



**IZZY WIZZY**

**LET'S GET QUIZZY!**

*Live Virtual Pub Quiz*

**OPPORTUNITIES**

**IZZY WIZZY**  
**LET'S GET QUIZZY!**  
LIVE VIRTUAL QUIZ  
Wednesday 7th July 2020 @ 8pm (UK Time)  
LL TV

**IZZY WIZZY**  
**LET'S GET QUIZZY!**  
LIVE VIRTUAL QUIZ  
@ 8PM UK TIME  
LL TV

**LL TV**  
**iTALY SPECIAL**

**LIVE VIRTUAL QUIZ**  
Wednesday 8th July 2020 at 8pm (UK Time)  
LL TV @ 8PM UK TIME

**IZZY WIZZY**  
**LET'S GET QUIZZY!**  
LIVE VIRTUAL QUIZ  
at 8pm (UK Time)  
LL TV

**IZZY WIZZY**  
**LET'S GET QUIZZY!**  
LIVE VIRTUAL QUIZ  
WEDNESDAY 30TH SEPTEMBER 2020  
LL TV  
**THIS WEEK ON WEDS**

**IZZY WIZZY**  
**LET'S GET QUIZZY!**  
LL TV

**IZZY WIZZY**  
**LET'S GET QUIZZY!**  
LIVE VIRTUAL QUIZ  
TUESDAY 18TH AUGUST 2020 @ 8PM UK TIME  
LL TV

**IZZY WIZZY**  
**LET'S GET QUIZZY!**  
LIVE VIRTUAL QUIZ  
TUESDAY 25TH AUGUST 2020 @ 8PM UK TIME  
LL TV

Izzy Wizzy Let's Get Quizzy! is an online live quiz show hosted by a presenter. The presenter interacts with viewers (players) via chat from various social media sites including YouTube, Facebook, Twitch, Twitter and Periscope. It's not a slow moving pub quiz; its paced, interactive and visually stimulating.

#### How we started

For over 40 weeks we have been running an hour long virtual live quiz. We initially bought the quiz back online as something for fun to relieve those long lockdown nights during the pandemic however over the last few months viewing figures and subscribers have increased dramatically and so we have continued to run a weekly quiz entertaining viewers from all over the globe.



## How is this innovative?

# IZZY WIZZY LET'S GET QUIZZY!

The traditional media approach to putting together a televised game style show is to over-complicate the programme by setting it in a studio, flying in guests to appear on the show and possibly introduce a live audience.

This idea is innovative because it is a quiz show which is produced remotely by an individual and uses the home environment as a studio space for the presenter led games.

We engage our online community by encouraging our viewers to actively participate in and send in messages, photos, videos etc. The media received is reviewed and also included on our social media platforms and website.

As well as building up a dedicated weekly audience during the quiz nights we encourage these viewers to also participate in our other shows produced.

The show is escapism for many people isolated at home away from their friends and families especially during the lockdown period.

# LIVE VIRTUAL PUB QUIZ

PRIDE SPECIAL

LL TV



PLS SUPPORT THE CHANNEL: [KO-FI.COM/LITCHFIELDSLIFESTYLES](https://ko-fi.com/litchfieldslifestyles)

IZZY WIZZY  
LET'S GET QUIZZY!

Subscribe

## Format

The quiz normally consists of four rounds of ten questions including a family fortunes style round, general knowledge and a picture round. Each quiz is 1 hour in length. Occasionally we run a themed quiz and have so far have ran themes from Italian, Irish and a Pride Special. The format can be fluid and we adapt each weeks quiz to suit viewers interests, human interest or celebrations and holidays.

## The Community

We encourage viewers to participate in the show and each week set a theme for the quiz. All pictures and videos sent in by viewers are displayed on the quiz website as well as on some of the social media sites we are actively involved with. The demographic of viewers is varied because quizzes appeal to both the young to mature age ranges. The majority of our viewers however age between 25 years and 45 years.

## Promotion

We are actively publicising the quiz throughout the week by displaying community photographs, videos, mini-quizzes and creating event pages. The majority of our publicity is via social media sites such as Instagram, Eventbrite, Facebook, Twitter and YouTube. We use Facebook to advertise our quiz to new viewers.



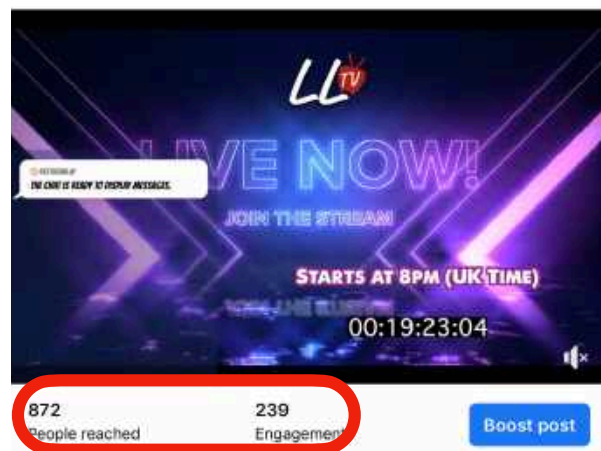
Where can you find our show?

We broadcast / stream on a variety of social media sites simultaneously including YouTube, Facebook, Twitter, Periscope and Twitch. The most watched streams are currently on YouTube Live and Facebook Live.



### Figures

We have been growing our audience weekly since April 2020. We are consistent on our delivery which has involved the show being broadcast on a variety of Tuesday and Wednesday evenings. During the 'Lockdown' period our figures were high and we have retained our audience and since grown our followers and people reached considerably.



A screenshot of a Facebook post for 'ABBA Music Quiz'. The post has a yellow background. The main content is a video thumbnail with a rainbow background and text: 'IZZY WIZZY LET'S GET QUIZZY!' and 'ABBA MUSIC QUIZ'. Below the video, there is text: 'In this short quiz, there are x10 ABBA songs reversed and manipulated. Each song is played twice and you have to guess the name of the ABBA song. (Answers below). If you enjoyed this short quiz why not SUBSCRIBE and play the LIVE virtual pub quiz. It's all free to play and just for fun. The live quiz is hosted every Wednesday at 8 pm (UK time). To find out more information please visit www.izzywizzyletsgetquizzzy.com'. On the right side, there are sections: 'Keep it social ....' with Facebook and YouTube icons, 'Dates and Times' with text: 'The LIVE virtual quiz starts at 8pm every Tuesday (UK time). THE NEXT QUIZ WILL NOT BE ON TUESDAY BUT WEDNESDAY 7TH OCTOBER 2020 @ 8PM (UK TIME).', and 'Next show's picture theme ....' with an upward arrow icon.

ON-SCREEN BUGS

LOGO PLACEMENT

MENTIONS

PRIZES



VIDEO ADVERTS

AD BANNER

## Opportunities

The quiz is an ideal platform for promoting products, events or services. We have dedicated players who stay with our show from the start to the end. We have opportunities to advertise on our interface, title sequence, adverts between rounds, on our website and social media. There are so many opportunities for promotion on our show including direct engagement with our viewers by giving prizes away etc.

## What are we looking for?

We are looking to collaborate with a broadcaster or internet channel to feature our programme. 'Izzy Wizzy Let's get Quizzzy!' is currently produced weekly and can be rebranded accordingly.

## Sponsorship

Sponsorship and advertising opportunities are available on all Litchfield's Lifestyles shows that we produce.

We are currently looking for products to place in and around our set on the 'Izzy Wizzy Let's Get Quizzzy!' show. We are also looking for merchandise to offer as prizes to our viewers.





## About LLTV

'Litchfield's Lifestyles' an online channel dedicated to bringing you an insight into places to visit, products to buy, where to shop or even restaurants to experience. Litchfield's Lifestyles provides an all-encompassing lifestyle guide, including informative and interesting articles on travel, celebrities, products and services, together with industry news and reviews for connoisseurs of luxury. Discover what makes our favourite cities and countries so special - the food, the shopping, the culture, the arts or the things to see and do.

Channel information:

Total channel views (October 2020) - 150,057

Highest viewed video - Benidorm TV Location Tour - 78,000+

## Contact details:

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*Lifestyles* TV

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