



## Spingo Continues Global Push into the Americas as O4 Media Signs Option Agreements with LA-based 5X Media and Brazilian outfit LaReina Entertainment.

O4 Media continues to take its format **Spingo** worldwide, announcing the signing of exclusive option agreements with LA-based 5X Media and Brazilian production company LaReina, marking the format's official expansion into North and Latin America. With its high-energy and universal appeal, **Spingo** has garnered a dedicated following and is now poised to captivate viewers across the Americas.

The expansion of **Spingo** into the Americas represents O4 Media's ongoing strategy to broaden the reach of its formats into new territories. With North and Latin America earmarked as key markets for future growth, O4 continues to explore various market opportunities with likeminded partners.

5X Media is an international production studio, talent management and TV/film sales company with offices in Los Angeles, Madrid, and Cape Town, is led by co-CEOs Gil Goldschein and Alon Shtruzman with Executive Chairman Scott Einbinder. LaReina, known for its production excellence and expertise in adapting global formats for Brazilian audiences, will help the localization and production of the game show in Brazil.

"It's great to partner with the experienced team at 5X again to bring **Spingo** to North America, and equally exciting to be working with LaReina for the first time," said Gary Pudney, Founder and MD of O4 Media. "We believe the format has the recipe to be a hit in both the United States and the vibrant Brazilian market. By engaging with these dynamic regions, we're leveraging the strengths of our partnerships and can't wait to see how **Spingo** will resonate with new audiences."



"**Spingo** is the perfect blend of entertainment and excitement, capturing the essence of Brazil and Latin America! Audiences can watch the show and turn a fun family moment into an opportunity to play at home and celebrate as winners. We have high expectations for this project in 2025," said Juliana Algañaraz, CEO of LaReina Entertainment.



"We are excited to bring **Spingo** to the U.S. **Spingo** is a fun and simple game show that will both entertain the viewing audience, and enable them to play along at home with a chance to win money," said Gil Goldschein, Co-CEO of 5X Media.

**Spingo** is a fun, light, and entertaining interactive game show that doubles as a sales promotion vehicle for participating sponsors. Using the proprietary app, home viewers play along with their mobile devices and win cash prizes based on what happens in the show. With a successful season 1 wrapped in the Philippines last year, millions have already been won by both studio and home game players during the first season. "Viewers can download the Spingo app free-of-charge via Google Play Store and Apple App Store—and remember, **'It's all about the App'.**"





O4 Media will work closely with 5X and LeReina to adapt the show for North American audiences, ensuring it resonates with the region's diverse viewer base while maintaining the charm that made it such a success.

#### **About O4 Media**

O4 Media is a global media company specializing in the distribution of both scripted and non-scripted content, with a strong focus on IP development and production, particularly in the Asia Pacific region. We excel at identifying opportunities and forging partnerships by leveraging our extensive network of relationships with leading content industry professionals and companies worldwide.

#### **About 5X Media**

5X Media is a Los Angeles, Cape Town and Madrid-based international production, talent management and distribution company uniquely positioned for the next generation of the entertainment and media business. 5X focuses on monetizing creative talent and IP, producing content and representing unique voices from around the world for all media platforms and audiences. Partners Gil Goldschein, Alon Shtruzman and Scott Einbinder are experienced media executives with a track record of building successful teams and companies in the U.S. and worldwide.

#### **About LaReina Entertainment**

LaReina Entertainment is a company specialized in creating original formats, rendering of international production services, content distribution, and digital media. Comprised of a team of professionals who have led major projects in Brazil and Latin America, its mission is to bring a fresh perspective to the content market, breaking away from the status quo to identify opportunities that will shape trends in regional and international entertainment markets.