



# What If...?

GAMESHOW

## An alternative and fun look at history

**What If...?** is a bizarre, re-filtered, alternative look at history. What if the French won the French-Indian War? What if Mick Jagger dated Yoko Ono? What if The Cosby Show had not been greenlit? With an eclectic panel of guests and host, this unique format with a revisionist twist will see "history" upended using re-enactments, holograms, augmented reality, animated vignettes and acting troupes to reveal a surprising "new past."

Premiering this spring and in the works for season two in its native Finland, **What If...?** was public broadcaster YLE's summer hit smash in a very competitive entertainment slot. Season one was all filmed remotely using modern technology and Covid19-friendly production methods.

The original series runs for 42 minutes and covers 7-8 topics per episode by the host and three or four panelists. Opening with the topic of discussion; a recap of the actual history; the debate among the panelists; the verdict of the new history finishing on the reveal of a new past.

**What If** is a male-skewing entertaining look at revisionist, re-constructed history and targeting audiences that enjoy *Drunk History* and *Kevin Hart's Guide to Black History*. We will have guests, experts, even the public pontificate, debate what would have, should have and could have happened. One small change in history creates a domino effect which can affect the course of history.

### KEY SELLING POINTS

- Took the best primetime position on Saturdays at 9 p.m.
- Increased its primetime slot over 40-50%
- Viewing figures skewed 2/3 towards male viewers
- Watched by over 10% of the population of Finland
- Produced by Intervisio, one of Finland's leading cross-media production companies
- To quote Ari Ylä-Anttila, YLE Commissioner, **What If...?** is in "a slot for the best entertainment in Finland."

