

## Lucky Day brings Samurai 5 to UK

MIP NEWS: Lucky Day Productions, the new UK-based entertainment subsidiary from Zodiak-owned Diverse, is adapting Japanese gameshow format **Samurai 5** for the UK market.

The format, which originally aired on Japan's Nippon TV last year, sees five players (celebs, family, friends) come together to take on diverse challenges, ranging from athletic to intellectual, in the hope of preserving their 'share' of an initial large sum of money.

The catch is that their shares differ based on whether or not their talent is most likely to help the team succeed in competition.

While the UK broadcaster is undisclosed, Lucky Day's MD Damon Pattison told C21: "**Samurai 5** has everything that we are looking for in an entertainment format: broad family appeal, great excitement and huge jeopardy.

"At a time when the appetite for studio gameshows is on the rise, **Samurai 5** delivers on all levels – entertainment with enormous heart and a great twist."

The deal was set up by format **broker Small World IFT**, run by former Sony and Fox World format exec Tim Crescenti.

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