



Banijay Productions France Seduces W9 with *Temptation Island* Comeback

-Hit reality relationship format returns to France after five-year break-

Paris, 3 January 2024: Media and entertainment powerhouse, Banijay, today announces creator of *Good Luck Guys* and *The Fifty*, Banijay Productions France, will revive *Temptation Island* for W9. This commission sees the globally renowned format return to French screens this month after five years.

Temptation Island sees couples at a crossroads in their relationship embark on a journey to test their commitment. Separated in two different beach resorts, the couples interact with a group of singles to determine if their love is strong enough to withstand the challenges they will encounter on the island. Will the couples return home stronger than ever, part ways, or perhaps have formed a new connection with one of the singles?

The hit reality format previously enjoyed nine seasons of success in France, last airing in 2019. Distributed globally by Banijay, *Temptation Island* has been adapted in 26 countries including Italy, Germany, Finland, and most recently, India. It also celebrated its 100th series on-air last year and the sixth season of the Spanish version produced was consistently number one in its slot and the most watched show of the day.

Florence Fayard, CEO Banijay Productions France says: “*Temptation Island* is a tried and tested global hit, enticing viewers around the world with its drama, emotional declarations, and conversation-inciting topics. At Banijay Productions France, we love to produce bold reality formats and we are very much looking forward to using our expertise in the genre to bring this exceptional IP back to France.”

Lucas Green, Chief Content Officer, Operations adds: “This deal is evidence of the continuing trend for creatively-evolving formats for new audiences. We know *Temptation Island* delivers, and, twenty years on, we’re seeing versions commissioned for Mexico, Brazil, and Chile/Argentina, as well as the first Indian series. Not only is it culturally adaptable, but also highly scalable, importantly without losing any of the core elements which makes it so popular.”

This format adds to Banijay Productions France's premium non-scripted slate of global adaptations and locally-created hits which have all sold internationally. This includes reality series *Party Workers*, which has enjoyed over 20 seasons for W9 and has recently sold to Germany; *Good Luck Guys*, which has had seven versions produced to date; and *The Fifty*, which has been adapted for the German and US Hispanic market. More recently, they launched the French adaptation of *Save the Date* for M6.

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About Banijay

Launched in 2008, media and entertainment powerhouse, Banijay, is home to over 130 production companies across 21 territories, a multi-genre catalogue boasting over 180,000 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*, *Rogue Heroes*, *Marie Antoinette*, *Mr Bean*, *Love Triangle*, *Hunted*, *The Summit*, *Black Mirror*, *Blow Up!*, and *Starstruck* 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 €3.2bn in revenues and €472m in EBITDA for 2022.

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 producer distributor and online sports betting & gaming (through Betcltic, Europe's fastest-growing online sports betting platform). In 2022, FL Entertainment recorded revenue and Adjusted EBITDA of €4,047m and €670m respectively. FL Entertainment is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: FLE NA, Reuters: FLE.AS).

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