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*Hong Kong based global content distributor O4 Media has been appointed as the sole international distributor of a newly developed TV version of the massively successful educational card game **TOP TRUMPS**.*

*The new quiz format was created & developed by Boxatricks (Who Wants To Be A Millionaire) whilst the game itself is owned and marketed by UK-based 'Winning Moves' (Monopoly, Cluedo), who commissioned Boxatricks.*

Gary Pudney  
**Founder and Managing Director, O4 Media**

*Having grown up playing and collecting Top Trumps, this project is personally exciting for me. I'm looking forward to seeing the migration from card-based to the TV screen and taking this exciting quiz show format worldwide.*

Steve Springford  
**Managing Director, Boxatricks**

*We were delighted when Winning Moves asked us to create a new tv quiz version of this iconic family card game, and we feel that we have developed something that offers a whole new way of asking and answering questions whilst providing fun for viewers and players alike. The experience and enthusiasm of the O4 Media team make them perfect for distributing The Top Trumps TV Quiz.*

Tom Liddell  
**Managing Director, Winning Moves, UK**

*We are really excited at the thought of Top Trumps Quiz hitting TV screens. Top Trumps has been an iconic card game for almost 50 years and is loved by people across the world, so to be able to bring the game to families at home is fantastic. We are extremely passionate about our brand and look forward to what we will create together with Boxatricks and O4 Media.*

#### **About O4 Media Ltd**

O4 Media is a global distributor of scripted and non-scripted formats and IP development. O4 Media showcases culture and connects content creators and producers from the East to the West and from the West to the East.

Led by industry veteran Gary Pudney and his head of sales and acquisitions, Nixon Lim, the O4 team has over 100 years of combined experience in content distribution and acquisitions

with an expansive network. O4 Media is headquartered in Hong Kong with a strategically positioned global team based in London, Budapest, Manila, Mexico City and Australia.

## boxatricks

### About Boxatricks

Boxatricks Television Entertainment is a boutique format creation company with extensive experience in prime-time game show creation and production. Currently, the company harnesses the collective experience of the board members to create and develop new formats for broadcasters, cruise lines and event companies. Also exploiting all digital media opportunities, Boxatricks offers a range of services, including third party format development, flying-producing and the staging of corporate events.



**Winning Moves**



### About Winning Moves

Winning Moves are a games company that make and sell family favourite brands. The company owns brands including Top Trumps, Waddingtons No.1 Playing Cards and Pass the Pigs. Alongside the games they own, they are also Hasbro's biggest licensee, creating special editions of classic board games such as Monopoly, Cluedo, Risk and Trivial Pursuit. Winning Moves' games are sold all over the world from London to Dubai to New York to Singapore, in many different languages.