



**THE  
COMMON  
DENOMINATOR**

*IT'S NOT WHAT YOU KNOW, IT'S HOW YOU THINK !*

**The Common Denominator**  
Game Show

**Duration:** 25 minutes

**Time Slot:** Daily/ Weekly

**Producers:** Roy and Omri Even Tov

# The COMMON DENOMINATOR

## Game Show



What do the Eiffel Tower and the Hilton hotel have in common?  
The answer is, of course, Paris!

This is **THE COMMON DENOMINATOR** - a brand new game show that will challenge you to think differently. Instead of being asked standard trivia questions, contestants will have to use a completely new way of thinking and their associative skills to win the grand prize - \$25,000! They'll be tested not just on what they know, but on how they are able to use their knowledge to connect completely different concepts.

### GAME PLAY

Each episode begins with three contestants who will be given pairs of objects and must try to find the connecting word between them.

During the three rounds of the game, contestants will have to beat their opponents in fast-paced rounds by out-thinking them with a combination of both associative connections and straightforward knowledge.

#### Round 1

Each contestant will have 2 minutes to find 10 common denominators between 20 objects. The contestant with the least amount of correct answers will be eliminated.

#### Round 2

The two remaining contestants will go head-to-head in a "lightning round" to find what 10 pairs of images have in common. Contestants may "steal" each others' unanswered questions to move ahead in the competition.

#### Round 3

The final contestant must complete The Denominator Puzzle – a challenging crossword with a series of 12 questions and 3 minutes to answer them. If they fill in the entire puzzle within the time limit, they'll win the ultimate prize - \$25,000!

### DON'T BE COMMON!

**THE COMMON DENOMINATOR** is a fresh game show for a smart generation – witty, intuitive and fast-paced! For TV trivia lovers who are looking for a new way to put their knowledge to the test, **THE COMMON DENOMINATOR** provides an ideal solution and a fun new challenge.

**THE COMMON DENOMINATOR: It's now what you know, it's how you think.**

