

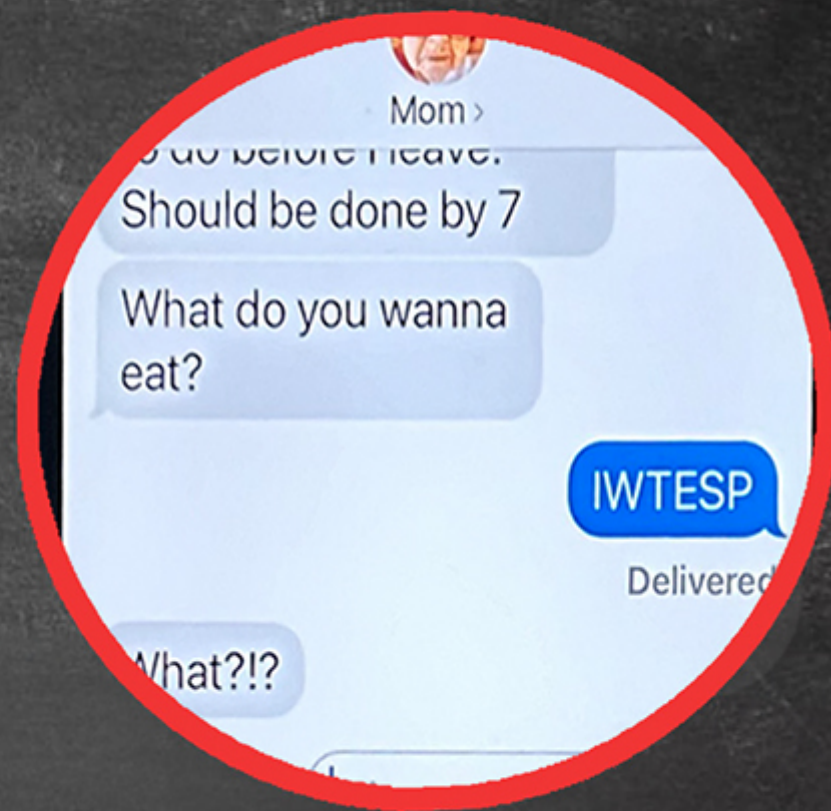
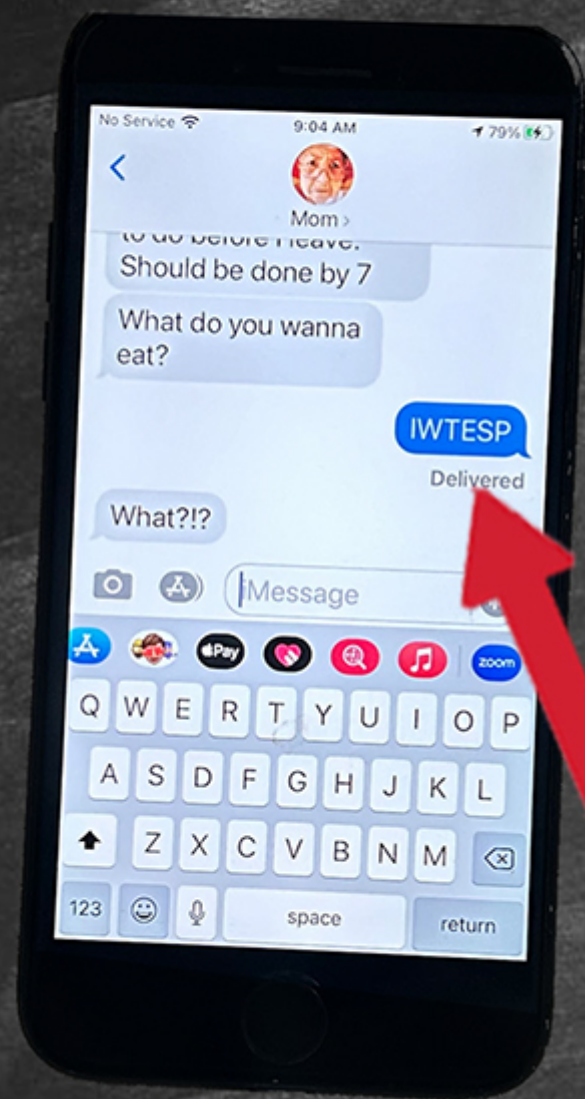


wtf?

# wtf?

## Guess what the letters stand for.

That's the simple concept of the new race-against-the-clock-hosted-by-a-quick-on-their-feet-witty-as-all-get-out-bawdy-comedian-gameshow called "wtf?".

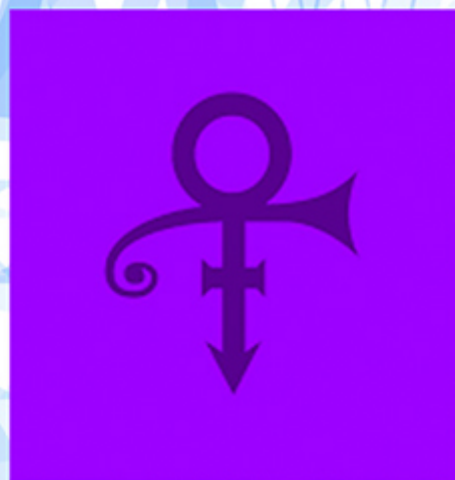


**Famous line  
by this guy . . .**



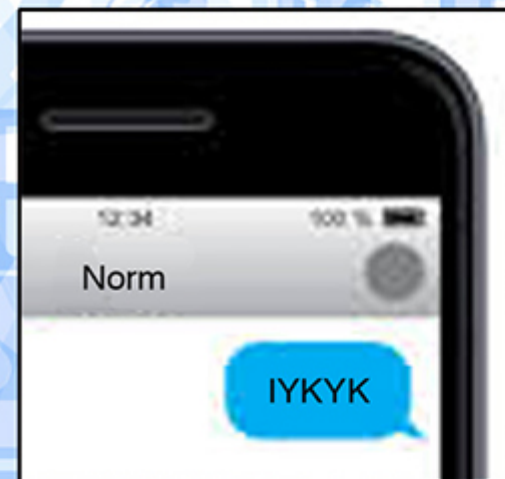
**HLAY, K.**

**Audio clue  
Song by this guy . . .  
(music plays)**



**WDC**

**Text/internet  
abbreviation**



**IYKYK**

**It's a Rorschach test against the clock,  
hosted by a snarky quick-witted comedian  
and using 'lettersets' instead of inkblots.  
Each clue has many possible solutions -  
some absurd, some x-rated, some really dumb -  
one of them might be right;  
many of them will be hilarious and  
some will make \$\$ for the contestants!**

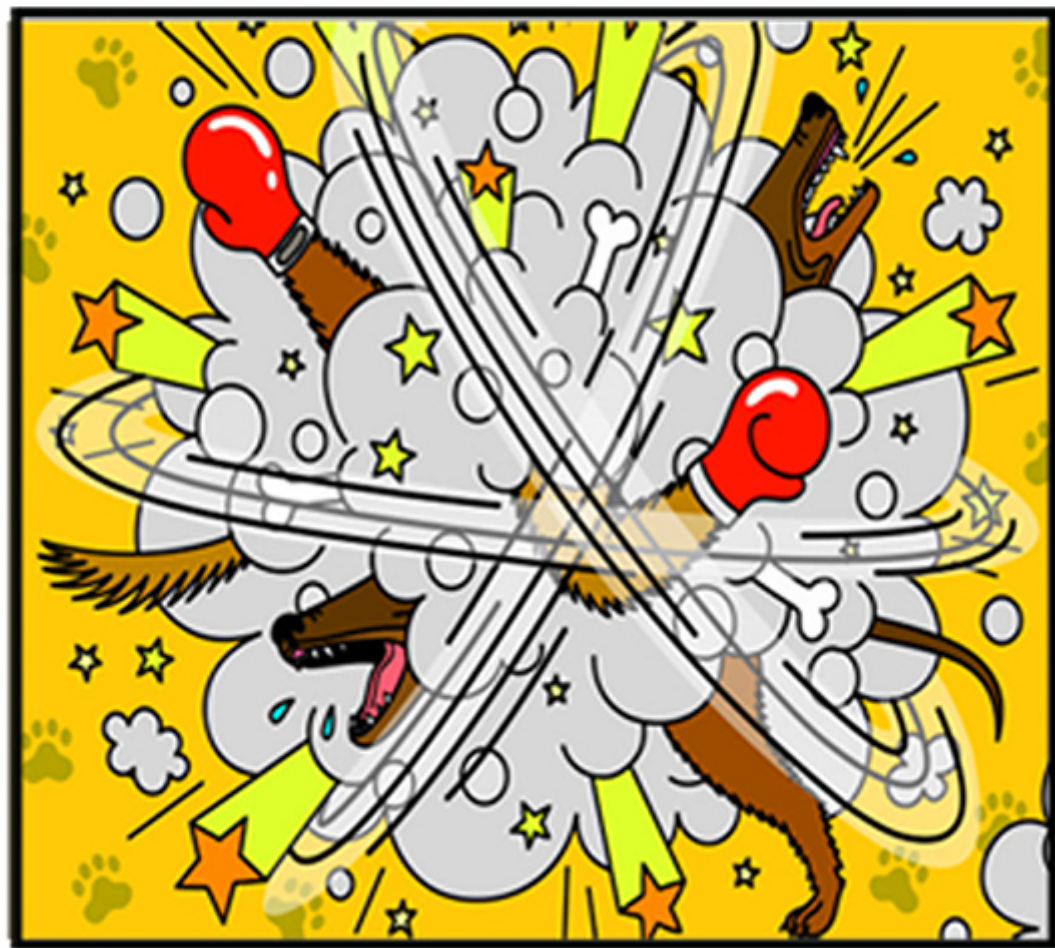
## HOSTS

**In addition to being a fast-paced free-wheeling stream-of-consciousness gameshow, wtf? will be a showcase for both up-and-coming and established comedians. Once funded, we'll make inquiries to some of the comedians below. Talent costs will depend on the level of star we attract and are not yet reflected in the budget.**



# Round 1

(Each episode will consist of four distinct rounds)



## THE 'CHAOS' ROUND

Puzzle letters in this round will always be "WTF" but with a new 'category' each episode. (example - category: *"Things a virgin might say"* letters: **WTF**)\*

It's a free for all: contestants shout out their answers all at once; host awards a point to the team/answer they like best.

**\*Note: correct answers or potential answers to all letter set puzzles in this presentation can be found in appendix B.**

# Round 2



## THE 'THINGS THEY MIGHT SAY' ROUND

Continuing the simple game architecture of the 'Chaos' round but with a little more order: one team at a time, the team "captain" gives clues to their teammates about what the letters of a puzzle stand for in a particular category.

Kinda like charades. (example: category: "Things You Never Want To Hear From A Lover" letters: YSDT)

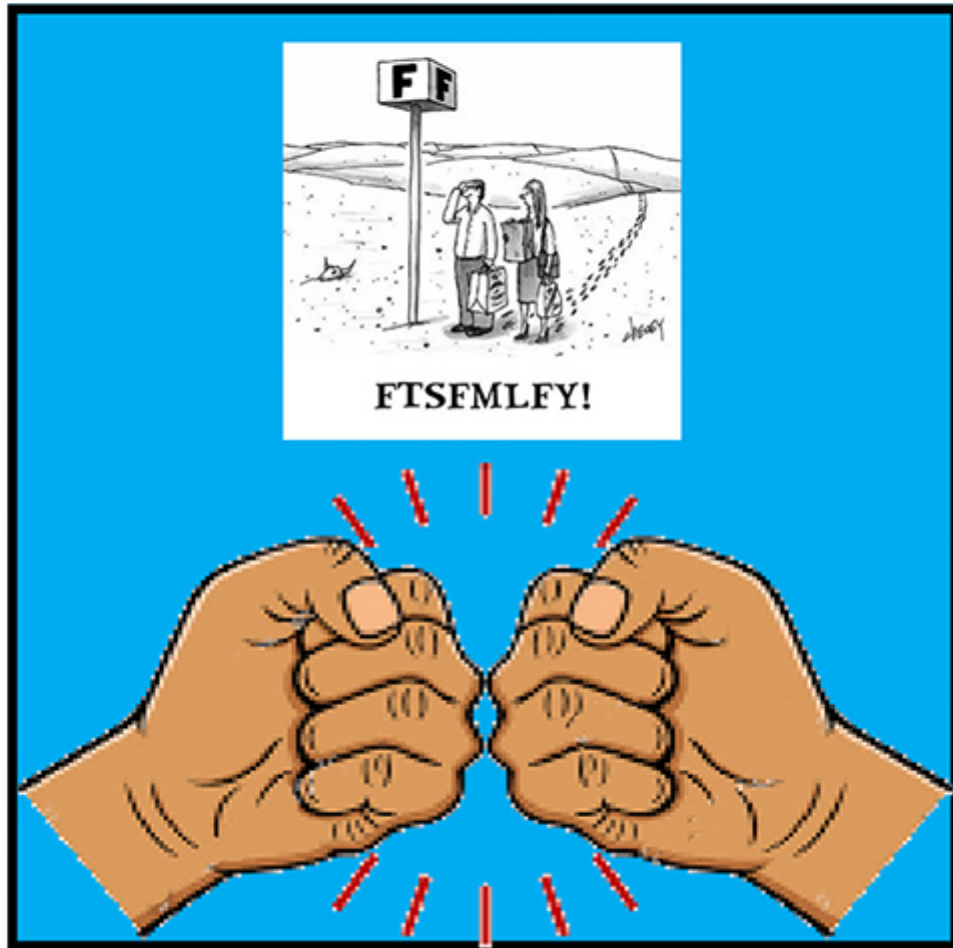
Points are tallied, host teases players who give absurd answers and ridiculous clues.

# Round 3

## THE 'FAMOUS' ROUND

A puzzle appears on a big screen. Each team selects their best player and those players go head to head trying to solve the puzzle first. Then another puzzle comes, then another, etc. - puzzles pulled from song/book/movie titles, internet shorthand, pictures of famous people/characters, audio and video clues, caption creations, and so on.

At the end of this round, teams are awarded \$1,000/point for the points they've accrued during the first three rounds and the winning team is crowned. In the event of a tie, host chooses the winning team.



# Round 4



## THE 'AUDIENCE' ROUND

Social media\* followers/studio audience members get pinged with a category and some letters. They get 40 seconds to send in their solutions. The best/worst/funniest/filthiest audience answers get read/credited on the next episode.

They win cash prizes and get pinged again when "their" episode airs. Ratings bonanza!!

\*wtf? app, X, fb, ig, TikTok, etc.



## The set

**A big living room.**

**Each team has their own side: couch, chairs, table.**

**Each side is propped with sponsors' items.**

**For example....**

**On one coffee table is a can of Maxwell House,  
a couple of bottles of Viagra, a box of Trojan condoms,  
a bottle of Grey Goose vodka and a roll of Bounty.**

**Sponsorship opportunities abound.**

# THE CONTESTANTS

Two groups of five -

**FOUR** friends or co-workers or family or local trivia champs or whatever  
**PLUS** a ringer... an aspiring comedian with a bunch of open mics under  
their belt and a big social media following.



## GAME SHOWS ARE HOT IN THE US AND UK MARKETS.

(They are the two biggest markets and where they go the rest of the world will follow.)

Below are just some of the game shows commissioned or launched in the last 12 months:

### Netflix

**Star Search** – live reboot (Anthony Anderson) Live, multi-night, real-time viewer voting; launched January 2026.

**What's in the Box?** (Neil Patrick Harris) Marquee unscripted launch built on suspense and prizes.

### ABC / Hulu

**Match Game** (Martin Short) Celebrity panel + punchlines are the point, not just the gameplay.

**The Greatest Average American** (Nate Bargatze) Comedian host as the packaging hook for a new format. Feb. 2026.

### CBS

**Funny You Should Ask** (Jon Kelley) Comedy panel format graduated from syndication to network, May 2026.

**Hollywood Squares** (Nate Burleson, Drew Barrymore) Celebrity squares revived; the banter is the format.

### FOX

**Nation's Dumbest** (Jack Whitehall) Comedian host, celebrity cast, BBC Studios format – pitched by Fox as built for co-viewing.

### The CW

**Scrabble** (Craig Ferguson) and **Trivial Pursuit** Both renewed for a third season – board-game IP proving out.

### Game Show Network

**100 Choices** U.S. version of the Japanese format in development via Sony/partners.

### UK

**Mock the Week** (TLC) Confirmed return with new seasons ordered – the classic panel show is back.

**Top Trumps: The Comedy Pack**, w/t (Katherine Ryan, TLC) Comedian host, two comedian team captains, board-game IP. (Early 2027)

**Unacceptable** (Ed Gamble, TLC) Launched this year and already renewed for a second season.

## **WHAT'S TRENDING IN THESE GAME SHOWS?**

### **Comedy is the through-line, not the garnish**

Jack Whitehall on Nation's Dumbest, Martin Short on Match Game, Nate Bargatze on The Greatest Average American, Katherine Ryan on Top Trumps, Craig Ferguson on Scrabble. Funny You Should Ask moved from syndication to CBS after nine years; TLC UK built a comedy slate from scratch in eight months. Buyers aren't hiring comedians to market a format – they're buying comedy as the format.

### **Wordplay remains one of television's most durable game mechanics.**

Scrabble and Trivial Pursuit renewed at The CW, Match Game rebooted at ABC, Password on NBC, 25 Words or Less into an eighth season, Lingo revived with RuPaul, Wheel of Fortune still running after four decades. Wordle and Connections turned daily wordplay into a mass habit. The audience is already playing word games – nobody has made them funny yet.

### **Celebrity-forward packaging is the default**

Anthony Anderson, Neil Patrick Harris, Nate Bargatze, Jane Lynch, Johnny Knoxville – buyers keep attaching recognizable talent to cut through clutter. A-list names are drawn to game shows by the short time commitment, the efficient production model and the potentially high reward.

### **Existing IP is central to the uptick in game show buying**

Board-game brands (Scrabble, Trivial Pursuit, Top Trumps), international format adaptations (Nation's Dumbest, 100 Choices) and legacy revivals (Match Game, Hollywood Squares, Password) are all being used as derisking mechanisms.

### **High-volume orders let networks scaffold a schedule**

One game show order fills strips and stacked nights, giving programmers reliable hours to build a week around. The format is the same every episode, so the habit forms fast and the audience returns on its own.

### **Efficient production gives studio game shows a structural advantage**

Multiple episodes per shoot day, one standing set, no locations, no scripted talent deals. As commissioning budgets tighten across the sector, game shows deliver more hours per dollar than almost anything else on a network's slate.

The background of the image is a dense, repeating pattern of the text 'wtf?' and 'LLM'. The 'wtf?' is rendered in a light blue, lowercase, sans-serif font, while the 'LLM' is in a light blue, uppercase, serif font. Both are repeated in various sizes and orientations, creating a textured, almost abstract background. The central text is in a bold, black, lowercase, sans-serif font.

**wtf? is built for this market  
and this moment.**

# wtf? IS BEING PRODUCED BY AWARD-WINNING PRODUCER TONY TACKABERRY

Tony Tackaberry is an industry veteran and leader who has sold and produced hundreds of hours of non-fiction content for a range of platforms and US based networks.



**20+**  
YEARS

20 + years non fiction experience on both sides of the Atlantic.

OVER  
**1000**  
EPISODES

Over 1000 episodes sold and produced.

OVER  
**\$250**  
MILLION  
IN SALES

\$250+ million in sales behind him.

OVER  
**\$50**  
MILLION  
IN PROFITS

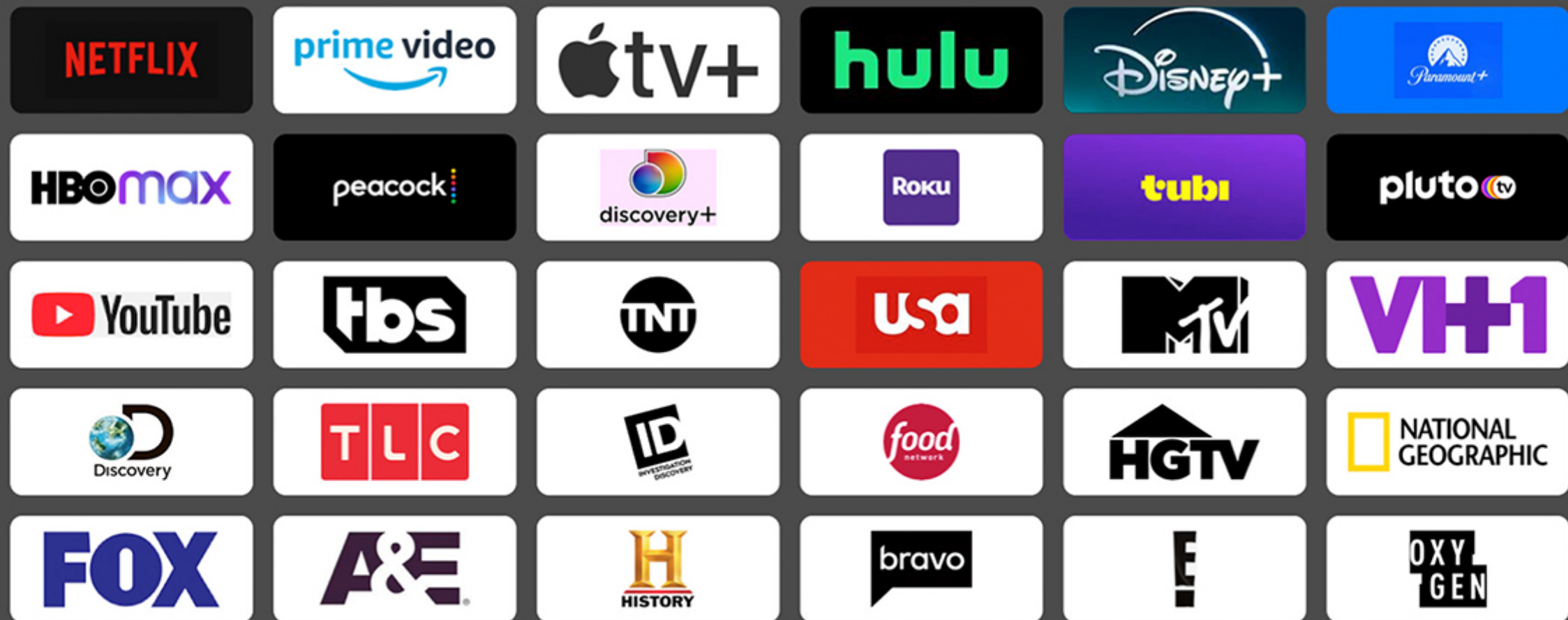
\$50+ million in profits generated.



3 time Emmy Award Winner, industry leader across multiple genres.

# TONY'S NETWORK RELATIONS

After 17 years running a leading nonfiction production company in the US, Tony has deep relationships across all networks — traditional linear Cable and Broadcast, and streamers like Netflix and Apple.





**wtf? was created by:**

**Norm Magnusson**

**Award-winning fine artist.**

Creative professional, recipient of two Pollock-Krasner Foundation fellowships, actor, performer, monologist

**35+**  
year  
international  
fine art  
career

represented in  
**29**  
museum and  
corporate  
collections

**23**  
years as an  
advertising  
Creative Director  
Saatchi & Saatchi,  
London and others

**40**  
year career -  
writer for  
tv, radio  
and print

**4**  
years hosting  
"Correct Me  
If I'm Norm"  
live radio  
interview show

wtf?

it's the high energy,  
race-against-the-clock,  
bawdy new game show  
we want you to be a part of

email interest to: [norm@iykyk.tv](mailto:norm@iykyk.tv)

# FYI

## appendix a

### ACRONYM:

An abbreviation formed from the initial letters of its component words and that can be pronounced like a word itself: NATO. FUBAR. NAFF.

### INITIALISM:

An abbreviation consisting of initial letters which, when said out loud, are all pronounced individually. CPR, NFL, IBM

### LETTERSETS:

Any of the above.

# ANSWER KEY

appendix b

## FIRST PAGE

Letterset: IWTESP

I want to eat some pizza (What was YOUR guess?)

## NEXT PAGE

Letterset: HLAY,K.

Here's looking at you, kid.

Letterset: WDC

When doves cry

Letterset: IYKYK

If you know you know

## ROUND 1 PAGE

(THE "CHAOS ROUND" WILL NOT HAVE ANY ONE SINGLE CORRECT ANSWER)

Category: Things a virgin might say

Letterset: WTF?

Possible answers: What's that for?

Where's the (sic) fallus?

Why the frown?

## **ANSWER KEY (continued)**

### **ROUND 2 PAGE**

(THE "THINGS THEY MIGHT SAY ROUND" WILL HAVE ONE CORRECT ANSWER WE'RE LOOKING FOR.)

**DOCTOR:**

**Category:** Things you never want to hear your doctor say

**Letterset:** DYHAW?

**Answer:** Do you have a will?

**Category:** Things you never want to hear your lover say

**Letterset:** YSDT.

**Answer:** You stink down there.

### **ROUND THREE**

(THE "FAMOUS ROUND" WILL HAVE ONE CORRECT ANSWER. CONTESTANTS OR HOST CAN 'PASS' IF THEY CHOOSE TO.)

**Puzzle:** cartoon: FTSEMLFY

**Fuck this shit, fuck my life, fuck you!**

### **ROUND 4**

(THE "AUDIENCE ROUND" WILL NOT HAVE ANY ONE SINGLE CORRECT ANSWER)

**Category:** Nickname for your private parts

**Letterset:** CLM

**Hmmm? Whaddaya say? Send us your best guess.....**