YOU SHOULD KNOW

Studio Game Show, 60'

Personalized trivia as vehicle for personal stories

Flexible game show

Fun connection to social media

Unique platform for strong personalities and talent

You Should Know (60'), created by **Harel Josefson and Enav Shenhar**, is the new shiny floor game show where, for the first time on TV, the questions are based on your social media feed – you posted it, so you should know the answer! You posted a picture at Disney world – do you know when Mickey Mouse made his debut? A picture of a Caesar Salad – how did it get its name? Three players compete in two stages of trivia before the player with the least amount of money is eliminated at the end of stage 2. The two remaining players go head-to-head for the chance to play in the final and win big money. With so much of our lives displayed online, this format puts to the test what YOU SHOULD KNOW!

ARMOZA FORMATS