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
- TMZ: Integration & Custom Content

Production

BBC Studios

Location: TBA

Timing: TBA

Airing

2026-2027 Season

Talent

Joel McHale



All information subject to change