



## **Banijay Enters Exclusive Global Development Deal with *The Traitors* Creator, Marc Pos**

-Pair to partner on new IP drive-

**Paris, 16 April 2024:** Media and entertainment powerhouse, Banijay, today announces an exclusive global development deal with leading Dutch creator and producer, Marc Pos, through his independent label MPLab. Set to complement Banijay's already impressive efforts in content creation, the partnership is concentrated on driving the development of new entertainment formats for its burgeoning 185k hours-strong portfolio.

As the multi-award-winning mastermind behind *The Traitors* (All3Media International), recently named Format of the Year by K7, Pos is an industry-renowned creative entrepreneur. With a career spanning TV, video, theatre, events and advertising, he has been celebrated globally as producer and director, most notably by the New York Festivals TV & Film Awards; Emmys; BAFTAs; the Dutch Gouden Televizier-Rings; Dutch Directors Guild Awards, as well as via a host of other industry honours. Running his own label POSVIDEO since 2015, most recently the company worked with IDTV (an All3Media company) on a special collaboration.

Pos, via his label MPLab – a growing collective of highly esteemed creatives including format developer, Kirsten Jan van Nieuwenhuijzen, who is exclusively affiliated with the company – will now team with Banijay's Chief Content Officer, Development, James Townley, to devise original non-scripted formats with broad international appeal. As part of the partnership, the rights to all IP created will sit with the leading global group and be available to its growing portfolio of production labels, and distribution engine Banijay Rights.

**James Townley, Chief Content Officer, Development, Banijay:** "Marc's creative talents are irrefutable, and we feel fortunate to be welcoming him to the Banijay fold. The deserved success of *The Traitors* has enthralled the industry and illustrated, with our own recent travelling hits *Good Luck Guys*, *The Summit* and *The Fifty*, that good shows are still able to draw global audiences. As K7's 'Distributor of the Year', we feel we're the perfect partner for MPLab's ambitions, and look forward to collaborating on original IP that influences the cultural zeitgeist."

**Marc Pos, Founder, MPLab:** "Banijay is the home of the superbrand. With a vast production network and leading distribution unit, it is the perfect testing ground for new formats, and in partnering with James and the group's producers globally, I look forward to exploring, and rolling out, an ambitious development slate internationally. Here's to creating the next 'ones to watch'."

Pos is also renowned for directing season one in of Banijay's *Big Brother* in the Netherlands; *Prinsengrachtconcert* (a classical festival on Amsterdam's canals); *Maestro*; and the *Popsecret* concerts with Robbie Williams and Alicia Keys. Additionally, he worked on 2021's Eurovision Song Contest, and enjoyed success through his ad agency Brand New Telly and event company, Kingcanary. A true entrepreneur, his credits outside TV include award-winning Nike campaign, *Nike Panna Knockout*, and theatre show *Resilience*, which premiered in 2023. With the likeminded, entrepreneurial team at Banijay, he will now contribute to the media and entertainment powerhouse's pipeline from which titles like *The Summit* (EndemolShine Australia), *Shaolin Heroes* (Metronome), *The Fifty* (Banijay Productions France), and *Deal or No Deal Island* (EndemolShine North America) have recently been born.

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## **About Banijay**

Launched in 2008, media and entertainment powerhouse, Banijay, is home to over 130 production companies across 23 territories, a multi-genre catalogue boasting over 185,000 hours of original standout programming, and a complementary live entertainment business – Banijay Events.

Imagining and delivering high-quality, multi-genre IP that was born locally and travels globally, the business offers the best stories told the best way, and represents some of the biggest global brands in the market including Survivor, Big Brother, Peaky Blinders, MasterChef, Good Luck Guys, Rogue Heroes, Marie Antoinette, Mr Bean, The Summit, Black Mirror, Deal or No Deal Island, and The Fifty among others.

Built on independence, creative freedom, collaborative entrepreneurialism, and commercial acumen, the company, operates under the direction of Chief Executive Officer, Marco Bassetti. It is under his leadership, the business has grown to reach €3.3bn in revenues and €494m in EBITDA for 2023.

## **About FL Entertainment**

FL Entertainment Group is a global entertainment leader founded by Stéphane Courbit, a 30-year entrepreneur and entertainment industry pioneer. Our mission is to inspire passion by providing audiences with engaging and innovative entertainment experiences. The Group's activities include content production & distribution (through Banijay, the world's largest independent content producer and distributor) and online sports betting & gaming (through Betclix, Europe's fastest-growing online sports betting platform). In 2023, FL Entertainment recorded revenue and Adjusted EBITDA of €4,318m and €737m respectively.

FL Entertainment is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: FLE NA, Reuters: FLE.AS).

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