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TBS Japan option Ninja Warrior (Sasuke) – Latin America to Break the Format Media, Mexico.

The deal, successfully brokered between O4 Media Hong Kong, Martha Contreras and Bellon Entertainment USA, will bring the juggernaut format "Ninja Warrior" (Sasuke) to Latin America with Break The Format Media, Mexico. The deal marks a milestone in O4 Media's expansion into the Latin American market.

Ninja Warrior is a thrilling reality competition series that features contestants from around the world showcasing their strength, agility, and mental fortitude as they navigate challenging obstacle courses. The show has garnered a massive international following and has consistently ranked among the top-rated programs in numerous countries.

With this new partnership, audiences across Latin America can look forward to experiencing the adrenaline-pumping excitement of "Ninja Warrior" from the comfort of their own homes.

"We've been working with TBS in a variety of ways for a long time now", said Gary Pudney, Managing Director and Founder at O4 Media. "The show's universal appeal and exhilarating format make it a perfect fit for audiences in the region. We want 'Ninja Warrior' to captivate viewers and become a loved fixture in Latin American homes."

"We are proud to announce such a powerful alliance, we have been waiting for many years at BTF to be able to work in this format that will make history. Without a doubt, a project that excites us and that we are sure will captivate the Mexican and Latin audience with this first local version of Ninja Warrior", said Ricardo Coeto, Co-Founder and Partner, BTF Media.

"Ninja Warrior programs from other parts of the world have been distributed in Latin American and proven the brand's appeal. I am certain that BTF's production of new local versions will take Ninja Warrior to new heights and deliver a massive following. Bellon Entertainment USA has licensed some of the most successful formats in television history on behalf of Tokyo Broadcasting System Television, and express enthusiasm about the partnership with O4 Media and the opportunity to introduce "Ninja Warrior" to new audiences in Latin America" said Greg Bellon of Bellon Entertainment.

"Ninja Warrior is one of the most beloved shows as an IP format for TBS.", said Mayu Sunaga, Director of Global Business at TBS. "It will be the 26th country, if Ninja Warrior is localized in Latin America territory. We are honoured to have an opportunity to expand this wonderful series to Latin America for the first time together with BTF Media."

