

**Paris – September 30<sup>th</sup>, 2024**

## **Banijay Entertainment's *Banged Up* Unlocks First International Deal with the Netherlands**

*-SimpelZodiak adapts BAFTA-nominated prison format for Dutch broadcaster EO,  
part of NPO-*

Content powerhouse, Banijay Entertainment, announces SimpelZodiak, part of Banijay Benelux, has sold the BAFTA-nominated format, *Banged Up*, to Dutch broadcaster EO, part of NPO, marking the show's first international deal.

Originally created by Banijay UK's Shine TV, the producer behind hits *Hunted* and *The Island*, *Banged Up* launched on Channel 4 in October 2023, becoming one of the broadcaster's most streamed shows. Known locally in the Netherlands as *Hel of Hotel* (w/t), the acclaimed factual format will be aired through Dutch broadcaster EO on the streaming platform, NPO Start.

*Banged Up* is a revolutionary social experiment, where celebrities live the prison experience in a recently decommissioned jail, locked up alongside some of the country's ex-criminals. As they attempt to survive the strict prison regime, they'll discover what life behind bars is really like, learning to cope in an extreme and emotionally challenging environment that is far beyond their comfort zone.

**Justine Huffmeijer, Managing Director of SimpelZodiak says:** "The themes in *Banged Up* are globally relatable, addressing issues of prisons and law enforcement, and the concept of second chances. This show is startlingly eye-opening, challenging preconceptions at every turn. Its authentic and gritty reality delivers compelling viewing, and we're interested to see how Dutch celebrities handle prison life."

**Lucas Green, Chief Content Officer, Operations, Banijay adds:** "*Banged Up* sparked important conversations in the UK, and we will undoubtedly see the same success in the Netherlands. This immersive format has strong travelling potential, uncovering critical questions about the prison system. With its dramatic and authentic approach, this format offers a glimpse into what it really is like to be 'banged up', and we expect further adaptations for this unique and fascinating programme."

Banijay Benelux label, SimpelZodiak, specialises in adventure reality, and factual entertainment for linear and VOD platforms. The company is behind local versions of global hits *Survivor* (known locally as *Expedition Robinson*), *MasterChef*, *Temptation Island*, and *Hunted*. Other credits include *The Nation's Brightest*, *Your Home Made Perfect*, and *Ik Vertrek*.

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## **About Banijay Group**

Banijay 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 Entertainment, the largest international independent producer distributor), live experiences (through Banijay Live, a leading player in live experiences) and online sports betting & gaming (through Banijay Gaming, Europe's fastest-growing online sports betting platform). In 2023, Banijay Group recorded revenue and Adjusted EBITDA of €4,318m and €737m respectively.

Banijay Group is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: BNJ NA, Reuters: BNJ.AS).