

PRESS REVIEW

NEWEN
NETWORK

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Sony acquires French gameshow format

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Sony Pictures Television (SPT) has picked up format rights to a new French gameshow from Paris-based Newen Distribution.

Run & Buzz, which was launched in April at Mip TV, features 12 contestants who listen to clues and then have to rush to a buzzer on the other side of the studio to answer the question.

Local versions are already in the works with HMO Productions in Turkey, GloboMedia Group in Spain, TeveMedia Group in Benelux and Zodiak in Russia.

Now Newen, a subsidiary of Telfrance run by Laetitia Recayte, has sold the format to SPT to produce versions for its international channels.

Rights in French-speaking Canada, Belgium and the Middle East are currently being negotiated.

The show can last anywhere between 26 and 40 minutes and is designed to be stripped daily across a channel's schedules. Challenges include riddles, puzzles, anagrams and karaoke with contestants facing the dilemma of waiting for more clues to be sure their answer is right, or rushing across the studio to buzz with a guess before the other contestants.

Run & Buzz was co-developed by the same Big Nose and Newen research and development teams that worked on gameshow Harry, which was first produced for ATV in Turkey before being picked up by France 3.

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