

Big in Japan big in UK, Australia

MIP NEWS: Aussie network Nine and UK indie du jour Shine are both to remake Danish format **Big in Japan** for their territories, with the big three UK terrestrials said to be competing for the show.

As the UK deal with Shine has only just closed, it is unclear which broadcaster will take the series, but a source here in Cannes said Channel 4, the BBC and ITV are all in the running.

Created by Danish indie Babyfoot APS, the format sees nine Western contestants travel to Tokyo to compete in wacky Japanese gameshows while living together in a Japanese apartment, learning about Japanese culture.

The show is distributed worldwide by **Small World IFT**, the outfit headed by former Sony and Fox World format exec Tim Crescenti, who sold the show to ABC in the US. ABC plans to air the format in the summer against NBC's America's Got Talent.

Jules Grant

8 Apr 2008

© C21 Media 2008