

November 7, 2024  
Asahi Broadcasting Group Holdings Corporation

## **ABC JAPAN, DITURN KOREA AND EMPIRE OF ARKADIA ANNOUNCE CO-DEVELOPMENT PARTNERSHIP**

**New music entertainment format to be distributed by Empire of Arkadia**

Japanese broadcaster Asahi Broadcasting Group Holdings Corporation (ABC Japan), creative powerhouse Diturn Korea, and thriving Asian-based content incubator Empire of Arkadia (EOA) have joined forces in co-developing “100” - a brand new community-based music entertainment format.

This exciting collaboration is the first of its kind in the format space, bringing together some of the best creative minds from Japan, Korea and the international industry, to address the ever-increasing demand from global audiences for prime-time music entertainment shows. With innovative interactive game play and fresh Northeastern Asian structural twists, production of the format is already underway in Japan and Korea, with localised versions confirmed for airing in both territories - the first will air on Asahi Television Broadcasting Corporation (ABC TV) in Japan on November 8, 2024, followed by Korea in February 2025.

Conceived by EOA, this ground-breaking partnership is led by format veterans, Mr. Park Wonwoo, the creator of “The Masked Singer,” ABC TV’s Mr Satoshi Shiba, former producer of Japanese breakout hit “In The Middle of Nowhere” and international format specialist & co-creator of recent reality game show format “Koso Koso,” Fotini Paraskakis. The format leverages and blends the strengths of Korean innovation in creatives, execution & production with the alternative thinking of Japanese gameplay.

The show will launch officially at MIP London 2025 in February of next year and will be distributed globally by EOA.

Mr Satoshi Shiba, Producer for ABC TV says, “This is our biggest attempt at format co-development in the international arena. We have great partners in Diturn and EOA, and by taking a fresh, more strategic creative approach, we believe we have a format that has the potential to reach millions of viewers around the world. We are really thrilled to be launching this IP, it’s a fantastic, fun show, pure entertainment!”

Mr Park Wonwoo, Founder and CEO of Diturn says, “Seeing an idea come to life is always exciting. We started out with an original premise from Korea, added creative strategies from Japan, plus ideas that resonate globally, building all this into a known international structure and we are absolutely delighted with the final result! We hope ‘100’ will unite generations, transcend language barriers and serve as another breakthrough for Asian creativity on the global stage.”



## news release

Ms Fotini Paraskakis, Founder of EOA, says, “We are literally over the moon, this is a dream project come true! Being able to originate and scale a format internationally with two of the hottest creative industries in the world is an extremely exciting proposition and a tough one to beat.”

### **ABOUT ASAHI BROADCASTING GROUP HOLDINGS CORPORATION (ABC JAPAN)**

Founded in 1951. As the leading media company in Osaka, our main business is TV, radio and e-commerce. ABC TV produces the No.1 rated show in Japan, “Who is the Real Celebrity?”, “M-1 Grand Prix,” and other hit titles such as “The Before and After” and “In The Middle of Nowhere.”

### **ABOUT DITURN**

Discover Idea, taking on a journey to find new and unexpected.

Diturn, a production company that believes in the power of ideas, was founded by Wonwoo Park, the original creator of “The Masked Singer.” Diturn produces a wide range of content across various genres, from music programs like “300: War of United Voices” and “My Boyfriend is Better” to travel reality shows like “Battle Trip.” Based on these creative ideas, Diturn collaborates with production companies both within and outside of Korea to create and produce global shows that transcend the barriers of genre and language, aiming to bring joy to audiences worldwide.

### **ABOUT EMPIRE OF ARKADIA (EOA)**

EOA is a next generation content incubator anchored in the Asia Pacific Rim. Working in both the scripted & non-scripted space, our passion is bringing Asian inspired IP, communities, cultures and stories to the global stage. We source, develop & scale primarily Japanese & Korean inspired IP that has the potential to succeed internationally, collaborating with the best creators across the Asia region and the world, building innovative pipeline solutions for our platform partners. Our dream is to inspire and grow a modern studio ecosystem, a world in which creativity reigns free.

### **"Miracle 100" (Japanese version)**

Broadcast on ABC TV: 25:59 - 27:04 on Friday, November 8, 2024

Producer: Haruhiro Ueno, Satoshi Shiba (ABC TV)

General Director: Kentaro Yabuki (Sunny Pictures LLC)

Cast: Teruyuki Tsuchida, Tomotaka Okamoto, Izumi Mori, Yutaro Kobitsu

Developed by: ABC JAPAN Diturn EOA

Produced by: ABC TV

E-N-D



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