

# 3 Idiots

Game Show

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*Hilarious Live Entertainment*

## Synopsis

**3 Idiots** is a crazy live entertainment gameshow, full of prizes for viewers participating at home. Three 'idiot' hosts compete in four rounds of zany challenges in each episode.

The three 'idiots' race across the city, competing individually and as a team against celebrity guests in four rounds of crazy, cost-effective challenges. From ranking the nation's favourite fried chicken, to stopping a tissue hitting the floor, to trying to stay in a bath of ice the longest, **3 Idiots** is packed with over a 100 tried and tested games to choose from.



## Key Selling Points

- A **cost-effective** and **sponsor** friendly show.
- Consistently **high ratings** from the very first episode.
- Access to **huge** bible of **games** and state-of-the-art, **groundbreaking** technology.
- The top rated **#1 prime-time** show in **Korea** and voted **Best Interactive** by viewers.
- No **cuts** no **edits** 100% **live battle!**
- Praised for its **sensational** interactive **live** broadcasting system.

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