



# 1% THE CLUB

HOSTED BY JIM JEFFERIES



Media Kit



## About the show:

See if you are smarter than 99% of the population in Australia's newest comedy quiz show **The 1% Club**.

A game show like no other, **The 1% Club** promises to deliver an entertaining and hilarious experience as people of all ages and backgrounds find out if they are a rocket scientist or a space cadet. Unlike most quizzes, general knowledge isn't what players need to excel, instead it's all about logic and common sense.

To get to the end, contestants will have to bring their A-game to win big and join the elite ranks of the 1%.

Australian comedian Jim Jefferies brings his trademark wit as host, injecting each episode with a healthy dose of laughter. The perfect fit for this boundary-pushing quiz show, Jefferies is known for his irreverent style and ability to find humour in even the most controversial topics.

**The 1% Club** is produced by BBC Studios Australia and New Zealand, based on a Magnum Media format.

## How it works:


By testing 1,000 everyday Australians, questions are arranged from the ones almost everyone can answer to those only brainiacs can crack.


One hundred contestants begin every show, and tackle a selection of wordplays, puzzles, everyday facts, and pop culture references that get trickier as the game progresses; starting with questions 90% of the country got right and progressing to questions smaller and smaller percentages of the population can solve.


Each player starts with \$1,000 in the bank. If they stuff up, they are eliminated and their money goes into the prize pot. Throughout the game, contestants will be offered a chance to use their \$1,000 to purchase a question pass, or even cash out and walk away with their money.


Whoever makes it to the end of the game will get to answer a question only 1% of the population can answer correctly. If they get it right, they can take home up to \$100,000 and join **The 1% Club**.

## Get involved:

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**#1PercentClubAU**



# Jim Jefferies

Host

Australian stand-up comedian, political commentator, actor, and writer Jim Jefferies is one of the best-known names in comedy, selling out arenas across the world. With charisma and commitment to his craft that enables him to charm and challenge a crowd in equal measures, Jim has been making audiences roar with laughter for 20 years.

After being awarded an operatic scholarship at the Sydney Opera House and a second scholarship to Australia's most esteemed arts academy, WAAPA, Jim began doing stand-up comedy in Perth's open mic rooms. Jim then hit the Sydney scene with gusto in the late 90s. His flourishing comedy career led him to relocate to the UK in the early 2000s, where he swiftly built a name for himself on the English comedy circuit.

In 2007 a stage-invading heckler punched Jim during his set at the Manchester Comedy Store. This incident was captured on the venue's in-house video, and the footage became one of the earliest viral videos, very quickly accruing well over a million views on YouTube and introducing Jim to a whole new global audience.

Jim has since delivered eight monster comedy specials, written, directed and starred in his own sit-com, *Legit*, and hosted *The Jim Jefferies Show*, a late-night show that was nominated for a Writers Guild of America Award.



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**In three words, how would you describe The 1% Club?**

Funny, family-friendly, frustrating.

**Why does The 1% Club have such wide appeal?**

With *The 1% Club*, a 10 year old has the same chance as a 70 year old to win the show, so it's something that anyone of any generation can play along with.

**Was hosting a quiz show something you ever saw in your future?**

It's something I've always wanted to do, but I didn't know if anyone would give me the opportunity. I'm over the moon to be hosting *The 1% Club*, as it is right up my alley.

**How do you differ from the average quiz host?**

I don't have the regular gameshow voice, plus I am able to poke fun at the contestants, and they give it back just as much.

**How far do you think you'd make it as a contestant on the show?**

I normally get out around the 50% question when I play along. I'm quite good with the wordplays, but not the best at the math-based questions. I definitely wouldn't risk the money for the 1% question, not that I'd get to it.

**How did you discover your passion for comedy?**

I was about 12 years old watching Anthony Morgan on *The Big Gig* and knew it was something I wanted to do.

**Who or what really makes you laugh?**

Several comedians make me laugh. My favourite at the moment is Bill Burr. I also get a laugh out of any Will Ferrell movie.

**How would you describe the Australian sense of humour?**

Australia's sense of humour is high and low brow fighting with each other.

**How has Australian comedy evolved over time?**

I'm the wrong person to ask that question... I don't think I've evolved at all.

**Can someone learn to be funny?**

The short answer is no. You're either funny or you're not.

**How has the internet changed comedy?**

People are watching stand up in shorter bursts, which is a good way to get into a comic – like listening to a song before discovering a whole album. Long form of comedy is being shortened down by the internet, but this exposes us to comedians we never would have seen before.

