

# BEAT THE SMARTEST



“Beat the Smartest” is a high-stakes, visually driven quiz show where contestants duel through strategic guessing and fast-paced trivia to reach a solo final and compete for a €50,000 prize, all while viewers play along from home.

**Genre:**  
Quiz Show

**Duration:**  
Daily / Weekly Prime Time  
Access Prime Time

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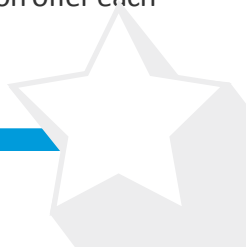
Viewers can join in the fun in the challenging quiz show “Beat the Smartest”, with an entertaining range of questions that encourages audience participation. The knowledge, strategy and luck of the four contestants is tested as they battle towards the ultimate goal of a €50,000 grand prize.

An exciting atmosphere of rivalry is injected from the start, with the contestants placed in one-on-one duels, where the host asks each one multiple-choice questions with five possible answers. Players stay in the game even if they answer the five multiple-choice questions incorrectly, but each wrong answer chips one point away from the amount they can win.



The show’s visual appeal is enhanced by a huge screen which presents the multiple-choice answers in the format of pictures, such as movie posters as possible answers for a question in the “Cinema” category. The categories can range between subjects such as “History,” “General Knowledge,” “Music,” “Food” and “Sports”. Also, in this knowledge marathon, players have runner avatars, and their scores are presented with a marathon graphic.

Each category contains three questions, some of them easy and some difficult, but the contestant selecting them doesn’t know which ones, injecting an element of luck. They then have thirty seconds to answer correctly, with the pressure of knowing they will lose one of the possible five points on offer each time they guess incorrectly.





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The host might ask for example for which movie Leonardo DiCaprio won an Oscar, with the options being Titanic, The Revenant, Inception, The Wolf of Wall Street and Catch Me If You Can. The “Music” section might include a question such as whether Beyoncé, Michael Jackson, Paul McCartney, Adele, or Taylor Swift won the most Grammy Awards.

In the first round, the contestants are divided into two one-on-one duels, with the player who scores highest in each going through to the semi-final, with tiebreakers deciding the duel if they have equal scores. In the semi-final, the winners of the first round again answer five questions each to decide who goes through to the final, but unlike earlier rounds, the contestants do not choose their own question categories — instead, their opponents select the categories for them.

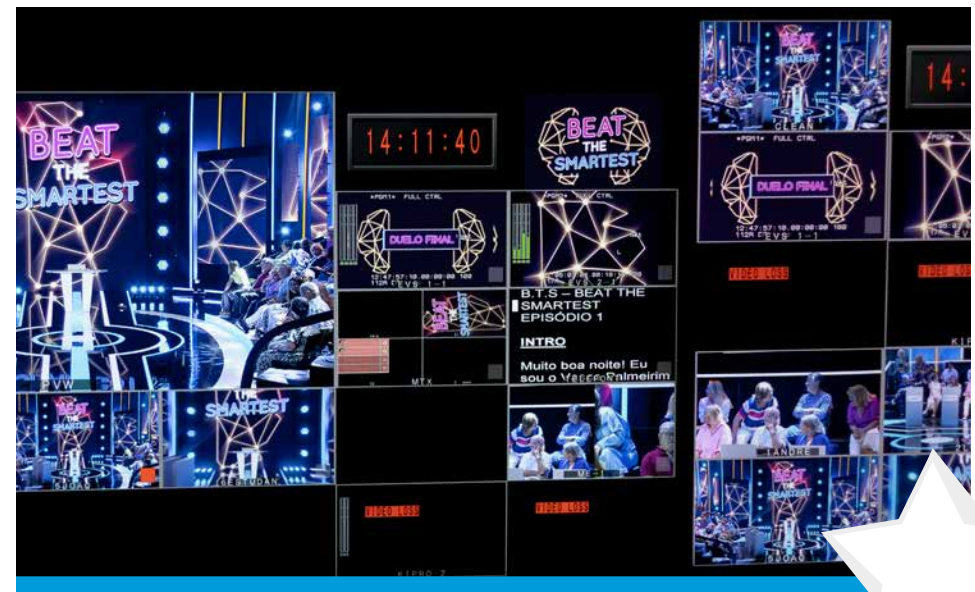
The winner then competes alone in answering 10 progressively difficult questions within 3 minutes to win the jackpot. Each correct answer moves them one level up a prize ladder spanning from €250 to €50,000. Each wrong answer leaves them on the same rung, but they can skip a question and return to it later. Questions range from easier ones like “What is China’s capital?” to difficult ones like, “Who is the shortest-serving U.S. president?”

The variety of questions on “Beat the Smartest” encourages audiences to join in the competitive fun and share in the successes and failures of the contestants. For the smartest, there is a chance to build a real champion’s legacy – the winner of each episode can keep coming back to add to their fortune until someone smarter defeats them.





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