



Celebrity Panel Show

What's Going On!?



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"What's Going On!?" is an innovative, lighthearted show that generates terrific entertainment by taking a slightly irreverent look at current affairs and show biz. It makes the most of existing TV footage and allows everyone to join in the fun with a sophisticated interactive approach.

Two celebrity studio contestants answer the host's multiple-choice questions, based on short video-clips seen recently on TV. The questions and the clips dictate the spirit of the show - from biting satire and behind-the-scenes bloopers to entertainment trivia and even news and current affairs.

Home viewers also join the fun live by using the digital remote control, SMS, IVR or the Internet.

Everyone can play, and those who answer several questions correctly win guaranteed tantalizing prizes. With thousands of sponsored prizes shipped daily, everybody's happy.

The final round requires a numerical "guess-timate". At this stage home viewers can call in and one of them will play for the big money jackpot.

Taking place simultaneously in the studio and at home - the show guarantees non-stop viewer involvement. It is a flexible, modular format that can be adapted to local needs.

"What's Going On!?" is what's happening on TV now!



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Celebrity Panel Show with interactive Playability Format

Produced by Erez Tal & Keshet Formats in association with SevenOne International

