

Japan format big in Scandinavia

Scandinavian distributor Zodiak Television World has become the latest company to come on board Danish format **Big in Japan**, snapping up format rights for Sweden, Denmark, Norway and Finland.

The news follows Endemol recently securing exclusive distribution and production rights to the format in Belgium, France, Germany, Holland, Italy, Portugal and Spain. The format debuts in the US on June 24 on ABC under the title *I Survived a Japanese Game Show*.

The format, created by Danish prodco Babyfoot ABS, sees Western contestants moving in together in Tokyo, where they immerse themselves in the local culture and compete in an "extreme and wacky" Japanese gameshow.

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.

Crescenti said: "We had many other bidders in this region but felt that the Zodiak-Mastiff group was the most capable of pulling off a very challenging production like *Big in Japan*."

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

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