

## BANIJAY LIVE STUDIO ANNOUNCES NYC LAUNCH FOR BLACK MIRROR EXPERIENCE

*Beginning June 20, 2026, at The Shed  
Limited Engagement Through September 6, 2026*

**Banijay Live Studio**, part of **Banijay Live** (part of Banijay Entertainment), in partnership with local producer, **LETSGO**, and ticket partner, **Leap Event Technology**, are proud to announce the arrival of **THE BLACK MIRROR EXPERIENCE™** in New York City. The premium immersive experience – produced in partnership with **Univrse**, a cutting-edge VR studio – will open its doors at **The Shed** (545 West 30<sup>th</sup> Street, New York, NY) on **June 20, 2026**, for a limited engagement through **September 6, 2026**. A 24-hour pre-sale for **Shed Members** begins today, with tickets to the general public going on sale Thursday, May 28 at 10am. Tickets can be purchased via [theblackmirrorexperience.com](https://theblackmirrorexperience.com).

Drawing on the award-winning dark, satirical TV anthology created by **Charlie Brooker**, **THE BLACK MIRROR EXPERIENCE™** blends physical space and free-roaming virtual reality to put visitors at the center of a completely new, standalone story set within the **Black Mirror** universe – no prior knowledge of the series required.

Visitors are invited to the exclusive opening of Phaethon's showroom – a tech giant about to unveil its most ambitious creation yet: LifeAgent, a robot designed to simplify your life, understand your desires, and help you become your best self. At first, everything feels seamless. Reassuring. Almost perfect. Until it doesn't...

**THE BLACK MIRROR EXPERIENCE™** is a 60-minute hybrid experience, physical and digital, in which groups of up to six participants become the protagonists of an entirely original **Black Mirror** narrative, inviting audiences to examine the role technology and artificial intelligence play in our lives, in a format that is as thought-provoking as it is entertaining.

*"Until now, location-based VR meant visiting somewhere – a cultural site, a moment in history,"* said **François de Brugada, CEO, Banijay Live**. *"With **The Black Mirror Experience**, you're no longer visiting a world. You're the protagonist in the story."*

*"What excited us was the tension between the familiar and the uncanny; the feeling that the world you're stepping into could be just one decision away,"* said **David Bardos, Co-Founder, UNIVRSE**. *"That's what **Black Mirror** has always done, and we built the experience to live inside that feeling."*

*"Since its inception, **Black Mirror** has explored the intersection between humanity and technology, shaping how we see ourselves and one another in our modern age,"* said **Alex**

**Poots**, The Shed's Artistic Director. *“At The Shed, the US premiere will bring audiences closer to the drama in innovative and intimate ways.”*

**Black Mirror**, a **Banijay Entertainment** format available on Netflix, has earned 29 major awards - including 9 Emmys and 4 BAFTAs - across seven seasons, captivating over 3.3 million global subscribers and amassing 86 million social views. It returned for a seventh series on Netflix in April 2025, produced by Broke & Bones, with Brooker, Jessica Rhoades and Annabel Jones as Executive Producers. The brand is represented by Banijay Rights.

**THE BLACK MIRROR EXPERIENCE™** will have its world premiere at Infinity Experience in Montreal on May 21, 2026, followed by its European premiere at Espacio Delicias in Madrid on June 4, 2026. Further locations are set to follow.

Ahead of its official debut, the experience landed in Cannes, where it was honored with a **Special Mention** in the **Immersive Competition of the 2026 Cannes Film Festival**.

**FOR MORE INFORMATION:**

[www.theblackmirrorexperience.com](http://www.theblackmirrorexperience.com)

[www.theshed.org](http://www.theshed.org)

-----

**Investor Relations**

[investors@group.banijay.com](mailto:investors@group.banijay.com)

**Press Relations**

[banijaygroup@brunswickgroup.com](mailto:banijaygroup@brunswickgroup.com)

Hugues Boëton +33 6 79 99 27 15

Nicolas Grange +33 6 29 56 20 19

**About Banijay Group**

Banijay Group is a global entertainment leader founded by Stéphane Courbit, an entrepreneur and entertainment industry pioneer with more than 30 years of experience in the industry. Its 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 and distributor, which announced in March 2026 that it will combine with All3Media during summer 2026, subject to customary conditions precedent), Live experiences (through Banijay Live, a leading player in live experiences) and Sports betting & Gaming (through Banijay Gaming, Europe's fast-growing sports betting platform, encompassing leading brands including Betclac and since April 2025, Tipico and Admiral).

In 2025, Banijay Group recorded on a standalone basis (before Tipico and All3Media operations) revenue of €4.9 billion and Adjusted EBITDA of €961 million. Banijay Group is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: BNJ NA, Reuters: BNJ.AS).

### **About Banijay Live**

Banijay Live was launched in 2023 following Banijay Entertainment's acquisition of Balich Wonder Studio (now housed under The Wonder Society), and Banijay Group's (previously FL Entertainment) investment in The Independents. Housing both brands' activities, as well as those of immersive live experience specialists Banijay Live Studio and LOTCHI, the pillar is led by CEO François de Brugada and is a growing home for the world's best live entertainment experiences. Spanning live events and experiences, the entity sits within media and entertainment powerhouse Banijay Entertainment, which was launched in 2008 and is home to over 130 production companies across 23 territories and a multi-genre catalogue boasting 225k+ hours of original standout programming. An innovative leader, in 2025 alone, it launched 250+ new non-scripted titles, 100+ scripted titles, 80+ shows on streaming platforms and had 30 formats active in more than 3+ territories.

Representing some of the biggest global brands in the market, its portfolio includes *Survivor*, *Big Brother*, *Peaky Blinders*, *MasterChef*, *Good Luck Guys*, *Rogue Heroes*, *Marie Antoinette*, *Mr Bean*, *Shaolin Heroes*, *Black Mirror*, *Let's Play Ball*, and *The Fifty*, among others.