



Season 2

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:

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

Production:

BBC Studios LA
Magnum Media

Talent:

Joel McHale

Airing:

April – August 2026

