



ARE YOU SMARTER THAN A 10 YEAR OLD? (Sky One)

Target Market:

- Adults and Families.
- Family viewing.

Prime time Sky programme that has been a great addition to Sky's schedule. There are two formats of the show – one daytime show presented by Dick & Dom and the other a primetime show presented by Noel Edmonds.

The peaktime show has attracted audiences of over 800 000 viewers.

Second season of shows commissioned takes the programming count to over 100 episodes. The show is run across all three Sky entertainment channels making the opportunities to view significant.

Strong licensing sales achieved already with Virgin Publishing's quiz book selling well throughout the year and Hasbro's boardgame performing well in key accounts such as Argos and Toys R Us.

Licensees include :

- Hasbro – Interactive DVD game.
- Mindscape – Nintendo DS & Wii games.
- Bell-Fruit – AWP/SWP Machines.
- Re : Creation : Card games.
- The Character Group : Handheld electronic games.
- Global Calendars : Desk Calendars.

Programme is supported by dedicated website:

- <http://www.skyone.co.uk/smarter/>

There is also a highly successful red button interactive game available on a pay to play basis via Sky Interactive.

The quiz is established in popular culture with the Are You Smarter strapline now becoming a catchphrase in schools and workplaces.

www.skyone.co.uk

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