

ITV Studios and Nippon TV announce *Stacking It!*

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TV Studios and Nippon TV today announce *Stacking It!*, a brand-new global format created through the co-development deal agreed between the two companies last year.

Announced to buyers by Mike Beale, MD Global Creative Network at ITV Studios, and Tom Miyauchi, Format Producer of International Business Development at Nippon TV, during ITV Studios' London Screenings Formats Festival session, *Stacking It!* is a large-scale family entertainment game show with prizes galore, but contestants will only be able to take home...what they can stack.

The format will be officially premiered to the international market at the MIPTV Formats Accelerator sessions on Friday 9th April at 09.30am CET.

Each company will produce the new series in their respective territories. Nippon TV will manage the sales of the new format across Asia, with ITV Studios representing the show internationally and producing it in those territories where it has an unscripted production base.

Mike Beale said: "We've been living in strange times this past year, but it is said that events like those we have witnessed lead to great steps in innovation and the ways we work - and that could not be more true of our collaboration with Nippon. We're very excited to be launching *Stacking It!* next month, when people will be able to get the full story, see exclusive clips and meet the creators of the show, including ITV Studios label, Gameface, to explain how it all works."

Tom Miyauchi said: "I am extremely proud to bring our new format to the industry. It originated from our creator Keita Ono's crazy idea about families stacking everyday items from their homes to win prizes. Then, working with ITV Studios we elevated it to the next level as a studio game show on a global scale. The collaboration with the amazing team at ITV Studios was a leading co-production of the current times where both parties are extremely committed to creating a new format in a new way. The pilot that we are currently producing will be unveiled at MIPTV on April 9th and I am confident that it will spark conversations online."

Stacking It! is the latest format the two organisations are collaborating on, following the announcement last year that ITV Studios had acquired the international production rights for Nippon TV's game show format, *Red Carpet Survival*, again in those territories where it has a production base.

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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 8,400 hours of original programming across 55 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 46,000+ hours to broadcasters and platforms around the world.

ITV Studios is part of ITV PLC, which includes the UK's largest commercial broadcaster.

Nippon TV is Japan's leading multiplatform entertainment powerhouse and ratings champion broadcaster as well as owner of streaming giant Hulu in Japan. One of the biggest successes for the nation's finest producer of all genres of programming is the Emmy Award-winning *Dragons' Den/Shark Tank*, a globally successful business show format that has more than 40 versions in 186 territories across all continents of the world. Following closely are the successes of scripted formats *Mother* and *Woman -My Life for My Children-*, whose Turkish versions have become mega-hits that have gone on to air in more than 40 territories around the world, a first for a format from Japan. *Mother* has also been sold to South Korea, Ukraine, France, Thailand, China and more, making it one of the most exported formats out of Asia. The company is also achieving great success with gameshow formats *BLOCK OUT*, an action-packed game show format that has been sold to Thailand, Indonesia, Vietnam, Spain and Holland, as well as *Mute it!*, the award-winning show sold to WBITVP and produced in the Netherlands. Over 90% of its content IP is fully owned by Nippon TV, in addition to well-established businesses that span VOD/live-streaming engineering, animation/film production, eSports, and android creation/digital mixed reality technology. Nippon TV is leveraging its coveted platform to revolutionize digital media in an ever-changing industry to solidify its presence and brand as a global media leader.

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