Big In Japan

Game Show

Cultures Collide in the Hit Wacky Reality Game Show

Synopsis

Big In Japan is a ten episode series where nine westerners travel to Tokyo in the wackiest reality game show on TV. The show gives them the chance to compete in a TV game show that is normally reserved for the Japanese themselves. Make no mistake; these are in the style of the famed game shows that are known the world over for their wild and crazy antics. In each episode one contestant will be eliminated. The show captures their fun and real cultural experience as they attempt to adapt to a unique and fascinating culture, while also competing against each other in a "real" Japanese TV game show.

Key Selling Points

- International **smash hit** reality game show.

- Several **successful** international versions have been produced, including **celebrity** versions: 2 seasons aired on **ABC USA**.

- Adaptations have been produced in **Denmark**, **Norway**, **Sweden**, **Greece**, with spin-offs produced in **Portugal, USA**, **Canada** and **optioned** in **19 countries!**

- Complete **production hub** package in **Tokyo, Japan**.

- Improved **ABC USA's** performance in the **time slot** by **13%** in total Viewers (**6.1 million** vs. **5.4 million**) and **25%** in Adults 18-49 (2.5/6 vs. 2.0/6).

- Winner of **Best Reality** and **Best of Year** prizes at the 2009 **Rose d'Or Awards**.