



Sharon Carpenter EPK



**166**

PIECES OF COVERAGE

**753M**

ONLINE/ PRINT READERSHIP

**7.2M**

ESTIMATED COVERAGE VIEWS

**19.5K**

SOCIAL SHARES

**89**

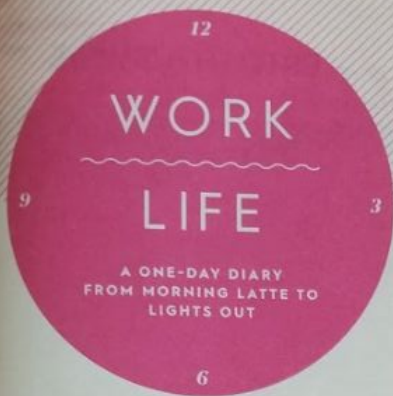
AVERAGE DOMAIN AUTHORITY

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## Sharon Carpenter, presenter of HQ

Sharon Carpenter, 36, is the presenter of the gameshow app HQ. She divides her time between London and New York

### MY ALARM GOES OFF...

At 6.40am, I reach for my phone to check my emails and look at the stories of the day. Then I grab my computer to go over the questions for the games I'll be hosting that day. Only when I'm caught up do I get out of bed. I choose my outfit from a rack my stylist puts together in my lounge – I usually pick a bright dress. Then I jump into a car and go to the studio.

### I'M RESPONSIBLE FOR...

Presenting the British version of the gameshow app HQ. I ask 12 questions and the audience has 10 seconds to answer each of them. They can win hundreds of thousands of pounds. I'm also responsible for interacting with the audience live and making it fun. It has to be enjoyable to play.

### I GOT THE JOB...

By auditioning. I was working as a presenter on BBC America when my agent called me about the audition. I thought, 'OK, that sounds fun, I could do that.' I auditioned and just forgot about it, then two months later my agent called me saying I'd got the job.



### MY TYPICAL DAY...

Sees me arrive at the studio at 8.30am. I go into hair and make-up – we coordinate this with my outfit. If I'm in America, the first show is at 10am to broadcast in the UK at 3pm. I like to know the questions inside out and be certain of the facts. This helps make my commentary entertaining. Because we're live, there's a lot of ad-lib too. I start to feel excited a few minutes before we go live, that's when the in-app chat kicks off and I can feel our audience's energy. I also have to stay on top of the day's stories as we reference them on the show. For example, we went live just as England's World



SHARON CARPENTER ON THE SET OF HQ

Cup semi-final had gone into extra time, so we were glued to the TV.

After I finish the first show at 10.20am, I'll have breakfast. I usually eat some fruit and a croissant. Then I'll catch up with writers and producers to discuss any questions I have – if I need to speak to someone in the UK team then I'll Skype them. My second show is at 4pm in New York to broadcast at 9pm in the UK. Sometimes, I go to the gym and grab lunch, usually a salad, between shows. Other times, I prepare for the next day or do more shows for the American HQ. Every other week we have a meeting with founders, writers, producers and presenters to talk about the direction of the company and make sure we're all on the same page. I finish at 5.30pm.

### MY MOST MEMORABLE MOMENT...

Was when I was asked to appear on the show *Empire*. I played myself interviewing Jamal Lyon when his mum, Cookie, bursts into the room. It was the most surreal moment when Cookie said my name.

### THE WORST PART OF MY JOB...

Is seeing people get too invested in the game – they get so sad when they lose.

### THE BEST PART OF MY JOB...

Is seeing how excited our audience gets.

### AFTER WORK...

I'm out at industry events, most nights. Otherwise, I'll meet a friend for dinner – I love Cipriani and Nobu. I'm usually home by 8.30pm and I'll catch up on emails. I tend to stay up late reading or watching TV. I try to be asleep by 12.30am.

## My Plan B: Detective

Working in this industry, you're always probing and investigating things anyway. That's how your mind works. In that sense, I guess I'd make a good detective.

(EST.) WEEKLY DISTRIBUTION **430K**

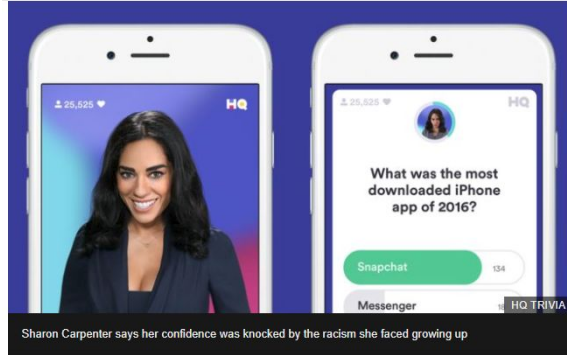
(EST.) COVERAGE VIEWS **430K**

DOMAIN AUTHORITY **67**



# HQ Trivia's Sharon Carpenter says she faced 'blatant racism'

By Francesca Gillett  
BBC News



Sharon Carpenter says her confidence was knocked by the racism she faced growing up

Sharon Carpenter was "painfully shy" at school, too afraid to raise her hand in class even when she knew the answers.

But now the Watford schoolgirl is the one asking the questions - often to upwards of 750,000 people at a time.

The journalist and presenter - affectionately given the nickname "Shazza" by fans - is the face of HQ Trivia in the UK, a free and popular quiz app where players compete to win a share of prize money.

But growing up in Watford and then Guildford in the 1980s, Carpenter - who is mixed-race, describing herself as half white, half Indian - says her confidence was affected by "blatant racism".

She recalls when she was just starting out in television, and was told by a "big client executive" that her English accent would be a "distraction" to any career on-screen.

"Coming from someone I respected so much, that hit me hard. He was dashing my hopes and it had me questioning myself."

But it was after watching Sting perform his hit Englishman in New York that she resolved not to give up.

"One of the lines is 'be yourself no matter what they say'. That was the first time I really heard those lyrics up close and personal.

"And I thought, you know what, I'm holding on to my accent."



Carpenter later met Sting - and Shaggy - when they appeared as guests on HQ Trivia



SHARON CARPENTER

She says there is still "much more work to be done" to end discrimination.

"Although we've come a long way when it comes to race relations, we've also taken a few steps back lately."



SHARON CARPENTER

"You're putting your personality out there for 12-15 minutes. That can be intimidating.

"I remember the first time I hosted there were about 12,000 live players in the game. I thought that was pretty staggering."

The app's popularity grew fast, and global games can attract more than a million players. It has a team of writers, but presenters ad-lib, come up with jokes and do "shout-outs" to players.



Aug 10, 2018

(EST.) MONTHLY VISITS **3.63M**

(EST.) COVERAGE VIEWS **379K**

DOMAIN AUTHORITY **95**



# Evening Standard



## Evening Standard.

Jun 05, 2018

### COURTOIS SEKS CHELSEA TALKS

#### GOALKEEPER BAFFLED BY REPORTS THAT BLUES PLAN REPLACEMENT » SPORT PAGE 64

### SHARON CARPENTER ...VIRAL QUIZMASTER

#### THE HOST OF HQ TRIVIA ON FAKE NEWS AND HIGH SCORES » NEWS IN FOCUS PAGES 24 & 25

# FAIRCE 2017

## The quizmaster

As the presenter of 2018's surprise phenomenon HQ Trivia, Sharon Carpenter goes viral twice a day. She tells us how she got there

### Samuel Fishwick about high scores and her fight against fake news



Sharon Carpenter with her phone showing the HQ Trivia app. Photo: [unreadable]

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(EST.) DAILY DISTRIBUTION **1.6M**

(EST.) COVERAGE VIEWS **1.6M**

(EST.) MONTHLY VISITS **N/A**



News in Focus



### Spineless or sideways — find your fellow shelfies

It's not just the shelves on the shelves, it's the shelves on the shelves. It's not just the shelves on the shelves, it's the shelves on the shelves. It's not just the shelves on the shelves, it's the shelves on the shelves.

### Follow the colour code

Like flight, you can't see it. It's not just the shelves on the shelves, it's the shelves on the shelves. It's not just the shelves on the shelves, it's the shelves on the shelves.

### The alphabet test

It's not just the shelves on the shelves, it's the shelves on the shelves. It's not just the shelves on the shelves, it's the shelves on the shelves. It's not just the shelves on the shelves, it's the shelves on the shelves.

### Creeping chaos

It's not just the shelves on the shelves, it's the shelves on the shelves. It's not just the shelves on the shelves, it's the shelves on the shelves. It's not just the shelves on the shelves, it's the shelves on the shelves.



# WE'VE GOT SO MUCH TIME FOR

HQ TRIVIA

A game show with *sousages*? Shazza Carpenter is the hostess with the mostest

**SAUSAGE! SHAAAAZAAAA! SAVAGE!** When it comes to the three Ss of HQ, if you know, you know. And if you don't know, here's the lowdown: HQ is an app-based game show – at 3pm and 9pm every day you can join a live multiple-choice quiz with a jackpot of £550. There's a mad live comments feed and you get extra lifelines by referring friends (pro tip: you can only use one life per game). You have 10 seconds to answer each question (an ungoogleable timeframe, apparently) and, if you successfully answer 12 questions, you split the pot with whoever else has managed it. Everyone is playing it – stars like Mandy Moore, Jimmy Kimmel... And it's the real reason why everyone keeps denying your request for a 3pm meeting. The app was launched last year in the US by the guys behind Vine, but, after months of playing the American game, in January a UK version finally launched and, even more recently, became available on Android. In recent weeks, love of the app has gone

mainstream and around 80,000 people now log on to play. However, the game went gargantuan last week, when The Rock hosted a special session across the US and UK with a jackpot of \$300,000. But it's not really about the big money prizes: it's all about those Ss. 'Shazza' is Sharon Carpenter, a New York-based Brit presenter who is everyone's fave – and is constantly requested in the comments feed if anyone else dares host. There are also 'savage' questions – the ones that knock out more than half of players in one fell swoop. Then there are lots of random shouty mentions of 'sausage' in the comments, perhaps derived from savage, but also, probably, a bit rude. But our main takeaway is that HQ has provided us with a new type of syndicate, a mid-afternoon and evening pick-me-up to unify friends and colleagues in the hope that one of you will make it to the end – and share out the prize pot. Meet you at HQ...

WIGGIE HARRISON/EVANE. PHOTOS: GETTY IMAGES

# GRAZIA

Apr 23, 2018

(EST.) WEEKLY DISTRIBUTION **290K**

(EST.) COVERAGE VIEWS **290K**

DOMAIN AUTHORITY **N/A**



# Meet Sharon Carpenter, an exemplar for wannabe celebs

She's a safe pair of hands who asks the questions and fills the airtime



▲ Sharon Carpenter hosts the quiz on the general knowledge app HQ twice a day. Photograph: Bryan Steffy/WireImage

Hardly a day goes by without real life throwing another offering into the pot of potential *Black Mirror* storylines.

The latest is the general knowledge quiz show, at set times of between the players who must answer questions. I've never managed to win \$150. The game has been the subject of controversies, about its inclusion in the app. It has dented its appeal. When you scroll to the section underneath it, like *Orange*, too.

Sharon Carpenter is to the British HQ what Bradley Walsh is to *The Chase*. She hosts twice a day, a new outfit for each quiz, filling airtime - if you can call it airtime, on a phone - with the professionalism of a local news reporter who has just been told to add another two minutes to their clip on the steam railway fair. She's a safe pair of hands, not least because it looks as if she might be permanently stuck inside the app and never allowed to leave. She turns dud jokes into slightly less dud jokes and styles out any glitches.

Carpenter is a prototype for how celebrities are going to be baked in the future, beamed to our smartphones, above real-time rolling analysis of who they are and what they're wearing. It's like one of those "famous people read mean Tweets" videos that occasionally goes viral, with A-listers gamely attempting to laugh about someone calling them talentless and wishing they were dead. Only HQ has built the famous person, and built the comments section, and has us all hooked, unable to stop vidding.

**The Guardian**

Feb 10, 2018

(EST.) MONTHLY VISITS **4.7M**

(EST.) COVERAGE VIEWS **268K**

DOMAIN AUTHORITY **94**



**WHICH KING WAS MARRIED TO ELEANOR OF AQUITAINE?** In November 2000, 14 million people stared at their TV screens and held their breath while a 58-year-old garden designer called Judith Keppel tried to answer that question on *Who Wants To Be A Millionaire*.

I remember watching as a kid and feeling long-distance empathy for the first time. After Keppel gave her answer - Henry II, Aquitaine fans - host Chris Tarrant reminded her she could lose £468,000 before going to an ad break. I didn't know this woman, but I felt a fraction of her dread as she waited for the gold confetti to fall on her head, and Tarrant to declare her a millionaire.

Seventeen years later, I won a quizshow myself. Unlike Keppel, I played in an office toilet cubicle, sitting with the seat-cover down. The prize wasn't quite as grand, either: I took home \$125 (£95). But the exhilaration was unparalleled.

The show is called HQ Trivia and it has a host, theme music and cash prizes but is broadcast only via livestream on a mobile phone app. Every day, at 3pm and 9pm, a personable woman called Sharon Carpenter asks 12 general knowledge questions. Carpenter has a distinct speaking pattern - a kind of talking-while-thinking style as she fills time without a live audience reaction. Each question has three multiple-choice answers; you just have to select the right one within a 10-second time limit. They start off super-easy - "Which of these places is often referred to as 'Down Under'?" - and get harder as you progress until question 12, which is essentially a stab in the dark: once it was, "Which of these countries has the highest ratio of women to men?"

After each question, it is revealed how many people got it right. You need to answer every question correctly to stay in; by the final question there are normally fewer than 100 players left. If you get the last question right, your share of the prize is sent to your PayPal account in minutes. Depending on the day, the prize pot can be anywhere from £500 to £300,000.

The key difference between this game and every other quizshow is that everyone watching HQ is also a contestant. In the UK, a game starts with about 125,000 players, although some UK games have had as many as 270,000 join in. HQ also hosts global games, broadcast with US host Scott Rogowsky at more American-friendly times, which average about 1 million viewers, and have peaked at 2.38 million.

Even if you've not played HQ before, you might have seen it in your office or at the pub. Because everyone is playing live, there is a Black Mirrorish effect when groups play together, with everyone in thrall to their phones; Carpenter's face beams out from multiple phones placed on a table, occasionally interrupted by streaming glitches that make her appear almost bot-like. (I was playing in the toilet because it was still early days for HQ, and not yet acceptable to down tools to play. A few weeks later, the entire office seemed to stop what it was doing for 10 minutes, with answers shouted across the room.)

I've now been playing for more than six months, since the UK launch in January, so when I meet Carpenter at HQ's offices in New York, I forget she's not an old friend and wave her over to the table I'm sitting at as if we're in a pub garden. She says she often gets this: HQ lets players talk to each other and the host during the quiz, so there is an informality to the relationship. "Obviously us Brits have a very dry, sarcastic sense of humour, and they will not hesitate to lay into me. Once I was a little thirsty before I went on, so I had a mango lassi. People were calling me yellow tongue. It took a while to live that down."

Carpenter was born in the UK but moved to New York after she left school to do a business degree. She stayed on, working as a producer on various local and financial news shows. Now she juggles a few hosting jobs with the quiz (including a red carpet gig for BBC America) and enjoys the platform HQ has given her. "My background is in journalism, and often my presenting has been pretty strait-laced. There's only so much room for jokes and that sort of dry humour. I love the fact I can really be myself."

Carpenter hasn't been back to the UK since she started working on the show and so has only heard secondhand of how Shazza mania is gripping pubs, offices and common rooms. "I was in Midtown a couple of weeks ago and out of nowhere all I hear is, 'Shazza, is that you?' I'm like, nobody in the US knows me as Shazza! This guy comes over saying he's from the UK for a couple of days and we have to take a selfie."

Her clothes have also become something of a focal point: unlike the male hosts, Carpenter wears a different outfit for every show and says styling and hair and makeup occupy a huge chunk of her day. When we speak, she is wearing a red strapless dress with a white belt, most likely a nod to the special World Cup-themed game she has just recorded; HQ sent out the push notification to people's phones just as Harry Kane won that late header against Tunisia. "We had our fingers crossed because it would obviously kill the mood a little bit going into our World Cup-centric game," she says. "In the end, England killed it and we had a special shoutout from Jesse Lingard." Lingard, a fan of the game, had sent a pre-recorded message from Russia which appeared during the show. HQ had already secured some high-level celebrity cameos: Robert De Niro, Jimmy Kimmel and Sting have all come into the studio to ask questions.

Winners of the game can also get a taste of viral fame; videos of extreme reactions to getting question 12 right are widely shared. In the most watched, a woman seems close to hyperventilating as she screams and cries on the floor. She won \$11.

"People have sent me pictures playing on Eurostar, at a football match or 30,000ft up on a plane," Carpenter says. "This may be



**'We had one big winner in the US who was on the toilet and wasn't afraid to admit it'**

HQ's UK presenter

too much information was on the toilet and v repulsed. I don't ment

Perhaps the most su appointment-to-wate fallen out of favour, p on-demand services. attractive to brands. V focused on raising ver away as prizes; the sh with brands including Nickelodeon (Rogows saw stars from its sum

HQ Trivia was started the co-founders of Vin by Twitter for a report most social media pos Vine's six-second vide creating a new kind of quickly faced competit after four years Twitte

**Q: What links 12 questions, your phone and millions of players?**  
**A: The game taking the quiz world by storm**

**It's got a host, a theme tune and cash prizes, but if you think HQ Trivia sounds like any other quizshow, think again. Sam Wolfson meets the team**

Presenters Scott Rogowsky and Sharon Carpenter



The Guardian

Jul 14, 2018

(EST.) WEEKLY DISTRIBUTION **1.8M**

(EST.) COVERAGE VIEWS **1.8M**

DOMAIN AUTHORITY **N/A**





**Already a raging success in the US, the quizzing app is growing at rapid speed here in the UK, with its regular quiz master, Sharon Carpenter, becoming a cult figure among British HQ-ties.**

**HUFFPOST**

Feb 05, 2018

ENTERTAINMENT

## HQ Presenter Sharon Carpenter Talks Online Trolls, Dodgy Fan Art And Her Dreams Of Building A Media Empire

The quizzing app has become an online phenomenon, thanks in no small part to its host.

By Daniel Welsh

02/05/2018 07:59 BST | Updated 02/05/2018 07:59 BST

*If your office is anything like ours, you'll have noticed a strange phenomenon going on at around 3pm, when everyone suddenly whips their phones out and becomes temporarily engrossed in a round of [HQ Trivia](#).*

*Already a raging success in the US, the quizzing app is growing at rapid speed here in the UK, with its regular quiz master, [Sharon Carpenter](#), becoming a cult figure among British HQ-ties.*

*In a bid to get to know her a little better, HuffPost sat down with Shazzer for a chat about things HQ, including just how much work goes into a 15-minute live-stream and how she's finding her new-found celeb status...*

(EST.) MONTHLY VISITS **2.3M**

(EST.) COVERAGE VIEWS **197K**

DOMAIN AUTHORITY **91**



# HQ Trivia's Sharon Carpenter: 'Pub quizzes? I'm probably not that great'



Jun 25, 2018

Meet the presenter of the world's biggest quiz show - and it's not on TV



Carpenter moved to the US from the UK 18 years ago (Photo: HQ)

HQ Trivia host Sharon Carpenter has become a cult internet figure (Photo: HQ)

Sharon Carpenter is one of the most-watched presenters in the world, broadcasting live to a captive audience of millions each day. Her viewers love her chatty, self-deprecating manner, and the days she's not on their screens are met with laments of 'Where's Shazza?' But Carpenter isn't, as you might expect, a presenter on an international news channel (though she does a bit of that too), but on an app.

Quiz app HQ Trivia launched in the UK in January, five months after it was released in the US. The premise is simple enough – two live broadcasts each day, which players tune into for the chance to win a share of a cash prize (the amount ranges daily, but has reached the heady heights of \$250,000) if they manage to answer 12 pieces of trivia in ascending levels of difficulty. Answer the question incorrectly and it's game over. <https://i.news.co.uk/news/technology/hq-trivias-sharon-carpenter-pub-quizzes-im-probably-not-that-great/>

The fiendish questions, coupled with a 10-second time limit and scrolling feed of user comments at the bottom of the screen, make for an exhilarating and ultimately addictive experience. The app has quickly become an international phenomenon, spawning a German version and inspiring entire offices to down tools each afternoon to play together as a bonding exercise. Games in the UK are broadcast at 15.00 and 21.00 daily and attract an average of around 150,000 players, though it can reach up to 280,000. Some US games have reached more than 2.5m participants. It's a global pub quiz.

(EST.) MONTHLY VISITS **1M**

(EST.) COVERAGE VIEWS **52K**

DOMAIN AUTHORITY **69**



# Which TV Quiz tribe do you belong to?

Are you fighting to see more women on HIGNFY, addicted to the app HQ or among the proud elite who have cracked Only Connect? Your host Nick Curtis decodes London's trivia show tribes — here's your starter for ten

**NICK CURTIS** | Friday 6 April 2018 18:27



Victoria Coren Mitchell, Jeremy Paxman & Sharon Carpenter

## HQ

**Invented in 2017**

**Host:** the magnetically hyper Sharon Carpenter, possessor of a form-fitting wardrobe and the fiercest eyebrows since Cara Delevingne, who refers to HQ players as “H-cuties”. They respond on the quickfire message board at the bottom of the screen, frequently proposing marriage to Carpenter.

She is a Londoner, with transatlantic connections — her parents taught medicine at Harvard and she studied in the US.

**In a nutshell:** primary-coloured quickfire multiple-choice game where thousands of online participants are quickly winnowed down through 12 questions of rapidly increasing difficulty. With CASH PRIZES.

There is a US version, which has seen guest host appearances from the likes of Jimmy Kimmel and Bert from Sesame Street. Carpenter would like Ali G to make an appearance.

**EveningStandard.**

Apr 6, 2018

(EST.) MONTHLY VISIT **3.52M**

(EST.) COVERAGE VIEWS **345K**

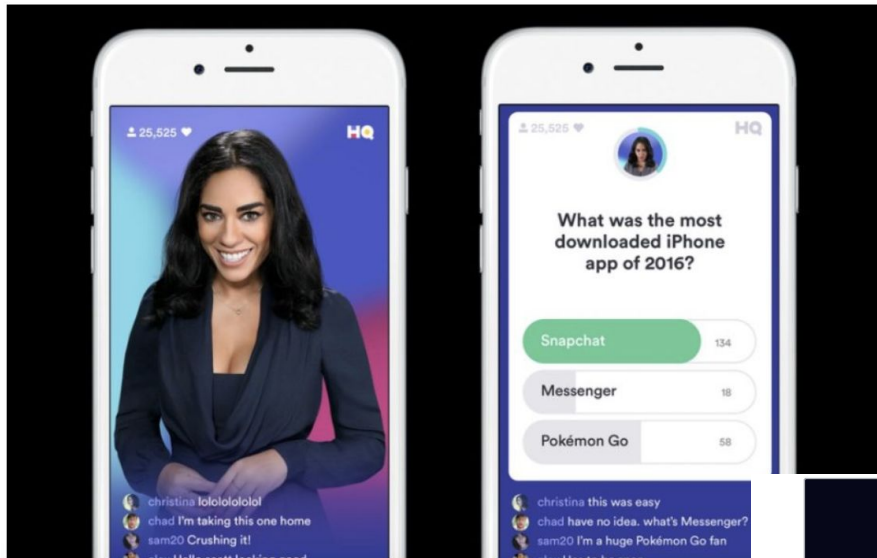
DOMAIN AUTHORITY **91**



# HQ Trivia's Sharon Carpenter talks the quiz app phenomenon, 'Black Mirror' comparisons and embracing the trolls



Luke Morgan Britton | Mar 27, 2018 6:16 pm



If you think it would be tough being a live TV presenter then imagine what it's like to be the host of a live quiz app, beamed twice daily into the palms of thousands of smartphone users across the country. This is the rather strange situation that [Sharon Carpenter](#) – a British-born, NYC-based host and journalist – has found herself in since the beginning of the year, when she landed the role of full-time host for [HQ Trivia's](#) UK launch.

Known to few this side of the pond prior (previous credits include stints for BBC America, BET and a bit-part cameo on *Empire*), Carpenter's latest – and most high-profile – gig sees her come face-to-face with her newfound celebrity status on a daily basis, as the app's players (known affectionately as "HQties") voice their every thought and feeling in a running chat stream below Carpenter's floating torso.



Prior to HQ, you were probably better known in America than in the UK. Have you been back to the UK since your HQ stardom?

Not since I started hosting this year, but I will be back soon. My family is still over there so I do go back a few times a year. It will be really interesting to see what it's like when I come back. This is the first time that I've consistently built up a UK audience.



Mar 27, 2018

(EST.) MONTHLY VISITS **4.85M**

(EST.) COVERAGE VIEWS **226K**

DOMAIN AUTHORITY **87**



# Can HQ Disrupt The Gender Norms Of Traditional Game Shows?

MADELINE BUXTON

LAST UPDATED JANUARY 21, 2018, 6:45 PM



**Update:** A woman is heading up HQ Trivia's UK shows. Tonight, Sharon Carpenter launched the popular trivia app abroad. She will remain the main host there, a job that has been held by Scott Rogowsky in the U.S.

*This piece was originally published on December 13, 2017.*

Last week, I sat in a Soho studio with Sarah Pribis and Sharon Carpenter, trying to think of female leads throughout game show history. Carpenter and Pribis are two of the regular hosts on [HQ](#), the live trivia show app that launched in late-August and has gone viral in the past month. Off the top of our heads, we could only come up with Meredith Vieira, who

spent eleven seasons and won two Daytime Emmys for her work as the host of *Who Wants To Be A Millionaire*.

HQ said that it plans to introduce new guest hosts in addition to the regular roster, but this week, it was disappointing to see that the guest lineup was all male. If HQ truly wants to shift the paradigm, having female guest hosts, or seeing Pribis and Carpenter host more often, is a crucial way it can break with traditional game show norms.



As successful as HQ has been — getting coverage in *The New York Times* and *New Yorker*, as well as the now infamous *Daily Beast* piece — a lot is in flux right now. At the same time that everyone is talking about what a winner the app is, they're also asking if its sudden success could be a bad thing. Live shows have already experienced glitches including lag times during broadcasts and "technical difficulty" delays of up to an hour. For the first time, HQ capped Sunday night's broadcast at 440,000 players, explaining to unlucky fans on [Twitter](#), "We're focused on building for the best experience & working to fix it so anyone who wants to play is IN."

The people I've talked to about HQ are split into two camps. Those who have played are completely addicted, shutting down their lives at 3 p.m. and 9 p.m. on weekdays and 9 p.m. on weekends to tune in to the live trivia show for a shot at earning \$1,500 and, some nights, as much as \$10,000. Those who haven't played have heard of the app, but don't quite understand how it works or what all the hype is about. Still, name recognition is half the battle for any new app looking to get off the ground, and the fact that HQ has that in spades is an impressive start — and a positive thing for its female hosts.

Pribis and Carpenter aren't necessarily surprised by the app's success. They are, however, taken aback by how quickly it happened. Both have spent years in the entertainment industry, and know how much hustle is required to get a job, let alone one on a show or, in this case, app, that has potential to turn into a household name.



HQ Has Picked A Female Host For Its UK Version NOW READING



Jan 21, 2018

(EST.) MONTHLY VISITS **5.52M**

(EST.) COVERAGE VIEWS **315K**

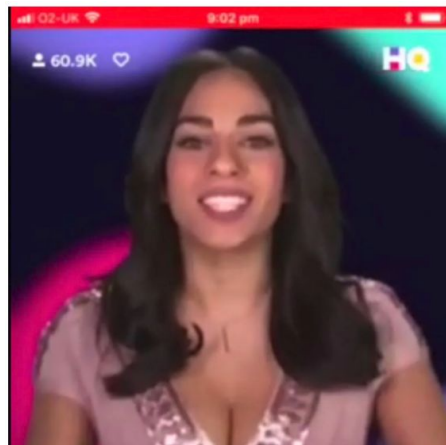
DOMAIN AUTHORITY **91**



# Are you one of millions hooked on addictive daily quiz HQ Trivia?



HQ Trivia hosts Scott Rogowsky and Sharon Carpenter CREDIT: HQ TRIVIA



Sharon Carpenter is one of the HQ presenters CREDIT: HQ TRIVIA

It's becoming so popular that some offices are even pausing every day at 3pm to tackle the questions together. Sharon Carpenter, one of the app's glamorous British presenters who films two live shows a day in HQ's New York studio, says "There are bosses who use it as a team-building activity so the whole office will shut down for 15 minutes and come together and play the game. We're also seeing families come together. This Sunday, with the big [England v Panama] game, you have the opportunity to play as a family and win £8,000.

"People play it in the most extraordinary places, some of the tweets I get of people playing the game... up a mountain skiing, in clubs, somebody sent me a picture on the Eurostar, from a plane."

The Telegraph

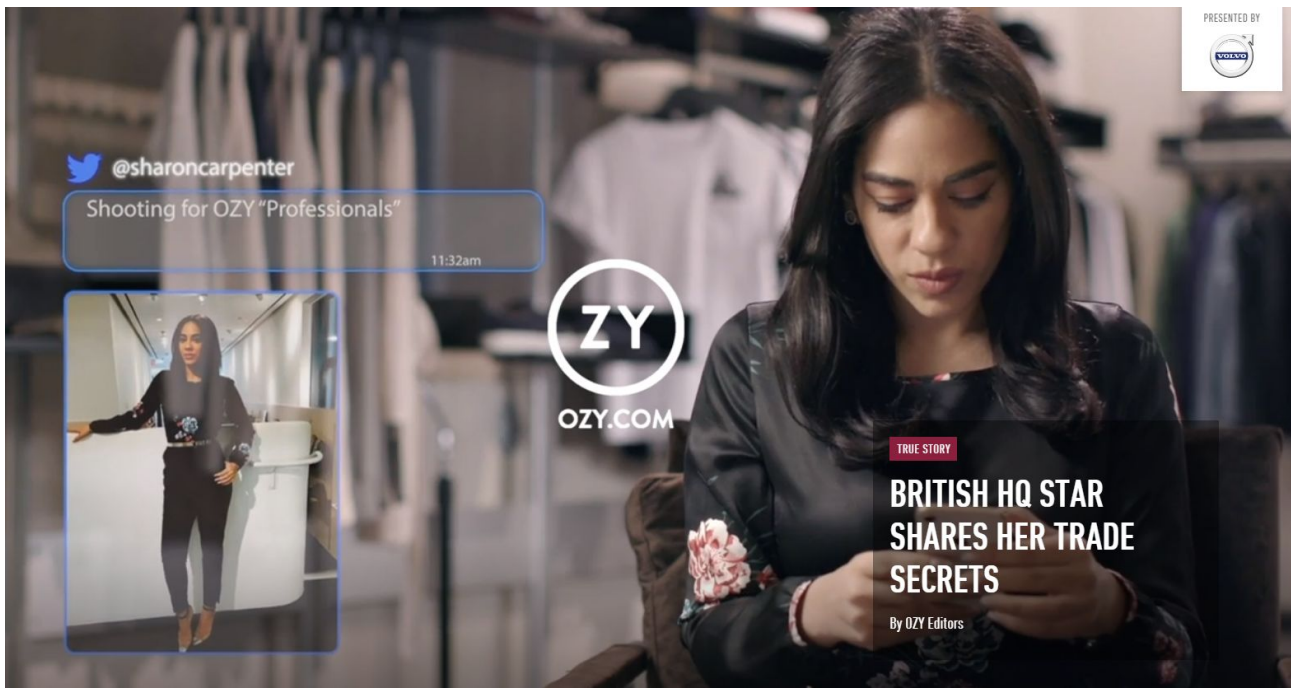
Jun 21, 2018

(EST.) MONTHLY VISITS **15.4M**

(EST.) COVERAGE VIEWS **346K**

DOMAIN AUTHORITY **94**





OZY

Apr 24, 2018

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(EST.) MONTHLY VISITS **346K**

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(EST.) COVERAGE VIEWS **51.4K**

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DOMAIN AUTHORITY **70**

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## SHARON CARPENTER: JOURNALIST, FASHION DESIGNER, TV PERSONALITY, HOST OF HQ TRIVIA U.K.

Social scientists have said that most of us, when passing by a table in a room, can recall only *five* things placed at random on the tabletop. Which explains why most of us are perfectly OK with singular descriptions of what we do — *teacher*, plumber, doctor — and who we are. But maybe it also explains perfectly why half-Indian, half-white Sharon Carpenter, straight out of Watford, north of London, and now in New York, has pushed well beyond just one way of seeing herself and embraced the whole more-is-more philosophy of life in total.

So she's running a clothing line that she designs for, hosts online game HQ Trivia U.K., is a journalist and a TV producer. That's four things, in case you were keeping count and wondering why you're so lazy.

"I like to multitask and do all of these things," Carpenter says. "I want to have, at some point, a media empire." How? "Believe in yourself."

Indeed. Ladies and gentlemen, the mighty Sharon Carpenter.



# #BO\$\$ MOVES: SHARON CARPENTER

Bombshell had the chance to catch up with this girl boss where she dished on how she started, the journey thus far, and her plans for the future!

**BOMBHELL**

May, 2018



White Body Suit: T By Alexander Wang  
Sequin Wide-Leg Pants: Boohoo Premium  
Jewelry Accessory: Effy Collection



Sequin Body Suit: Boohoo Premium  
Silk Kimono: Asos  
Black Stiletto Shoes: Stuart Weitzman  
Handbag: Zara  
Jewelry Accessory: Arabella

*And now that you've gained success in the entertainment industry do you think that you have a responsibility to become a role model for young girls who want to be in your field?*

Definitely. It's something that has become more apparent as the years have gone on. It's so important to me to encourage young women to stay true to what they believe in and follow your passion. I feel that even aside from young women who are looking up to me, I think there is an audience watching and listening and I think it's my responsibility to bring the stories that are accurate, that are fact-checked, real journalism at the end of the day.

Photographer: Demetrius Martinez

Wardrobe Stylist: Roni François

(EST.) MONTHLY DISTRIBUTION **150K**

(EST.) COVERAGE VIEWS **150K**

DOMAIN AUTHORITY **N/A**








# Anglophenia's Sharon Carpenter Reveals Her Favorite Red Carpet Moments and Why She Loves Hosting 'HQ Trivia'

ANGLOPHENIA

To celebrate [National Trivia Day](#), Anglophenia quizzed our reporter-at-large, [Sharon Carpenter](#), on what it's like to host *HQ Trivia*, the headline-grabbing app that delivers real-time quizzes — and the possibility of cash prizes — to hundreds of thousands of users.

In case you're unaware, *HQ* is a smartphone game show app that requires users to "tune in" at a certain time each day to play. They're asked 12 questions and if they get all of them right, they win a share of that day's cash prize. Get an answer wrong, however, and you're out.



**Who's the person you've been most excited to interview and why?**

I've interviewed everyone from Will Smith to Nicole Kidman but my favorite interview ever was with Mark Hamill! Why? Well only because he's LUKE SKYWALKER and had a massive impact on my life growing up in a *Star Wars*-loving family. When I was three years old I wanted to marry Luke and live happily ever after. When I was about 10 that changed to Han Solo, LOL. I **interviewed Mark at the Tony Awards this year** and he was so cool. James Earl Jones, his *Star Wars* dad, was being honored and I found out an interesting tidbit of info. They never met during the filming of the movie! James, as the voice of Darth Vader, didn't need to be on set so the first time they ever ran into each other was at a random unrelated event.

Sharon Carpenter and Mark Hamill at the Tony Awards 2017

**Do you get nervous before meeting famous people? How do you stay calm and focussed?**

The first time I interviewed **Oprah Winfrey** I was so nervous beforehand because she DOES this and she's one of the best at it! It was more the anticipation than anything because, once we got going, the nerves were gone.



**BBC AMERICA**

Jan, 2018

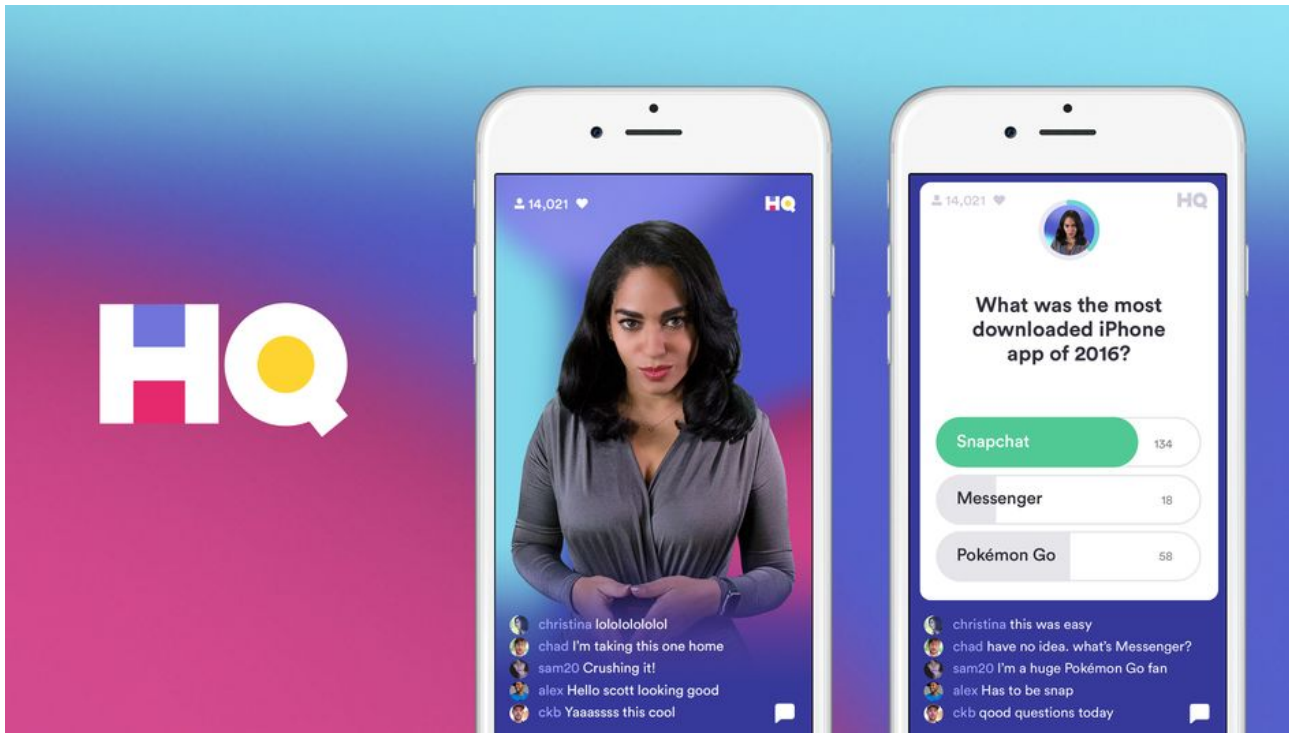
(EST.) MONTHLY VISITS **1.79M**

(EST.) COVERAGE VIEWS **182K**

DOMAIN AUTHORITY **73**



# HQ trivia is far from a one-man show. Meet Sharon Carpenter



For now, there's Carpenter, who agreed to meet with *Mashable* at HQ's HQ in the Soho neighborhood of Manhattan this week. It was her first time sitting in HQ's meeting room, but for the last six weeks, she's been in and out of the small office and studio space to host trivia. The next day she would be hosting both trivia games at 3 and 9 p.m.



Sharon Carpenter attended the 2017 Soul Train Awards on November in Las Vegas.

Carpenter is quite familiar with the neighborhood, the camera, and the hustle. She moved to New York City from England in 2000 and has since worked as a journalist and on-air personality with BET and CBS, among others. She played herself on Season 2 of Fox's *Empire* and is currently a regular on *The Wendy Williams Show* and *BBC America*.

She's also a personality on HQ. One of the producers behind the game had reached out to her a couple months back about auditioning. Carpenter hadn't played the game — yet — but she'd heard about it through word of mouth and agreed to an audition.

Carpenter impressed the HQ team, said Yusupov, who noted he still has her audition tape on his phone.

"We knew immediately at the audition that she had the presentation skills and the energy that you need. I think everyone in the room felt it. She brings a level of professionalism and energy and a fun vibe," Yusupov said.

## Mashable

Jan 12, 2018

(EST.) MONTHLY VISITS **4.91M**

(EST.) COVERAGE VIEWS **72K**

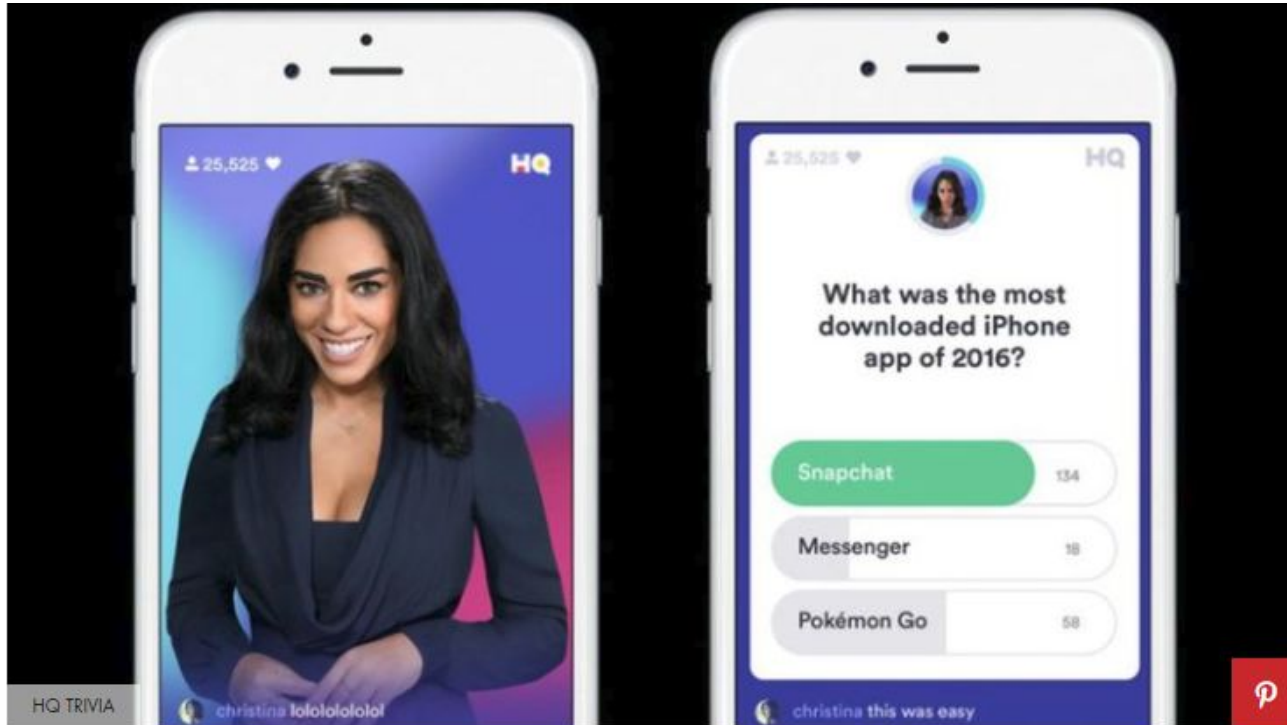
DOMAIN AUTHORITY **92**



# Here's why everyone's obsessed with the HQ Trivia app

Well, Dwayne Johnson's into it, and you could win £250,000, so there's that...

by [ANNA LEWIS](#) APR 12, 2018



**COSMOPOLITAN**

Apr 12, 2018

(EST.) MONTHLY VISITS **5.76M**

(EST.) COVERAGE VIEWS **283K**

DOMAIN AUTHORITY **87**

A presenter (fingers crossed you get Shazza) turns up on your phone twice a day and reads out 10 questions that get harder as the quiz goes on. Get a question wrong and you're out. Get all 12 questions right and you win money. You can even earn extra lives by referring your friends, giving you a second chance at the jackpot.

— **“fingers crossed you get Shazza”** —





# 'Question Time': Who Will Take Over From David Dimbleby? Here Are 9 Alternative Hosts



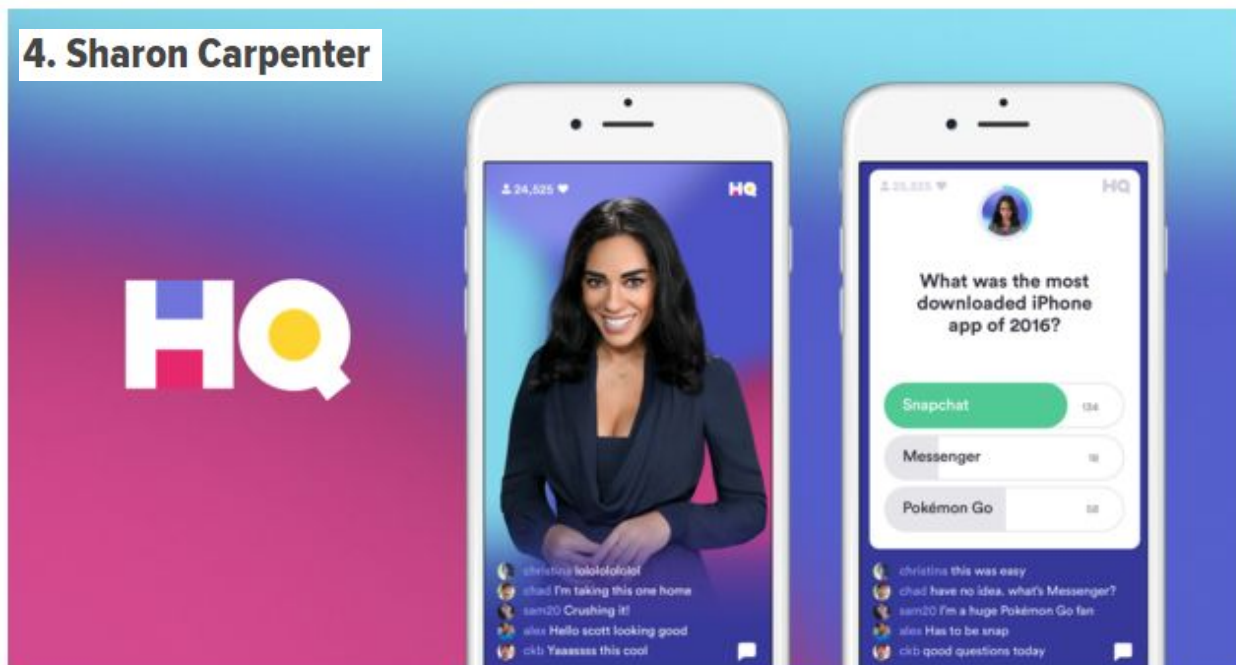
By Rachel McGrath

Fronting live quiz show HQ Trivia has served Shazza well but, quite frankly, we think she's about to outgrow the app-based game. Luckily, this 'Question Time' job has come up just in time. Phew!



Jul 14, 2018

## 4. Sharon Carpenter



HQ TRIVIA

Shazza could add her own touch to the BBC show by bringing over some of the best HQ features, like shouting "SAVAGE QUESTION!!!!" when an audience member poses a seriously tough query.

The live HQ comments section could also make the move to the Beeb and sit on the right-hand side of the screen, giving the whole show a "music channel from the mid-noughties" vibe.

(EST.) MONTHLY VISITS **2.3M**

(EST.) COVERAGE VIEWS **195K**

DOMAIN AUTHORITY **91**



National

▼ Sharon Carpenter presenting the UK version of HQ Trivia with the characteristic chat and distracting onscreen messages from other users



# And the world stops at 9pm: why millions drop everything for smartphone quiz

Samuel Gibbs

Imagine the intellectual and social pressure of a pub quiz – then multiply it by more than 2 million people.

Every day at 3pm and 9pm sharp, an army of teenagers, students, pensioners and office workers stop what they are doing, whip out their smartphones and launch an app to take part in a new online craze called HQ Trivia – the pub quiz brought kicking and screaming into the smartphone era.

Up to 2 million people in the US – and some 200,000 playing the UK version at the same appointed hours

in BST – watch a quizmaster broadcasting live from a studio in New York surrounded by colourful graphics.

The host asks a series of increasingly difficult questions in a 15-minute version of Who Wants to Be a Millionaire smashed into the Hunger Games.

There's no forgetting the game times: players – called HQties – get a notification on their phone. People play, free, all at the same time, with players eliminated for a wrong answer.

The prize pot for answering the 12 multiple choice questions correctly can range from £500 to £200,000 or more, to be shared among winners. But the 51 winners in last Thursday's UK game banked just £11 each.

The catch is that players have to answer each question within 10 seconds. That means the answers can't be Googled. There are also distractions – a constant stream of inane chat from the app's hundreds of thousands of viewers which streams across the bottom of the screen, and "shout-outs", birthday wishes and other mentions blurred out by the host between questions.

The game, available for Android and iPhone, is the brainchild of Rus Yusupov and Colin Kroll – who previously founded Vine, a six-second video-sharing app bought by Twitter for \$30m (£22m) and since axed.

It is currently burning through \$15m of capital venture money provided by Lightspeed Venture Partners, which was an early investor in Snapchat, and an investment fund set up by PayPal's founder, Peter Thiel.

The app launched in the US in August 2017 and is hosted by the US comedian Scott Rogowsky, who has gained cult status as the "quiz daddy".

The UK version is hosted by the British-born, New York-based Sharon Carpenter. It was launched in January and now has hundreds of thousands of players. Carpenter answers in her couldn't-be-more-British daytime TV manner and delivers snippets of extra trivia between questions.

Any general knowledge is fair game. One recent round ranged from "What did the 'N' stand for in the SNES gaming console?" (Nintendo) to "What does the Queen listen to every day at 9am when she is at Balmoral?" (bagpipes).

As the rounds go by thousands are eliminated. Once a week there's a special edition in which players continue to answer questions until only one is left, winning the whole prize. It can be quite riveting.

Celebrities and brands have queued up to be guest hosts in the US or to sponsor games. Sting, Shaggy, Dwayne "the Rock" Johnson and Robert De Niro have all made appearances.

Investors ploughing money into the game and financing the prizes hope that at some point HQ will be able to take advertising, offer more sponsored games and product giveaways, or pivot users into more direct-to-smartphone live interactive entertainment.

The app has faced its fair share of controversies already – primarily around its founders and its investors – and other apps such as The Q and QuizBiz are lining up with similar combinations of cash prizes and celebrity hosts.

Right now though, the livestream quiz crown is HQ's to lose.

## Test your knowledge Thursday's 3pm questions

1. What did the 'N' stand for in the SNES gaming console? a) Non-denominational; b) nothing; c) Nintendo
2. In computing, the abbreviation 'www' stands for which of the following? a) Weird wired wellies; b) wonderful Welsh weather; c) world wide web
3. What does the Queen listen to every day at 9am when she is at Balmoral? a) Bagpipes; b) Radio 1's Nick Grimshaw; c) Changing the Guard
4. In science, which of these is regarded as the opposite of the big bang? a) big crunch; b) big contraction; c) big squeeze
5. Which of these characters was NOT a member of staff in Downton Abbey? a) Mr Carson; b) Mr Hudson; c) Mrs Patmore
6. Which of these US states has the longest coastline? a) Florida; b) Texas; c) California
7. In the latest Times World University Rankings list, which is the only Asian country to make the top 25? a) South Korea; b) Singapore; c) India
8. Alfred Hitchcock's Rear Window inspired which of these horror movies? a) Paranormal Activity; b) Let the Right One In; c) Disturbia
9. Which of these sea creatures does NOT eat lobster? a) Eel; b) Swordfish; c) Flounder
10. Which of these has starred in a Duran Duran video? a) Davina McCall; b) Claudia Winkleman; c) Tess Daly
11. After Marita Koch, who was the next female athlete to win three gold medals at the same World Athletics Championships? a) Merlene Ottey; b) Allyson Felix; c) Marion Jones
12. What codename did Jason Bourne use when he was originally deployed in South East Asia? a) Alpha One; b) Delta One; c) Bravo One

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May 5, 2018

(EST.) MONTHLY VISITS

4.7M

(EST.) COVERAGE VIEWS

182K

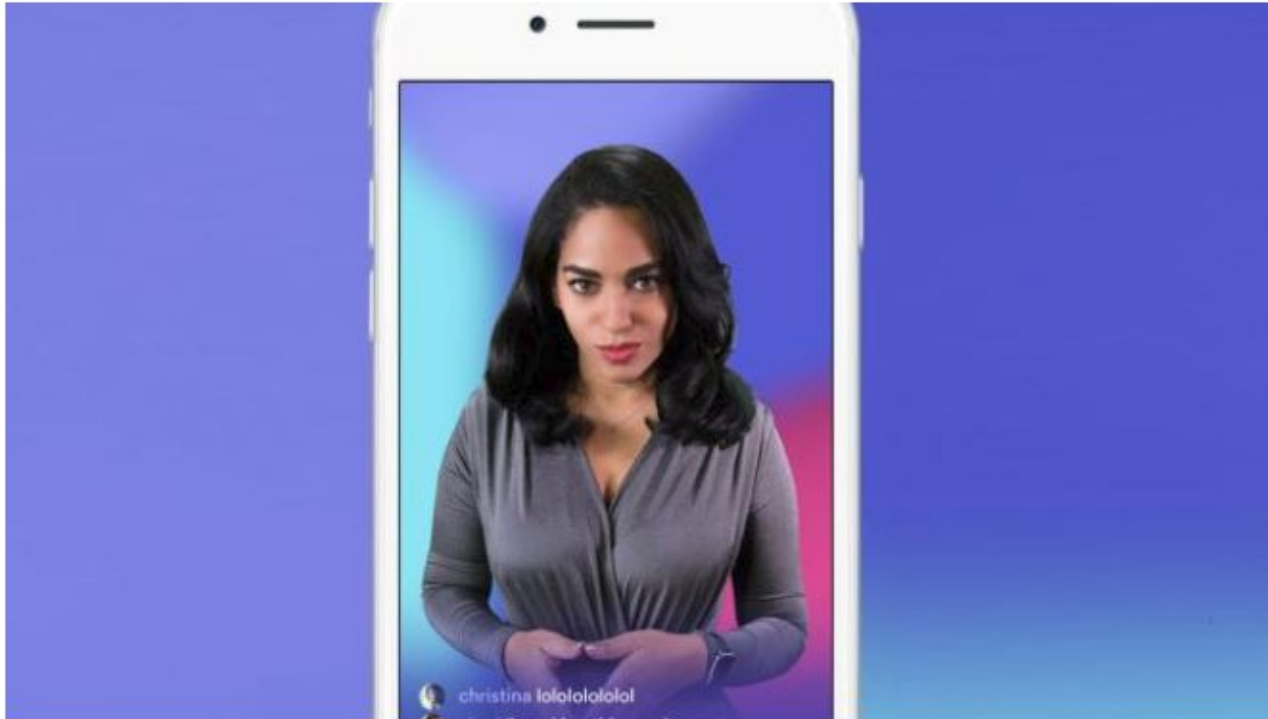
DOMAIN AUTHORITY

94





# HQ Trivia: my daily 3pm obsession



Sharon Carpenter presenting the HQ Trivia quiz

It's five to three on a Wednesday afternoon, my heart is pounding and I'm clutching my phone in a pair of increasingly sweaty hands. I feel nervous, but also incredibly excited. Almost a little giddy. I have just downloaded HQ Trivia, a quiz app that launched in the UK at the start of this year and has quickly achieved enormous popularity.

The premise is simple. Twice a day — at 3pm and 9pm — users log on and watch as a quizmaster poses 12 multiple-choice questions that you must answer within ten seconds. Answer incorrectly and you're out. Select the right answer and you progress, with the prospect of a cash prize awaiting any player who makes it through all 12 rounds undefeated.

THE  TIMES

May 10, 2018

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(EST.) MONTHLY VISITS **2.8M**

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(EST.) COVERAGE VIEWS **98K**

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DOMAIN AUTHORITY **91**

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# HQ Trivia: what you need to know about the viral quiz game app

SAMUEL FISHWICK | Thursday 22 February 2018 13:35 |

Presented in the UK by broadcast journalist Sharon Carpenter, it's akin to tuning in to a late-night phone-in quiz channel — only less seedy — as Carpenter freewheels through birthday shout-outs, nods to user comments on the on-screen Live Feed and current events, asking questions such as “Who was Eugene Cernan?” (answer: the last man to walk on the Moon). You'll also need a username — Quiz on My Face, sadly, is taken.



**EveningStandard.**

Feb 22, 2018

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(EST.) MONTHLY VISITS **3.52M**

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(EST.) COVERAGE VIEWS **345K**

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DOMAIN AUTHORITY **91**

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# Sharon Carpenter: Everything You Need To Know About The 'HQ Trivia' Host

The TV host and journalist has had a long and successful career alongside her work on the gameshow app.



### 3. How old is Sharon Carpenter?

Sharon is currently 35 years old, born on March 2nd, 1982.

## 1. When did Sharon Carpenter begin hosting HQ Trivia?

Sharon joined the company in October 2017, beginning with a few guest appearances before being hired as the host of the UK version of the quiz app.



### 5. Was Sharon Carpenter in an episode of 'Empire'?

Sharon appeared as herself in episode 2 of the FOX series, entitled 'Without A Country'. It aired on September 30th 2015. She interviewed the character of Jamal Lyon for a fictional talk show called 'Spilling The Tea With Sharon Carpenter'.



May, 2018

(EST.) MONTHLY VISITS **500K**

(EST.) COVERAGE VIEWS **56.5K**

DOMAIN AUTHORITY **56**



# Who Are The HQ Trivia Hosts Who Aren't Scott Rogowsky? Quiz Daddy Is Part Of A Team

By SABIENNA BOWMAN | Dec 3 2017 | 

**BUSTLE**

Dec, 2017



When Quiz Daddy, the name some HQ players have bestowed upon Rogowsky, isn't waiting for viewers at 3 p.m. and 9 p.m. EST, the face H-Qties are most likely to see is Sharon Carpenter's. Originally from England, Carpenter moved to New York City in 2000, and her career has been on the rise ever since. She's served as a reporter for BET News, BBC World News America, and hosted Revolt News Live.

Fans of celebrity news and talk shows should also be familiar with Carpenter. She's spent time working as a correspondent for *Entertainment Tonight* and *The Insider*. Carpenter may be best known for her gig as a regular panelist on *Wendy: The Wendy Williams Show*. She's even appeared in an episode of *Empire* as herself.

While Rogowsky's popularity among HQ devotees is hard to match, Carpenter has fans of her own. And according to a recent interview with Mashable, those fans can expect to see more of Carpenter as HQ continues to grow. Rus Yusupov, the co-founder of HQ, explained to Mashable,

"We knew immediately at the audition that she had the presentation skills and the energy that you need. I think everyone in the room felt it. She brings a level of professionalism and energy and a fun vibe."

(EST.) MONTHLY VISITS **7.26M**

(EST.) COVERAGE VIEWS **742K**

DOMAIN AUTHORITY **86**

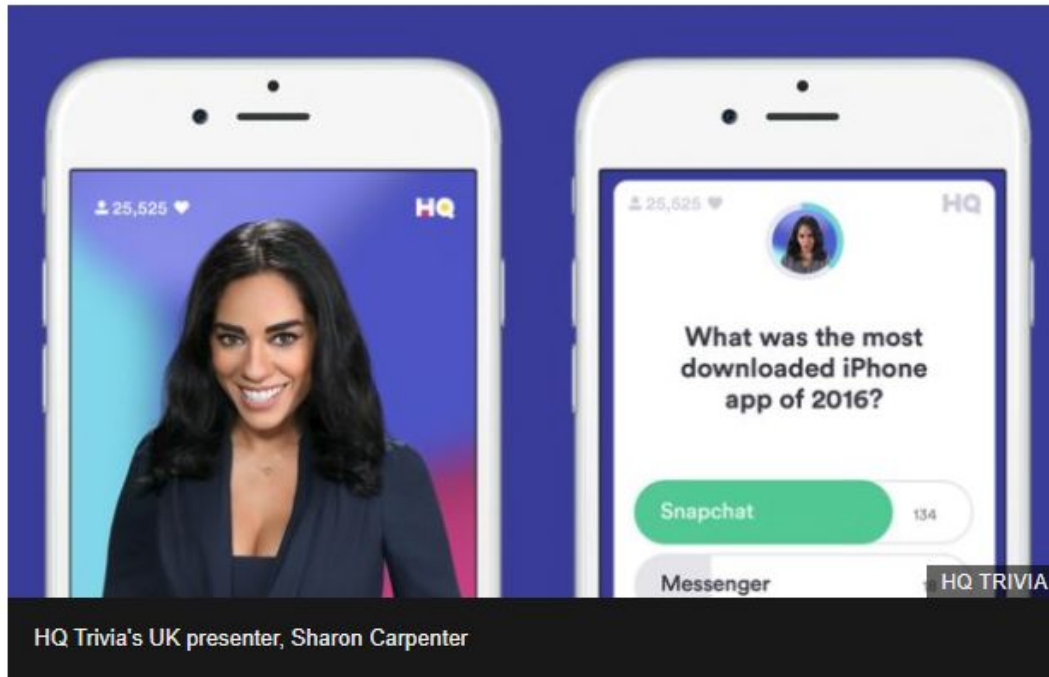


# HQ Trivia: The free app giving away thousands of pounds

By De'Graft Mensah  
Newsbeat reporter



Apr 21, 2018



HQ Trivia's UK presenter, Sharon Carpenter

Sharon Carpenter, the presenter for the UK edition of the app, says the live element is a key reason.

"First of all you've got this live component where anything can happen," Sharon told Newsbeat.

"It's the same reason people love live TV, but this you can take wherever you are.

"You never know how the game is going to end up - and I think because of that there is this element of the fear of missing out."

Sharon, who also reports for The Wendy Williams Show in the US, thinks HQ Trivia is "the future of television - it's the future of broadcasting".

The quiz show has been guest-hosted by some big names over the past year, from the likes of TV host Jimmy Kimmel to Bert from Sesame Street.

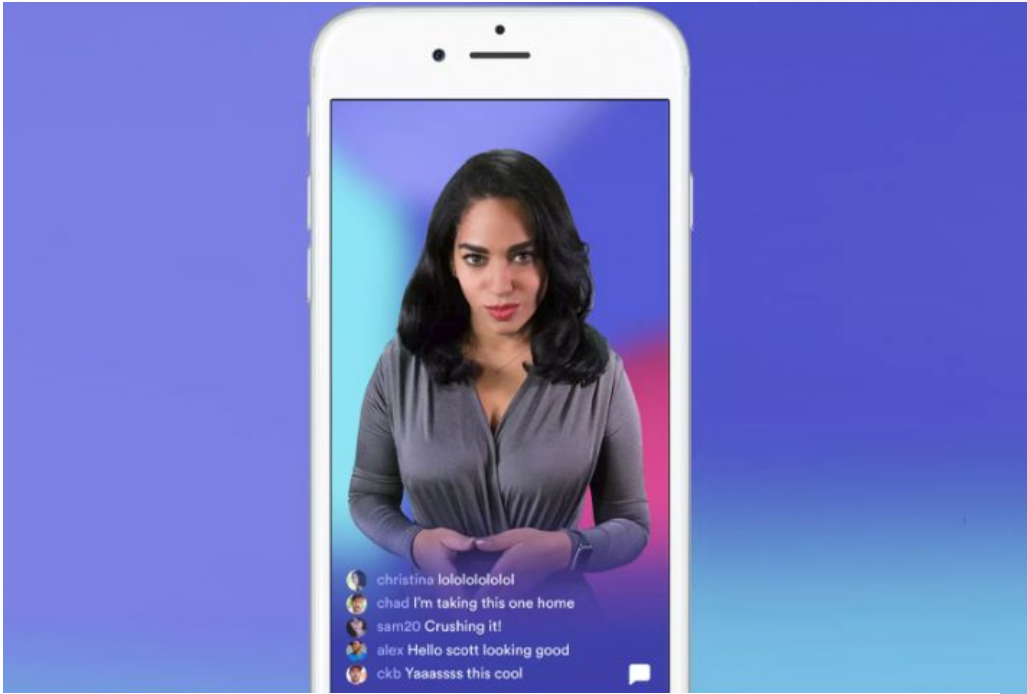
(EST.) MONTHLY VISITS **3.63M**

(EST.) COVERAGE VIEWS **179K**

DOMAIN AUTHORITY **95**



# QUIZ: Could you win the jackpot on HQ Trivia?



If you've ever seen your colleagues mysteriously go quiet at around 3pm on a weekday, HQ Trivia might have something to do with it.

The free quiz app regularly draws hundreds of thousands of players in the United States, handing out prizes as high as \$25,000, and had been growing its audience in the UK since [launching this year](#) with Sharon Carpenter as host.

Its premise is simple – answer 12 multiple-choice questions of varying difficulty (with a choice of three possible answers for each) to win the top prize.

Anyone who makes it to the end will get a share of the prize. Only one winner then they'll get it all to themselves.

You're probably reading this and thinking 'that sounds easy', but it's anything but.

The number of winners is regularly in single-figures on the UK version, with many crumbling under strict time pressure.

We're going to make it a little easier for you. There will be no countdown on this quiz, but you do still have to answer 12 questions which appeared in actual versions of the quiz.

## ShortList

May, 2018

(EST.) MONTHLY VISITS **273K**

(EST.) COVERAGE VIEWS **32K**

DOMAIN AUTHORITY **69**



# 'HQ Trivia' Is Fun, But What Comes Next Could Change Everything



Feb 13, 2018



(EST.) MONTHLY VISITS **14.3M**

(EST.) COVERAGE VIEWS **125K**

DOMAIN AUTHORITY **92**

Screenshots: 'HQ'

As a UK user, once you've downloaded the app it sends you notifications at 3PM and 9PM, when the UK games begin. A woman named Sharon Carpenter then appears on your phone and starts asking questions, each with three multiple-choice answers. They start off super easy – "What are Google's daily illustrations called?" – and get harder quickly: "Which of these composers only wrote one opera?" "Which Apple product was originally going to be called the tripod?" etc.

