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(54) **MULTI-PLATFORM TV QUIZ SHOW**

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(57) **ABSTRACT**

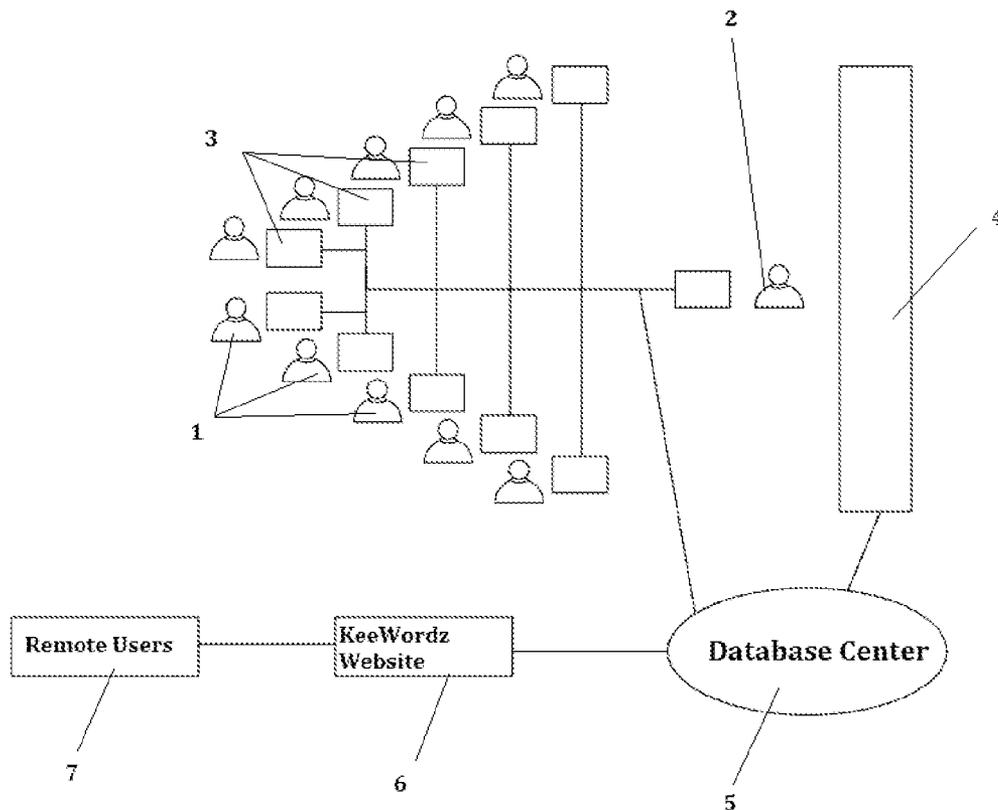
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The invention is related with KeeWordz, which is a quiz show targeting various socio-economic groups with its multi-platform structure and high interaction power and it is characterized by the inclusion of one or more contestants, presenters, computers, giant screens, database centers, websites (e.g., the KeeWordz website), and remote user formulations. Other implementations are also described.

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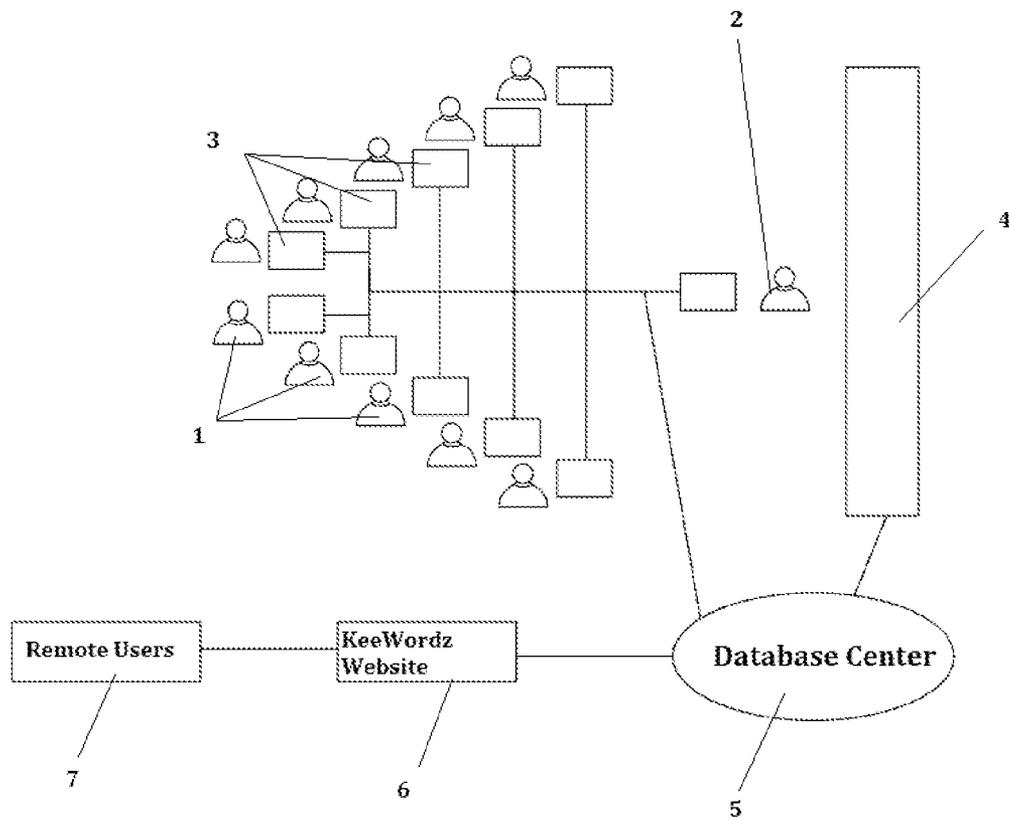


Figure 1

MULTI-PLATFORM TV QUIZ SHOW

FIELD OF THE INVENTION

[0001] The invention relates to KeeWordz, which is a quiz show targeting various socio-economic groups with its multi-platform structure and high interaction power.

BACKGROUND OF THE INVENTION

[0002] Today, people watch 3-4 hours TV on average every day. Quiz shows that we frequently see on TV are, thus, closely related with the society based on this aspect. The quiz shows are generally based on evaluation of existing knowledge. Despite the big metamorphosis in our perception of information, since the quiz shows of our day could not go through the same metamorphosis, continuing to reward the contestants over their existing knowledge is a paradox. For this reason, researching and learning through search has great importance, in addition to the fun aspect of TV shows.

[0003] KeeWordz is a web based quiz/skill show that adds a new dimension to entertainment, while emphasizing the importance of contestants' ability to access information. This exceeds the scope of innovation in quiz shows considering the KeeWordz questions almost impossible for contestants and audiences to answer questions without using the internet and their problem-solving skills using the same search engine.

[0004] When we look at it professionally, we can see that KeeWordz is not only a TV quiz show, but an integrated format that blends entertainment and advertisement in one with its power to guide the users habits in favor of sponsor firms, such as primarily the search engine, computer and mobile producers, internet service providers, or GSM operators.

[0005] Patent application publication no. US 2007/0028272 describes one example of game show somewhat as follows: A live television show utilizing real-time input from a viewing audience is described herein. Specifically, the viewing audience is at home or at least not in the studio, and they use their cellular phones to input responses or make selections. The audience input is transmitted in real-time so that the producers of the television show are able to incorporate the results of the responses into the show. To permit an audience of millions to participate in real-time, a large random sample is utilized to provide real-time feedback. For example, the audience is able to determine the winner of a talent contest, which door is opened by a contestant, the results of a poll and affect the future direction of the telecast.

[0006] In the aforementioned patent application publication no. US 2007/0028272, a live TV show to which the viewing audience can connect in real-time to the show is introduced. The viewing audiences can connect to the show through their phones. In some embodiments of our invention, we provide the viewing audience the chance to connect and compete in real time as the contestants in the studio. The structure of the show exceeds the scope of an innovation with its data control and research-learning in addition to entertainment.

[0007] Patent application publication no. US 2005/0113170 describes an invention somewhat as follows: A multi-media geography game show allows real time participation of contestants, live show audience participants and remote TV viewers having Internet connections. Answers to questions related to geography provided within an allotted time period qualify participants for monetary or material

rewards, together with learning credits. The learning credits may be converted to college credits by taking appropriate validation tests from accredited educational institutions that have made arrangements with the geography game show. The responses of contestants, live show audience participants and remote TV viewers, as well as the rewards and learning credits, are electronically processed and appropriate are issued using print outs or magnetic media.

[0008] In the aforementioned international patent application publication no. US 2007/0028272, a geography quiz show where live contestants can compete in a studio or can connect remotely via internet. In our invention, the contestants may participate live in the studio or over the internet. Our invention exceeds the scope of innovation since it connects with contestants after trials of finding the questions, has a different structure, and aims to develop research and learning.

BRIEF DESCRIPTION OF THE DRAWING

[0009] In order that the manner in which the above-recited and other features and advantages of the invention are obtained and will be readily understood, a more particular description of the invention briefly described above will be rendered by reference to a specific representative embodiment thereof that is illustrated in the appended drawing. Understanding that the drawing depicts only a typical embodiment of the invention and is not therefore to be considered to be limiting of its scope, the invention will be described and explained with additional specificity and detail through the use of the accompanying drawing in which:

[0010] FIG. 1 illustrates a representative embodiment of a KeeWordz General Operation diagram, wherein the following element numbers may refer to the following (corresponding) elements:

- [0011] 1. Contestant
- [0012] 2. Presenter
- [0013] 3. Computer
- [0014] 4. Giant Screen
- [0015] 5. Database Center
- [0016] 6. KeeWordz Website
- [0017] 7. Remote Users

BRIEF SUMMARY OF THE INVENTION

[0018] The invention is an entertainment show, however, it also aims to enable the contestants and viewing audience to improve themselves to use the internet more effectively.

[0019] The invention aims to take into consideration various age, professional and income group combinations. For instance students of all ages, academics, university graduates, white collar workers, and people from any income segment, housewives and retired people are considered as targeted viewing audience.

[0020] The invention aims to provide a multi-layered and various forms of interaction within the scope of the KeeWordz quiz show, through participation of contestants, viewing audiences and website visitors.

[0021] The invention aims to enable everyone with internet connection to participate in the quiz in real time.

[0022] The invention aims to enable visitors to connect to www.keewordz.com website, complete subscription, log in and participate in the quiz show over the sponsor search engine. It also aims to enable members to see over the website their performance in the form of rank among their acquaint-

tances on social media platforms such as Facebook or Twitter on Turkey or regional basis, watch previous shows, improve by exercising through trial questions and have the chance to win an award as a studio contestant.

DETAILED DESCRIPTION OF THE INVENTION

[0023] The invention is related with KeeWordz, which is a quiz show targeting various socio-economic groups with its multi-platform structure and high interaction power. However it is primarily situated for a viewing audience in 16-40 age groups among A, B and C1 income segments.

[0024] In some embodiments, any number of contestants (1) (such as 2, 3, 4, 5, 6, 7, 8, 9, or more (e.g., 10)) and the presenter (2) sit at a V-shaped table (or one or more tables (of any suitable shape) set out in another suitable formation). In some embodiments, there are any suitable number of computers (e.g., one for each contestant and the presenter). Indeed, in some embodiments, there are 11 computers (3) with high-speed internet connection on the table and a giant screen (4) behind the presenter, which shows the questions and the performances of contestants which counts down time on centi-second basis. The big prize of the contest is also exhibited in the studio.

[0025] There is a Database Center (5) to which the computers (3), the giant screen (4) and KeeWordz Website (6) where remote users (7) can see and compete in real time are connected. This center sets the tone of the show. It picks questions based on their level of difficulty, adjusts times and enables simultaneous real-time contribution by everyone.

[0026] The most distinctive characteristic of the format is the fact that everyone that has internet access can participate in the quiz over the KeeWordz website (6) in real time.

[0027] KeeWordz provides different forms of multi-layered interaction with participation from studio contestants (1), TV audiences and website visitors (7).

[0028] In the invention, the contestants (1) and remote users (7) are asked questions determined by the Database Center (5). These questions are type of questions that can be very hard or impossible to answer with existing knowledge. Therefore, contestants (1) and remote users (7) try to find the answers through the sponsor search engine. With this aspect the quiz emphasizes the search skills

[0029] The quiz game consists of 12 questions grouped under 4 legs, each consisting of 3 questions, based on the level of difficulty. Following answering of each question, the paths to reach the correct answer in the shortest time are searched. The rating is done over the 4-digit figure seen on the countdown timer on centi-second basis. The response time, points and award to be given for the questions depend on the difficulty level of the question.

[0030] Some non-limiting embodiments of suitable rules are provided below:

[0031] To avoid pornographic content, all searches will be carried out in Safe Search Mode.

[0032] Contestants shall not press any key before the presenter finishes reading the question and shall start searching upon the presenter pressing the countdown timer; they will enter their answers in the answer tab located under the search tab and press "Enter", later "I am sure" buttons.

[0033] Contestants giving wrong answers shall receive 0 points.

[0034] If none of the contestants can provide the right answer in the time given, additional time is started and the presenter starts to give pre-determined tips for that question.

[0035] Although it is a very low possibility that contestants shall end in a draw, since measurements are made on centi-second basis, the timing will be compared on millisecond basis.

[0036] The fact whether or not shortcuts or special commands can be used during search shall be determined in line with the demands of the sponsor search engine.

[0037] Based on the results received from online contestants, the person or people, who have scored the highest speed on country basis are announced. If the program flow allows, they are shortly mentioned, based on the information they have provided while becoming a member in the website or a short telephone conversation is held with them. After congratulating winners, audience is reminded of the application process and the show is ended after the slogan is repeated.

[0038] The winner of each leg in the contest earns a certain amount of monetary gift, depending on the difficulty level of the leg; the best performer throughout the entire contest shall receive the big prize. The big prize is a car that has become an object of desire among especially the young people, such as a Mini Cooper or Beetle. Furthermore, products to be given by sponsors for advertisement purposes shall be added to the list of awards. The award of online contestants is earning priority among candidate studio contestants.

[0039] The nature and validity of the questions, which constitute the most important part of the format, is very important. The question preparing team, consisting of researchers and experts, should take extra care to prepare questions that will be found interesting by the target audience. None of the candidate questions prepared can be used in the show unless it is tested with regard to validity, difficulty level and timing, and approved by the administrative team. The questions approved are categorized on the basis of difficulty level, type of question and field. As a safety precaution, the questions are stored on a database that is not online.

[0040] In time, when the online users enter the questions they have prepared in the system and the questions received through this level reaches a certain figure, those who are approved may be collected in a pool and used randomly in the show.

[0041] Strategic thinking skills of contestants are the most important element in answering the questions. KeeWordz consists of various types of questions categorized depending on their level of difficulty, as can be seen below.

General Knowledge Questions

Example I

[0042] According to a certain theory, a woman who lived in prehistoric times is the genetic mother of all humans on earth. In which continent is this woman estimated to have lived? (Level I).

Example II

[0043] A psychologist who analyzed co-occurring events that are not causally, but meaningfully related came up with an idea. Decades later, inspired by the concept, a music band

released an album in 1983 under the same name. What is the full birth name of the musician who was the bassist of the band at that time? (Level III).

Visual/Audio Questions

Example III

[0044] [Display photograph of relevant fruit]
[0045] What is the rarest color of this fruit, native to Greater Antilles and West Indies? (Level II)

Example IV

[0046] A cover version of a song first sung by a singer who died on Apr. 21, 2003 was performed in a concert in France by a band whose front man is credited as holding the world record for most guitar smashed on a tour in the Guinness Book of World Records 2010. Exactly at which second of the 3:42 long recording of the performance on YouTube can you hear the first drum beat? (Level IV)
[0047] *This is just an example not intended to be used in the actual show. Only under legal permissions will the websites be named in questions.

Red Word Questions

Example V

[0048] Do not enter any of the banned words or words within the question in the searches you will make to answer the following questions in the search tab. If you see any of these words during your search, you can use them by copy-paste.
[0049] What is the name of Barack Obama’s mother? (Level I)
[0050] Red Words: President, America, United, States, White House.

Example VI

[0051] Who is the author of the novel on which the movie “Jaws” is based? (Level II)
[0052] Red Words: Spielberg, shark, thriller, sea, teeth.

Map Questions

Example VII

[0053] In the capital of the country that declared its independence from Spain on 12 Feb. 1818 is a street with the same name as the city of birth of the famous actor who signed his initial contract in April 1954 at \$100 per week. What is the phone number on the wall of No:2555 on that street? (Level IV).

Example VIII

[0054] While driving from the province in Spain with a population of 803.038 (2009) to the city in Italy with a population of 1.247.379 (2012), what reads on the road sign of the direction you should head for after turning right towards Via Tomasso Marino? (Level III).

Sponsored Questions

[0055] These questions are tailored in any kind to meet the demands of the sponsors and might be differently prized as the sponsors see fit.

[0056] Answers: I—Africa, II—Gordon Matthew Thomas Sumner, III—yellow, IV-41, V-Ann Dunham, VI—Peter Benchley, VII—554 33 08, VIII—Via Santa Margherita.

[0057] Studio contestant (1) candidates are chosen from among online contestants, who have scored high in the previous episodes or have solved the trial questions on the website with success. Being an online contestant is a prerequisite in this process and the applications can be made over the website or text message to a GSM number to be provided (candidates may send more than one text message to increase their chance).

[0058] Applications are reviewed after this screening and candidates that are deemed appropriate are invited for an interview. Personal data of candidates that are deemed appropriate to become a studio contestant (1) are filed after being categorized by their profile characteristics such as age, gender, profession, etc.

[0059] The contestant (1) selection process is no different than other quiz shows after this point. It is important to bring together contestants of various profiles in each episode.

[0060] Audience candidates may apply over the website or via SMS, just like the contestant (1) candidates. If deemed necessary, the audience candidates may be invited for interview as well.

[0061] KeeWordz enables reaching different sources of income, in addition to the general sources of income expected from a TV show with high ratings.

[0062] As mentioned before, KeeWordz has the potential to be perceived as an attractive channel of advertisement by the search engines, computer and mobile phone producers, internet service providers and GSM operator, with which it is in a symbiotic relationship due to its original nature. Other than this, the sponsor questions within the format should be anticipated as a different source of income.

[0063] Remote users (7) connected from outside in real time over the keewordz.com website (6) to partake in the quiz show means peak visits at a certain time by users whose profile characteristics are well-known. Through the elements included in the website to make it more attractive outside peak hours, it is planned to sustain the number of visits to the website. Therefore, keewordz.com website (7) is a different source of income as a website attracting high traffic.

[0064] From contestant and audience candidates sending their applications via SMS, a minimal fee shall be collected in addition to the charges of the GSM operators. This source has the potential to generate a significant amount of income.

[0065] KeeWordz is a new game befitting the Knowledge Era to be presented in TV quiz show format. It is undeniably an enjoyable game to play and watch, and a lucrative format to produce, broadcast and sponsor.

1. A quiz show comprising multiple contestants, a presenter, a computer for each of the contestants and the presenter, a giant screen, a database center, a website, and a remote users formulation.

2. The quiz show of claim 1, wherein 10 contestants and the presenter are present in a studio where the quiz show is filmed.

3. The quiz show of claim 1, wherein the contestants sit at a V-shaped table in a studio, comprising a computer for each of the contestants and the presenter.

4. The quiz show of claim 1, wherein the giant screen is disposed behind the presenter, displaying questions and performances information on the contestants in a studio where the quiz show is filmed.

5. The quiz show of claim 1, wherein the Website enables contribution by third parties with internet access at a time when the quiz show is aired.

6. The quiz show of claim 1, wherein the computer, the giant screen, and the website are connected to the database center.

7. The quiz show of claim 1, wherein remote users can compete simultaneously with the contestants in a studio over an internet connection, through the website.

8. The quiz show of claim 1, wherein the contestants are prevented from at least one of:

activating a key before the presenter finishes reading a question, and searching for an answer until after the presenter starts a countdown timer.

9. The quiz show of claim 1, wherein each of the contestants who gives a wrong answer is given 0 points for that wrong answer.

10. The quiz show of claim 1, further comprising a rule that if none of the contestants can find a right answer to a question

within a given time frame, additional time will be given and the presenter will give a clue that has been previously prepared for that question.

11. The quiz show of claim 1, further comprising a rule that where centi-second measuring ends in a draw, timing will be compared in milliseconds.

12. The quiz show of claim 1, further comprising a rule that whether or not shortcuts or special commands are available during a search shall be determined by a sponsor.

13. The quiz show of claim 1, wherein questions in the quiz show are categorized under at least two of the following headings: general knowledge questions, audio/visual questions, red word questions, map questions and sponsored questions.

14. The quiz show of claim 1, wherein the contestants are able to enter answers in an answer tab located under a search tab.

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