

THE BLACK MIRROR EXPERIENCE EARNS SPECIAL MENTION AT THE CANNES FESTIVAL IMMERSIVE COMPETITION 2026

The Black Mirror Experience has been honoured with a Special Mention in the Immersive Competition at the Cannes Festival 2026. Produced by Banijay Live Studio (part of Banijay Live), in partnership with Barcelona-based virtual reality company Univrse, the project is the first immersive adaptation from Banijay Entertainment's portfolio to be recognised at the festival. The recognition also marks Banijay Live Studio's first international award.

Launched just a year ago, Banijay Live Studio has created its first major production with *The Black Mirror Experience*, delivering an immersive narrative true to the world of the original hit series. Drawing on the award-winning dark, satirical TV anthology created by Charlie Brooker, the experience blends physical space and free-roaming virtual reality to put visitors at the centre of a completely new, standalone story set within the *Black Mirror* universe, designed to engage both fans and newcomers alike.

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. Created by Charlie Brooker, *Black Mirror* 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.

François de Brugada, CEO of Banijay Live says: *"Receiving this Special Mention at the Cannes Festival is a strong signal for where our industry is heading. With The Black Mirror Experience, it is clear how powerful IP can extend beyond the screen to become a bold, innovative and emotionally engaging immersive event. It reinforces Banijay Live's wider ambition to push creative boundaries to connect with audiences in direct ways."*

Tristan Desplechin, Director of Banijay Live Studio says: *"From the outset, we wanted to create an experience that felt true to core of Black Mirror, while working as a standalone experience in its own right. This recognition in Cannes demonstrates that bringing a screen-based world into immersive isn't just an adaptation, it's a creative discipline in its own right."*

David Bardos, Director and Co-Founder of UNIVRSE says: *"This project has allowed us to step away from the familiar and explore something genuinely new. It took a team willing to take risks, solve challenges and stay committed throughout the process. This recognition is a real credit to everyone's efforts, and we are incredibly proud of what has been achieved."*

Building on this momentum, *The Black Mirror Experience* continues its international expansion with upcoming openings in Montreal and Madrid – and more major cities will be announced soon – bringing the experience to ever-wider audiences across the world.

The Special Mention from the Cannes Immersive Competition jury, created in 2024 to spotlight artists redefining storytelling through virtual reality, mixed reality, video mapping and other cutting-edge technologies, establishes *The Black Mirror Experience* as a landmark in its field.

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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 Betclic 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 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.