

ITV Studios partners with Tokyo broadcasting system television to create the first ever *Ninja Warrior* fast channel

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ITV Studios and Tokyo Broadcasting System Television (TBS) are partnering to create the world's first ever ***Ninja Warrior*** FAST channel dedicated to programming from around the world.

The deal is a first, both in terms of ITV Studios' first FAST channel creation for third party IP as well as Tokyo Broadcasting's first foray into FAST. Brokered by Bellon Entertainment on behalf of TBS, it will see ITV Studios creating, operating, marketing and distributing the ***Ninja Warrior*** channel in the UK and Canada initially, with Australia and several other major territories to follow in the coming months.

Avid fans of the exhilarating show will be able to watch episodes of the UK edition programmed alongside international versions including the US and Australia, as well as the original competition created by TBS in Japan: *Sasuke*. The channel is available now on Pluto TV in the UK and Canada and will launch on Rakuten TV and Samsung TV Plus in the UK later in Q4.

The phenomenal sports entertainment reality competition, ***Ninja Warrior***, was originally commissioned by ITV in the UK where ITV Studios also operates 19 *Ninja Warrior* UK adventure parks.

Ninja Warrior has become a globally recognised brand since its launch on TBS in 1997 and has gone on to be remade in a further 25 markets. A long-running, family favourite, in the US NBC has most recently aired its 16th season and in Germany where it is the most successful physical game show on TV, RTL has ordered its tenth. The finished series has been sold into 160 countries including The Netherlands, Portugal, Sweden, New Zealand and pan regionally in Asia.

Catherine Saunders, Director of Sales, Bellon Entertainment, said, "***Ninja Warrior*** is much more than television entertainment - it is a demonstration of what ordinary people can achieve with perseverance and hard work. It is wonderful that there is now a dedicated outlet where this unique programming can be enjoyed."

Jun Fukai, Director of Global Sales and Development Dept at TBS commented, "We are very pleased to hear that ITV is launching the FAST Channel of ***Ninja Warrior***. It has been beloved by viewers for many years, and we hope that this new initiative will allow even more people to enjoy the program."

Graham Haigh, EVP, Digital, ITV Studios said, "We're thrilled that TBS and Bellon have chosen us as their partner to venture into the world of FAST. ***Ninja Warrior*** has a cult following all over the world and we're excited to bring different versions of this much-loved, award-winning format to its global fan base all in one channel."

With 17 channels in 20 territories on around 100 platforms ITV Studios has become an established publisher of content. Its FAST footprint spans the US, UK, Australia, Germany and the Nordics on platforms like Pluto TV, Rakuten TV, Samsung TV Plus, Freevee and LG, bringing extensive experience in creating, operating and distributing FAST channels to this new collaboration.

ITV Studios' top-performing portfolio of FAST channels includes single IP channels such as *Hell's Kitchen*, *River Monsters*, *Come Dine With Me*, *The Graham Norton*

Show, The Hotel Inspector and World of Love Island, alongside mixed IP genre channels such as *Entertain* (General Entertainment), *True Lives* (Factual) and *Taste* (Lifestyle).

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About ITV Studios

ITV Studios is a creator, producer and distributor of world-leading programmes that people can't get enough of. We connect millions of people every day and shape and reflect the world they live in, we are More Than TV. ITV Studios is home to some of the best creative minds, crafting over 6,700 hours of original programming across 60 production labels. Our global footprint spans 12 countries including the UK, US, Australia, France, Germany, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 90,000+ hours to broadcasters and platforms around the world. ITV Studios is part of ITV PLC, which includes the UK's largest commercial broadcaster.

About Tokyo Broadcasting System Television

Tokyo Broadcasting System Television, Inc. (TBS) is a major nationwide commercial TV network in Japan. TBS shows have been distributed and localised via format licensing deals

around the globe, creating popular titles including "America's Funniest Home Videos (UK: "You've Been Framed")," "Takeshi's Castle (US: "MXC")," and "SASUKE / Ninja Warrior."

In 2021, TBS announced its new mid-term corporate planning "TBS Group Vision 2030" and content strategy "EDGE (Expand Digital Global Experience) which include launching a new

company and studio targeting global-audience productions, as part of a move to exponentially expand its international businesses.

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