

Boulogne-Billancourt, december 1st, 2015

TF1 ACQUIRES THE SUCCESSFUL INTERNATIONAL NINJA WARRIOR FORMAT



As part of the drive to enhance its headlining entertainment brand offering, TF1 is pleased to announce the acquisition of the Japanese Sasuke / Ninja Warrior format from The Story Lab and Dentsu Inc.

Created in Japan in 1997 by Tokyo Broadcasting System Television, Inc. (TBS) and broadcast successfully for 18 years, **Ninja Warrior** today is a worldwide hit in numerous countries and territories including Asia, Europe and North America. In the United States, the US version Ninja Warrior started airing on G4 (Esquire) since 2006 and the US spin-off *American Ninja Warrior* started airing on NBC since 2011 which viewership has been growing year after year.

In France, the programme will be produced by TF1 Production, which notably produces *Danse avec les Stars* and the *NRJ Music Awards*.

The concept:

Ninja Warrior is a sporting (or athletic) competition show in which "ordinary" French people attempt to complete a gargantuan circuit loaded with impressive obstacles that become more and more difficult as the contestants move on. Success hinges on speed, physical/mental strength, endurance and determination. Players are faced with a host of challenges, including crossing a two-tiered suspension bridge and climbing up a smooth six-metre wall with their bare hands, and are automatically eliminated if they fall or not clear.

Fabrice Bailly, Head of Programming at TF1, commented: "TF1 aims to enhance its range of headlining programme brands with broad appeal that can be rolled out across all screens through innovative digital proposals. **Ninja Warrior** fully ties in with that approach and we are very pleased about the partnership with Dentsu Aegis Network, which enables us to bring this all-new programme to French audience."

CONTACTS

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Thierry Jadot, CEO Dentsu Aegis Network, also stated: "This project symbolizes an entirely new dimension which has been added to our relationship with major media groups. Historically, within the Dentsu Group, we have defended a vision integrating content creation within the communications consulting business, not just broadcast. I am therefore extremely pleased and hope that this first bond with TF1 around the Ninja Warrior program shall experience in France the same success as was experienced elsewhere around the world."

About TF1 :

TF1 is France's leading private-sector free-to-air TV broadcaster, with four freeview channels (TF1, TMC, NT1 and HD1) alongside an innovative digital offering with MYTF1. The group also broadcasts a number of targeted theme channels on pay-TV: LCI, TV Breizh, Histoire, Ushuaïa and Serieclub. TF1 has developed a broad range of spin-off activities associated with its core business, such as home shopping and licences.

About the Dentsu Group :

Dentsu is the world's largest advertising agency brand. Led by Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004), a company with a history of 114 years of innovation, the Dentsu Group provides a comprehensive range of client-centric brand, integrated communications, media and digital services through its nine global network brands—Carat, Dentsu, Dentsu media, iProspect, Isobar, mcgarrybowen, MKTG, Posterscope and Vizeum—as well as through its specialist/multi-market brands including Amnet, Amplifi, Data2Decisions, Mitchell Communications (PR), psLIVE and 360i.

The Dentsu Group has a strong presence in 124 countries across five continents, and employs more than 43,000 dedicated professionals. Dentsu Aegis Network Ltd., its global business headquarters in London, oversees Dentsu's agency operations outside of Japan. The Group is also active in the production and marketing of sports and entertainment content on a global scale.

About Tokyo Broadcasting System Television, Inc.

Established in 1951, Tokyo Broadcasting System Television, Inc. (TBS) and 30 TBS Group companies constitute one of the largest media conglomerates in Japan encompassing a wide range of media and business activities including broadcast (nationwide terrestrial TV/radio networks to digital satellite, cable, mobile, and broadband), content production (TV/radio programs, formats, movies, video/DVDs, internet, computer graphics), domestic/overseas distribution, concerts and other events. In association with Bellon Entertainment, TBS has been responsible for long-running hits like America's Funniest Home Videos, Sasuke/Ninja Warrior and Takeshi's Castle/MXC. TBS continues to be a strong provider of content in the global arena distributing programs of all genres to over 160 countries.

For more information, visit:

TBS Online Catalog: <http://www.tbscontents.com/en/>

TBS International Site: <http://www.tbs.co.jp/eng/>

TBS International Sales Facebook: <http://www.facebook.com/tbs.intl.sales>

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