

Touch

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See It. Touch It. Win It.

A Multi-platform Game At Your Fingertips

Touch is an addictive game show in which gut reaction, sharp eyes and quick fingers can win prizes. With **Touch**, victory is always at your fingertips – whether you're a contestant or a viewer!

Based on the simple and visual concept "What's wrong with this picture?", contestants and the audience playing along at home look at an image or a video, touching their screen to identify where the error is before the timer runs out.

Organized by category, these can be iconic scenes from well-known movies and TV shows, historic moments, sporting events and current affairs. Viewers at home can play against the contestants themselves or challenge their friends to win prizes.

With both product placement and branded content opportunities, **Touch** is also a proven engagement accelerator. In Israel, 9 out of 10 players at home continued playing after the show ended, with a conversion rate of 7.4% and 62% returning to watch the next episode.

Touch was nominated for the Best Advertising Brand Integration in an Entertainment Program category at the Produ Awards 2017.

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Genre: Game Show

Duration: 30'

Production company: Keshet Broadcasting

Broadcaster: Keshet 12 (Israel)

Created by: Ido Rosenblum (BOOM!, Plan B) and Keshet Broadcasting

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