

April 3, 2024

Asahi Broadcasting Group Holdings Corporation

“Welcome to THE SECRET GAME SHOW !”
Meet the second series of International Format Awards
Grand Prize-winning “THE SECRET GAME SHOW,”
co-developed by ABC JAPAN and NBCUniversal Formats,
on global market !

On February 27th, Japan Standard Time, the second series of 2021 International Format Awards Grand Prize-winning “THE SECRET GAME SHOW,” co-developed by NBCUniversal Formats and Asahi Television Broadcasting Corporation (“ABC JAPAN,” Representative Director and President: Toshiaki Imamura, located in Fukushima-ku, Osaka City, Osaka, Japan) in cooperation with its group companies, was unveiled during The London TV Screenings.



“THE SECRET GAME SHOW” (“TSGS”) is co-developed by ABC JAPAN and NBCUniversal Formats, which is part of Universal International Studios, a division of Universal Studio Group. TSGS has been nominated so far, and has won, a number of industry-leading awards including the coveted Best Comedy Format at The International Format Awards 2021, hosted by C21Media.

TSGS is an ordinary-people-involving type of variety show, which ABC JAPAN excels at and have been its strong area longwise, having produced various types of programs focusing on bringing out the amusingness of general public ever since its establishment.

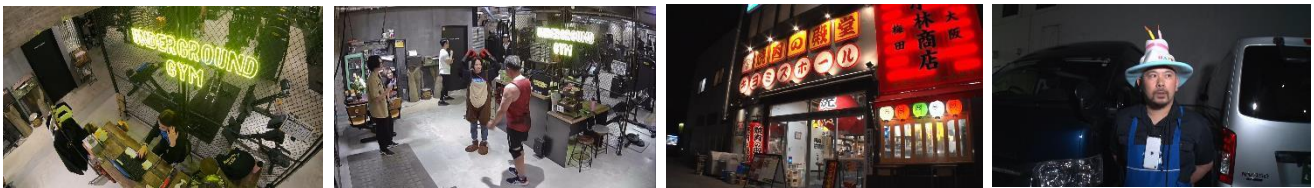


“THE SECRET GAME SHOW”©ABC JAPAN/ NBCUniversal Formats

One day, an employee working at a store or office, is suddenly assigned of an impossible request from the Game Master, and becomes a challenger of a secret mission to win a good amount of money. There is only one condition to complete the game: to finish the series of impossible demands without letting anyone know what they're up to. The former series took place in an office while the challengers kept secret from their colleagues of their missions. The second series include not only colleagues but ordinary people as target, adding more thrills compared to the former.

The challengers of this series are a trainer working at a gym, and a waiter working at a Yakiniku restaurant. The Second Game Master, Wentz Eiji, active in various fields such as soap opera, TV variety shows and drama, assigns numerous bizarre missions to the challengers, both of which attempt to clear the missions.

One important promise! The challengers must NEVER let anyone know of their mission, including their colleagues and customers. Countless cameras secretly installed by the TV staff capture each move of the challengers, while the audience witness the weird behaviors of them, transforming the ordinary everyday life into the extraordinary, with laughter and tears.



“THE SECRET GAME SHOW”©ABC JAPAN/ NBCUniversal Formats



The London TV Screenings 2024

The second series of TSGS was unveiled at The London TV Screenings 2024. Producers of both ABC JAPAN and NBCUniversal Formats introduced TSGS with the footage, and was greeted with applause from the attendants. The format sales of TSGS to the global market is to be driven by NBCUniversal Formats.

■Tetsuji Kuwayama, Producer of ABC JAPAN

First of all, I would like to thank each and every staff that led us to the honorable prize of "THE SECRET GAME SHOW", and am honored to be able to have given a chance to challenge for the second series. The core element of this program is that this game show is based on the premise that "It could happen to anyone, anywhere, anytime."

It is not a prank show involving celebrities. Maybe next time, you, who are watching this show just now, may be invited as a challenger of the game, and who knows? The next time could even be tomorrow. We value the atmosphere of reality in the course of producing this show. We have built a strong trust relationship with the NBCUniversal team,



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through the "craftsmanship"; producing TSGS, while repeating intensive negotiations and holding many meetings.

With the fact that we were able to release the second series of TSGS, hand in hand with the amazing staff at this lively London market, I see only a bold and bright future and success of this show. I'm dreaming of an exciting world, a world where super-secret missions and the prize money it brings out, are fluttering about the world over!

■Ana Langenberg, SVP, Format Sales & Production, NBCUniversal Formats

"We are excited for the return of The Secret Game Show and cannot wait for global audiences to experience this sensational new series. We're incredibly proud of our continued partnership with ABC, who have created something truly special with this format."

Tetsuji Kuwayama and Barrie Kelly
at The London TV Screenings 2024



■"THE SECRET GAME SHOW"

An unprecedented and unique format program not only Japanese but also audience of overseas are sure to have never seen. The main character of this show is an earnestly working employee. One phone call from the MC leads the character to challenge a mission winning a good amount of money. Will the challenger be able to clear all of the impossible demands without letting anyone know? The audience observes the quest via numerous hidden cameras secretly installed at the scene. Enjoy yourself with this non-verbal reality and variety show, caused by a weird action happening at a workplace out of nowhere!

Cast: Wentz Eiji (MC), Chankawai, Suzu Yamanouchi, Saori Masuda (Announcer, ABC JAPAN)

■NBCUniversal Formats

NBCUniversal Formats, which is part of Universal International Studios, a division of Universal Studio Group, is the international sales division for all formats created within the production, broadcast and streaming divisions of NBCUniversal and Sky Studios, as well as select third parties. The division fosters an array of strategic alliances, co-production and co-development partnerships to bring a vast and diverse slate of non-scripted and scripted formats to the global market. Leading brands include the global franchise "The Real Housewives," "The Gentle Art of Swedish Death Cleaning," "Top Chef," Emmy® Award-winning comedy showcase "Saturday Night Live," entertainment formats "The Big Show" and "Songland," in addition to scripted formats "Suits," "New Amsterdam," and "Superstore," among others.



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