving you know less than everyone else. The result is a hilarious, unpredictable twist on traditional game shows where the loser becomes the hero and the early exit is the dream.

Opportunities

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

Production

BBC Studios

Location: Canada

Timing: Complete

Airing

July – Sep.'26

Talent

Jack Whitehall
Jojo Siwa
Chase Hudson
Matt Leinart
Andrew Yang
Elle King
Anthony Michael Hall
Hilaria Baldwin
Carmen Electra
Dr. Drew Pinsky
Steve-O
Ice-T
Jon Heder



All information subject to change