

Banijay makes strides in Middle East with *IF*

PARIS, FRANCE: Karoline Spodsberg, managing director of Banijay International, has announced the sale of entertainment format *IF* to pan-regional Middle East broadcaster MBC. MBC will air 20 x 60' original episodes of the show which exposes the morality of celebrities. The show was produced locally by In Media Plus.



IF confronts its star guests with a series of rapid-fire questions and hypothetical scenarios to test their moral reactions. In the hot seat in front of a live studio audience, laughter erupts and tears flow as the show dares celebrities to allow viewers to get to know them in a new and intimate way.

Spodsberg said "This high-volume sale is another example of Banijay International's focus on the Middle East as an important format market."

The sale, brokered by Jonathan Tuovinen, head of sales covering the Middle East region, represents a re-launch for *IF* in the Middle East. It was originally developed by the Banijay owned company Nordisk Film TV in Denmark, and has been adapted several other international markets including France, where it recently enjoyed a successful run on TF1.

Banijay International also recently licensed the game show format *The People's Quiz* to MBC, while *Taratata* will soon enter its fifth season on Abu Dhabi TV.

For more information go to www.banijay.com.