



betray your way  
to the top

win  
the  
week

FORMAT AVAILABLE

HD 6 x 30' | Wrapsheet

NON-TOPICAL  
VERSION ALSO  
AVAILABLE



## WELCOME TO THE QUIZ THAT TESTS YOUR NEWS KNOWLEDGE AND YOUR LOYALTY

**A comedy about the news of the week that brings a brand-new twist to the quiz show format, *Win The Week* pairs everyday people with celebrities to see whether they can tackle the news together.**

It tests people's knowledge of politics, sport, world news and celebrity gossip and rewards those who read the news, watch the nightly bulletins and know what's going on in the world.

But it's not just a test of news knowledge, it's also a test of loyalty. This is because regular people are the team captains who are given the power to choose which celebrity they think can help them win the week – and at the end of each round, they get to choose whether to stay loyal to their celebrity teammate or 'betray' them for one of the other celebs who might give them a better chance to win!

Quiz master Alex Lee (*The Checkout*, *The Feed*) fires off questions to the teams – covering everything and anything that has made the news that week. From world events to political scandals, sporting dramas to viral social media blowups – nothing is off limits.

Perfect family viewing, *Win The Week* matches celebrities with a great sense of humour with team captains who are anywhere from 18-year-old students to 75-year-old retirees. Much of the fun is the unlikely alliances that form between regular people and celebrities of different ages and backgrounds as they form and break friendships and loyalties.

A game of knowledge and strategy that's funny, informative, lighthearted and entertaining – *Win The Week* delivers the news with comedy and drama, and makes champions out of everyday punters.

'A show for all ages...expect laughs, whip-sharp banter and lightening paced dynamics between teams and celebrities'  
– **Who Magazine**

'The pressure is dialled up to 100 as celebs seek to prove their worth'  
– **TV Blackbox**

**Australia, New Zealand  
& Rest of World Sales**  
Sydney Head Office  
700 Harris Street  
Ultimo NSW 2007, Australia  
TEL +61 2 8333 3970  
abc.contentsales@abc.net.au  
abccommercial.com/contentsales

**UK & European Sales**  
London Office  
TEL +44 20 7808 1361  
abc.contentsales@abc.net.au  
abccommercial.com/contentsales