

# TRACKING THE GIANTS

The Top 100 Travelling Unscripted Formats  
2021-2022

April 2022

K7.Media



# TRACKING THE GIANTS

## The Top 100 Travelling Unscripted Formats 2021-2022

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Introduction from Doug Wood	3
Format Stars of 2021	5
Format of the Year	7
Revival of the Year	10
Spin-off of the Year	12
Rising Format Stars	13
Format To Watch	15
Distributor of the Year	16
Largest Catalogue of Active Formats	18
Top Genre	20
Market of the Year	23
Rising Market of the Year	25
Appendix Table: Top 100 Travelling TV Formats 2021	27
Definition Appendix	31
Methodology	32
Disclaimer	32
About K7 Media	32





## Introduction from Doug Wood

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### Welcome to the 2021-2022 edition of Tracking The Giants: The Top 100 Travelling TV Formats.

2021 certainly turned out to be another challenging year for the TV industry with many territories still facing ongoing restrictions due to the COVID-19 pandemic. But as we emerge blinking into the daylight, we should pause to celebrate the resilience and ongoing success of the unscripted global format market. With many scripted series experiencing production disruptions over the past year, non-scripted content has seen a revival in its fortunes, and we have witnessed an increased demand for reliable formats that can be turned around in a relatively short period of time.

This year, we have refined how we collect our format data with the launch of a unique data collection portal where each distributor can enter their own results directly into the system. We have also finessed the genre definitions and tightened up how we classify new sales, launches and returning series to make the overall reporting more consistent. Following a break last year, we welcome back Banijay and Warner Bros to our reporting, and of the larger distributors it was only BBC Studios who unfortunately lacked the time to participate this year.

I'm delighted that the team at K7 has allowed me to dig into their data and it has certainly revealed some very interesting results. Overall, 2021 was another big year for global format revivals, with evergreen formats such as *Who Wants To Be A Millionaire?*, *Big Brother* and *Dragons' Den* all climbing up our charts again in terms of new launches. Although *The Masked Singer* remains the most successful format of the year, we also saw newer formats such as *Game Of Talents*, *Let Love Rule* and *The Traitors* all rise up through the ranks of the best-selling formats. In terms of genre, it was challenge-based studio entertainment and reality dating that emerged as the big winners for the year. The interest in Asian formats continued in 2021, with *I Can See Your Voice* following quickly in the footsteps of *The Masked Singer*, and we named Japan as our rising market of the year as the number of new launches for formats originating in that territory have doubled year-on-year.

As we see further consolidation in the TV market, the battle for the top distributor of the year has turned into a very closely fought battle between just a few global players, and the need to both develop and acquire new content has never been more essential. The future is certainly looking very encouraging for the unscripted TV format business, with both traditional broadcasters and an ever-growing number of new streamers continuing to commission greater volumes of unscripted content. 2022 is already shaping up to be another exceptional year, with the ongoing unrest in eastern Europe and global economic uncertainties, it could well be the moment for entertainment formats to do exactly what they do best - to embrace, comfort and distract world-weary TV audiences.



*This report is written by **Douglas Wood**. Doug has more than twenty years of experience in the media industry, in a career focused on television content and audience research across all genres and platforms. Doug started his career in television at Channel 4 in the UK before moving on to head up global research teams at Fremantle and Endemol Shine. During his research career he has worked across some of the most successful international TV formats in the world including Idols, Got Talent, The X Factor, Big Brother and MasterChef. Currently working as a freelance media consultant, Doug has a broad range of experience working across all areas of the TV content business from broadcasting to global production, format development and distribution.*

*The sales data is collected and compiled by K7 Media's Asia Pacific team, **Michelle Lin** and **Trang Nguyen**.*



## Format Stars of 2021

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### FORMAT OF THE YEAR - *Game Of Talents*

PAGE 7

Fremantle's *Game Of Talents* has burst into our charts as the fastest growing format of the year coming straight in at number three in the list of **Top Formats by New Launches in 2021** with a total of seven new launches in 2021. Although *The Masked Singer* (MBC Korea/Fremantle) remains the most successful overall, new launches slowed down during 2021 as that format reaches maturity.

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### REVIVAL OF THE YEAR - *Who Wants To Be A Millionaire?*

PAGE 10

Another classic format that we saw rising rapidly up our charts again in 2021 was Sony Pictures Television's *Who Wants To Be A Millionaire?*. It placed second to *The Masked Singer* (MBC Korea/Fremantle) as the most successful format of the year.

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### SPIN-OFF OF THE YEAR - *Big Brother VIP*

PAGE 12

The celebrity incarnation of Banijay's classic format secured six new launches in 2021, making it the most successful spin-off of the year, and ranked in fourth position overall.

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### RISING FORMAT STARS - *The Traitors* & *Sort Your Life Out*

PAGE 13

All3 Media delivered a double whammy in winning the top two positions for the best-selling new format of the year. *The Traitors* secured 11 new sales and *Sort Your Life Out* ended the year with 10 new sales.

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### FORMAT TO WATCH - *Marble Mania*

PAGE 15

With 'Games To TV' identified as a key trend in our last report, *Marble Mania* from Talpa Concepts is currently riding this wave and the format has already secured four new sales following a successful launch on SBS6 in The Netherlands in 2021.

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## DISTRIBUTOR OF THE YEAR - **Fremantle**

PAGE 16

In what turned out to be a very closely fought battle for the top spot this year, it was ultimately Fremantle who prevailed for a third consecutive year in launching the greatest number of new series in 2021.

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## LARGEST CATALOGUE OF ACTIVE FORMATS - **Banijay**

PAGE 18

Following their acquisition of Endemol Shine in 2020, Banijay has become the world's largest independent production group and delivered the largest catalogue of active formats and returning series in 2021.

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## TOP GENRE - **Challenge-based Game Shows**

PAGE 20

In what has been another difficult year for enticing TV audiences, it was the entertainment genre that experienced the most growth in 2021 and, within this, we saw the proportion of challenge-based game shows almost double year-on-year.

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## MARKET OF THE YEAR - **USA**

PAGE 23

Although the UK continues to account for the largest proportion of global format sales overall, it was the USA that climbed up the rankings last year, registering a growth of more than 50% in the number of originated formats. This was largely down to an increased demand for US-originated classic game show titles.

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## RISING MARKET OF THE YEAR - **Japan**

PAGE 25

Responsible for a smaller volume of new launches overall, the number of new formats originating from Japan has more than doubled year-on-year and the Asian region continues to be a creative area of focus for many distributors.





## Format of the Year: **Game Of Talents**

*2021 marked another eventful year for the global television market with many territories continuing to work under challenging COVID-19 restrictions and ongoing production disruptions. However, in the face of such global adversity, there were some silver linings for unscripted format producers who, unlike their scripted counterparts, were able to see new series commissioned and produced in a relatively short time frame in order to satisfy the changing requirements of the broadcasters.*

The fastest moving format of 2021, and coming straight in at number three on our list of top selling titles of the year is **Game Of Talents**. Launched by Fremantle Spain on Cuatro in 2019, this hybrid format combines Fremantle's extensive experience of producing hit talent formats with the current trend for performance guessing games. Certainly, this combination seems to be working well as the format has gone from a standing start in 2020 to an impressive seven new markets in 2021, including the USA (Fox), UK (ITV), Italy (TV8) and France (TF1).

Fremantle were also responsible for another new entry to the top format list this year, with the dating format **Five Guys A Week** notching up five new launches in 2021 compared to just one in 2020. Last year, new adaptations of the format premiered in Finland (MTV3), Italy (Sky) and Sweden (TV4).

TABLE - LIST OF TOP FORMATS BY NEW LAUNCHES IN 2021

Programme Title	Year of Origin	Country of Origin	Distributor	Genre	New Launches in 2021
<i>The Masked Singer</i>	2015	South Korea	Fremantle/MBC	Entertainment	12
<i>Who Wants To Be A Millionaire?</i>	1998	UK	Sony Pictures Television	Entertainment	9
<i>Game of Talents</i>	2019	Spain	Fremantle	Entertainment	7
<i>Big Brother VIP</i>	2000	Netherlands	Banijay	Reality	6
<i>I Can See Your Voice</i>	2015	South Korea	Fremantle/CJ ENM	Entertainment	6
<i>Dragons' Den</i>	2001	Japan	Sony Pictures Television	Factual Entertainment	5
<i>Five Guys A Week</i>	2020	UK	Fremantle	Factual Entertainment	5
<i>Love Island</i>	2015	UK	ITV Studios	Reality	5
<i>The Voice Senior</i>	2018	Netherlands	ITV Studios	Entertainment	5
<i>All Together Now</i>	2018	UK	Banijay	Entertainment	4
<i>Celebrity MasterChef</i>	2006	UK	Banijay	Entertainment	4
<i>The Chase</i>	2009	UK	ITV Studios	Entertainment	4
<i>I'm A Celebrity Get Me Out of Here!</i>	2002	UK	ITV Studios	Reality	4
<i>LEGO Masters</i>	2017	UK	Banijay	Entertainment	4
<i>Let Love Rule</i>	2019	Netherlands	ITV Studios	Reality	4
<i>The Way Out</i>	2019	Belgium	Be-Entertainment	Entertainment	4

*Titles of the same rank are sorted alphabetically without the consideration of 'The'.*

In terms of total new launches, *The Masked Singer* was the most successful format of 2021, holding onto the number one position for an impressive third year in succession to deliver a total of 12 new series last year. New adaptations for 2021 included Japan (Amazon), Denmark (TV4) and Poland (TVN). However, despite *The Masked Singer* holding onto the top spot in 2021, new sales have slowed considerably from a high of 23 markets in 2020 as the format now reaches global maturity.

Following quickly in the footsteps of *The Masked Singer*, another South Korean guessing format *I Can See Your Voice* has seen its rollout accelerate and ended the year with six new global



launches including the UK (BBC One), France (M6) and Spain (Antena 3). The format recently launched its ninth series in South Korea and scored a recommission from RTL in Germany and RTL4 in The Netherlands. **Talent formats continued to dominate international TV schedules in 2021** and the two biggest formats of the last year in terms of global reach were *The Masked Singer*, which was active in 41 markets, followed closely by *The Voice*, which was active in 38 markets.



TABLE - LIST OF TOP FORMATS BY ACTIVE VERSIONS IN 2021

Programme Title	Year of Origin	Distributors	Number of ACTIVE Versions
<i>The Masked Singer</i>	2015	Fremantle/MBC	41
<i>The Voice</i>	2010	ITV Studios	38
<i>Who Wants To Be A Millionaire?</i>	1998	Sony Pictures Television	35
<i>MasterChef</i>	2005	Banijay	29
<i>Dragons' Den</i>	2001	Sony Pictures Television	28
<i>Got Talent</i>	2006	Fremantle	24
<i>The Voice Kids</i>	2012	ITV Studios	21
<i>Come Dine With Me</i>	2005	ITV Studios	20
<i>Family Feud</i>	1976	Fremantle	20
<i>Survivor</i>	1997	Banijay	20

*Titles of the same rank are sorted alphabetically.*



## Revival of the Year: *Who Wants To Be A Millionaire?*

*It's testament to a great format that, over twenty years since it first launched, Sony Pictures Television's **Who Wants To Be A Millionaire?** can return to rank second among the most successful new launches of the year. Not only is the gameshow one of the top selling formats of 2021, but it also has the accolade of being the most successful format ever created, with local adaptations in over 100 markets (and still counting). Along with its 1990's stablemates **Big Brother** and **Survivor**, these three formats set the template for the modern format business in the 21<sup>st</sup> Century.*

The recent revival in the fortunes of **Who Wants To Be A Millionaire?** can not only be put down to the fact that it is a beautifully crafted and executed format, but can also be attributed to the intersection of two broader societal movements. Firstly, **a wave of nostalgia for the nineties** has been a growing trend for the past few years, with audiences harking back to a time when the world was a simpler place - a time before streaming, when TV entertainment could bring the whole family together in a shared experience.

Secondly, the global pandemic resulted in the **delay of many scripted productions**, and broadcasters around the world looked to tried and tested non-scripted formats that could be produced in a relatively short period of time to fill gaps in their schedules. This trend is further borne out when you look at our list of the Top 16 formats of the year (see table of Top Formats By New Launches in 2021, p. 8), with nearly half of them titles aged over ten years old.

Quiz and game show formats have continued to hold an enduring appeal for TV audiences, with the **recent Worldle phenomenon** being just the latest example of how fundamental game playing is to the human condition. It's no coincidence that CBS has recently ordered a Ru Paul-hosted adaptation of *Lingo* from All3Media, following ITV's recommission of the format after a successful premiere in the UK last January.



The resurgence of these classic quiz and game show titles can also be seen in our data for 2021, which shows that *Who Wants To Be A Millionaire?* is still active in 35 markets and another classic game show format from Fremantle, *Family Feud*, which first launched in 1976, is still active in 20 markets. With the world looking an increasingly darker place in 2022, we may see further growth for quiz and game show formats as TV audiences look for distraction and entertainment during these uncertain times.





## Spin-off of the Year: ***Big Brother VIP***

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*Banjay's **Big Brother** is another ground-breaking format that we have seen scaling the format charts again in 2021, but this time it is for the celebrity incarnation of the format. In our list of top formats for the year, **Big Brother VIP** comes in at No.4 with six new launches and the format is now active in 17 global markets - surpassing the 11 active markets for the original **Big Brother**.*

In 2021, **Big Brother VIP** saw successful revivals of the format in Australia (last aired in 2002) and Finland (last aired in 2013) and new sales for Portugal, India and Quebec among others. The irony certainly isn't lost on us that in a year of global lockdowns and restrictions, TV viewers wanted to watch a group of celebrities locked up in a house together.

Creating new spin-offs from existing titles is a useful way to extend the life-cycle of a format franchise, and gives both broadcasters and viewers the reassurance of a known brand with a proven track record.

Along with *Big Brother VIP*, we saw new sales in 2021 for other format spin-offs, including **Celebrity Hunted** and **The Voice Senior**. This trend is expected to continue for the foreseeable future. In 2021, Banijay launched a new *All Star* version of **Big Brother** on TVI in Portugal, while in 2022, **The Voice** has added to its *Junior* and *Senior* versions with **The Voice: Generations**, which premiered on Seven in Australia in January 2022.





Rising Format Stars:

## ***The Traitors*** & ***Sort Your Life Out***

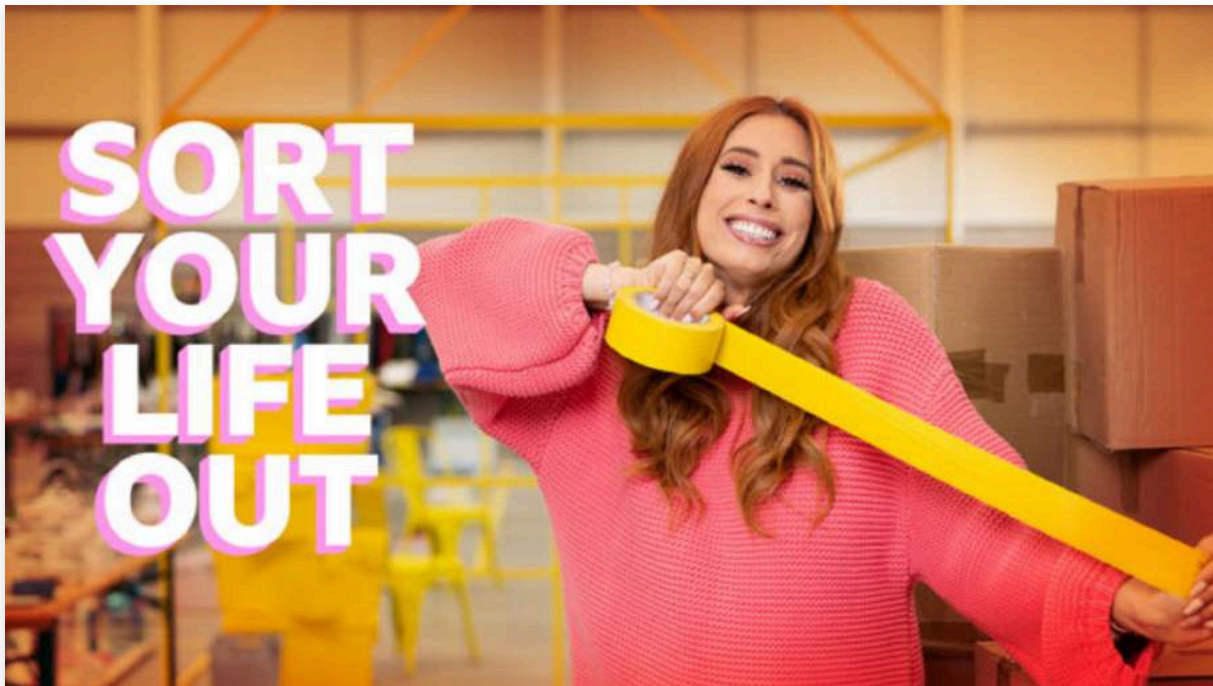
TABLE - TOP THREE 2021-PREMIERED FORMATS BY NEW SALES

Programme Title	Distributor	Country of Origin	Genre	Volume of New Sales (includes new launches in 2021 and confirmed future deals)
<i><b>The Traitors</b></i>	All3Media	Netherlands	Entertainment	11
<i><b>Sort Your Life Out</b></i>	All3Media	UK	Factual Entertainment	10
<i><b>Marble Mania</b></i>	Talpa Concepts	Netherlands	Entertainment	4

Based on our list of upcoming sales for new formats that premiered in 2021, All3Media is shaping up to have two of the biggest hits of 2022, already clocking up 11 new sales for ***The Traitors*** and 10 new sales for ***Sort Your Life Out***.

With an addictive mix of celebrity reality and guessing game, *The Traitors* successfully launched on RTL4 in The Netherlands in March 2021 and has now been commissioned for a third season in its home market, as well as being produced in Belgium.

Despite the global appeal of true crime drama, the whodunnit has been a notoriously difficult genre to execute as a TV entertainment experience, and there have been many worthy attempts that have failed in the past. But *The Traitors*, with its mix of *Big Brother* meets *The Mole* meets celebrity intrigue, may be onto a winning combination. This year, the format is set to grow further with sales already secured in three of the largest TV markets, with upcoming launches in the UK (BBC One), USA (NBC) and Germany (RTL).



Another very timely post-lockdown format is *Sort Your Life Out*, presented by British social media favourite Stacey Solomon and launched successfully on BBC One in April 2021. This format takes families on a mission to declutter and reorganise their homes, helped by Stacey and her team of experts. The feel-good show builds on the Marie Kondo tidying phenomenon and general lifestyle trend, whilst delivering emotional stories and diverse casting.

With a second series commissioned by BBC One, *Sort Your Life Out* has already aired in Sweden (TV4), Norway (TV2) and The Netherlands (SBS6), with more global launches to come during 2022.





## Format To Watch: *Marble Mania*

*Already picked up by K7 as a key trend in last year's report, in 2021 we continued to see playful, nostalgic kids games re-imagined in many of the new titles coming to market.*

In terms of future sales, the Talpa Entertainment format *Marble Mania* captures this trend perfectly and came in at number three on our list of upcoming launches for 2022. *Marble Mania*, distributed by Talpa Concepts, is a big studio entertainment show that sees celebrities compete in a series of challenges and spectacular marble runs. Originally launched in January 2021 on SBS6 in The Netherlands, the show has already aired two series in both its domestic market and in Germany, where the format launched on RTL in May 2021.

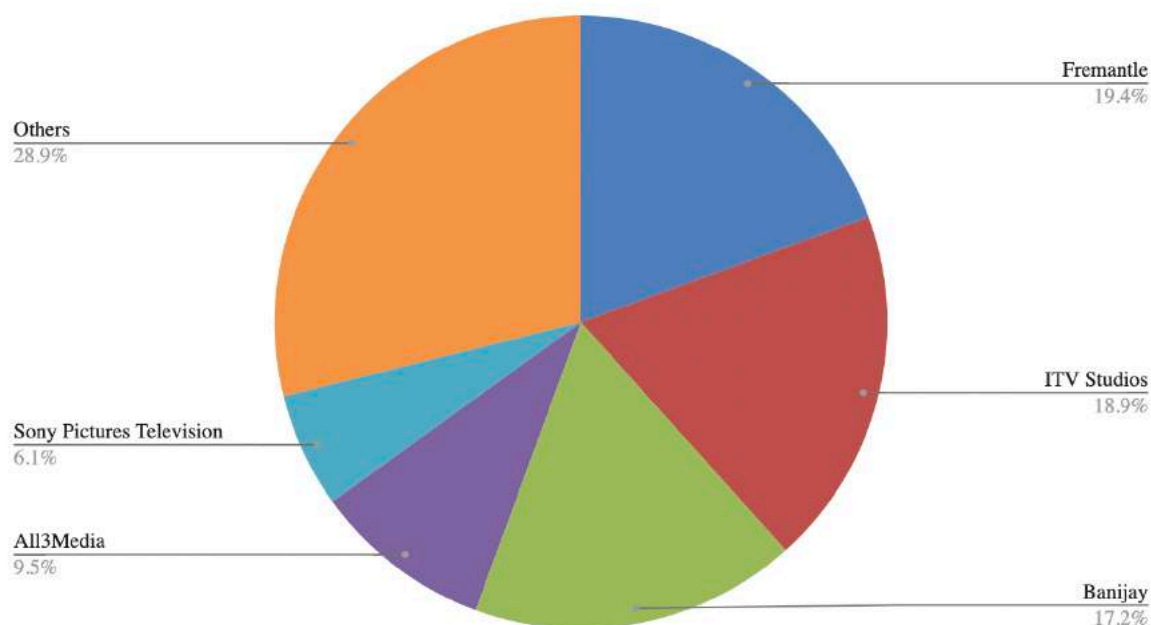
Once again, the recent global pandemic seems to have further strengthened this existing nostalgia trend and *Marble Mania* follows a long list of recent entertainment formats that have revisited childhood play. Whether it be 1980's video game *Frogger* or crazy golf in *Holey Moley*; building bricks in *Lego Masters*, *The Floor Is Lava* on Netflix or the recently launched *Domino Masters* on Fox in the USA (March 2022).

# Fremantle

## Distributor of the Year: **Fremantle**

*The battle for distributor of the year turned into a closely fought battle between just three major players - Banijay, Fremantle and ITV Studios. In what turned out to be a tight finish, worthy of the best talent show finale, it was ultimately Fremantle who prevailed for a third year running, delivering a total of 80 new launches in 2021. There was only the smallest of margins between these top three distributors, with ITV Studios securing a commendable 78 new launches and Banijay on 71 new launches for the year.*

Distributors by Volume of New Launches in 2021





Co-distributed with MBC, Fremantle's most successful title of the year, and top ranking overall, was ***The Masked Singer*** (this was also the top-ranking format in 2020). This blockbuster format notched up an impressive 12 new launches for the year, including Canada (TVA), Japan (Amazon) & Sweden (TV4) among others.

Also rising quickly up the format charts for Fremantle in 2021, was the Spanish-developed ***Game Of Talents***, which became the second most successful format of the year for the distributor with seven new launches. This was followed closely by ***I Can See Your Voice*** (co-distributed with CJ ENM) and ***Five Guys A Week***, which each notched up five new launches for the year. Overall, Fremantle took four places in our top list of the 16 most successful formats of the year - the same as Banijay who saw ***Big Brother VIP***, ***All Together Now***, ***Celebrity MasterChef*** and ***Lego Masters*** all make it into the top rankings for 2021.



ITV Studios also warrant a special commendation here, as their recent acquisition activity has seen them rise up rapidly through the ranks with 78 new launches in 2021 (not including Armoza titles), and their big formats continue to feature strongly in our list of the top selling formats. Last year, both ***Love Island*** and ***The Voice Senior*** came joint fifth with five new launches each.

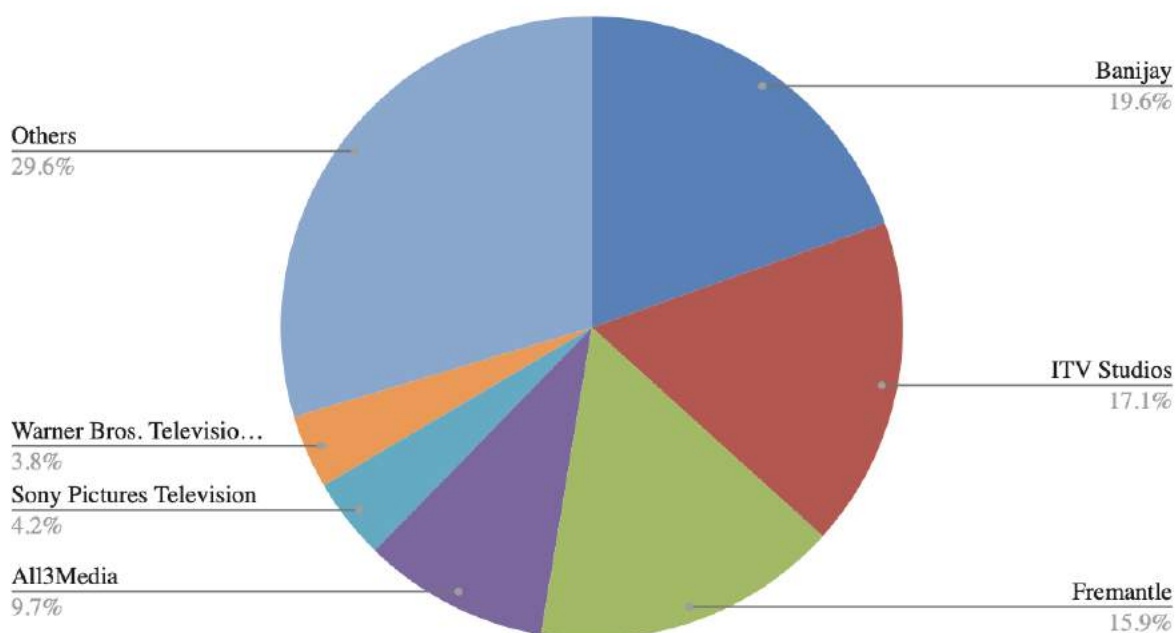
As we come out of the global pandemic, 2022 is shaping up to be another very competitive year as distributors continue to consolidate and grow, and the race for the most successful formats becomes ever closer.



## Largest Catalogue of Active Formats: **Banijay**

*Following its acquisition of Endemol Shine in 2020, Banijay has now become the world's largest independent production group, and this year returned completed format data for its freshly merged operation following a break in 2021. This means that Banijay is now responsible for the largest format catalogue in the business, having brought some of the most successful programme franchises in the world together under one roof. This newly enlarged operation means that Banijay is in the position to offer buyers an enviable selection of classic formats including **MasterChef**, **Survivor** and **Big Brother**, and newer formats including **Hunted**, **Lego Masters** and **Your Home Made Perfect**.*

Distributors by Number of Active Formats in 2021



There's no doubt that selling new formats is key for any global production group, but equally important is keeping long-running formats fresh and relevant to both TV audiences and buyers alike. Looking across the full list of active formats for the year (this includes new launches, returning series and confirmed sales), Banijay finished the year with a total of 295 active series, followed in a very close second position by Fremantle with 288 series.

In terms of their global reach, Banijay's most successful formats were **MasterChef**, active in 29 territories; **Survivor**, active in 20 territories; and **Big Brother VIP**, active in 17 territories. Thanks to their recent acquisition of Endemol Shine, Banijay claimed the top position in delivering the greatest number of unique format titles and the most returning series for 2021.







## Top Genre : **Challenge-Based Game Shows**

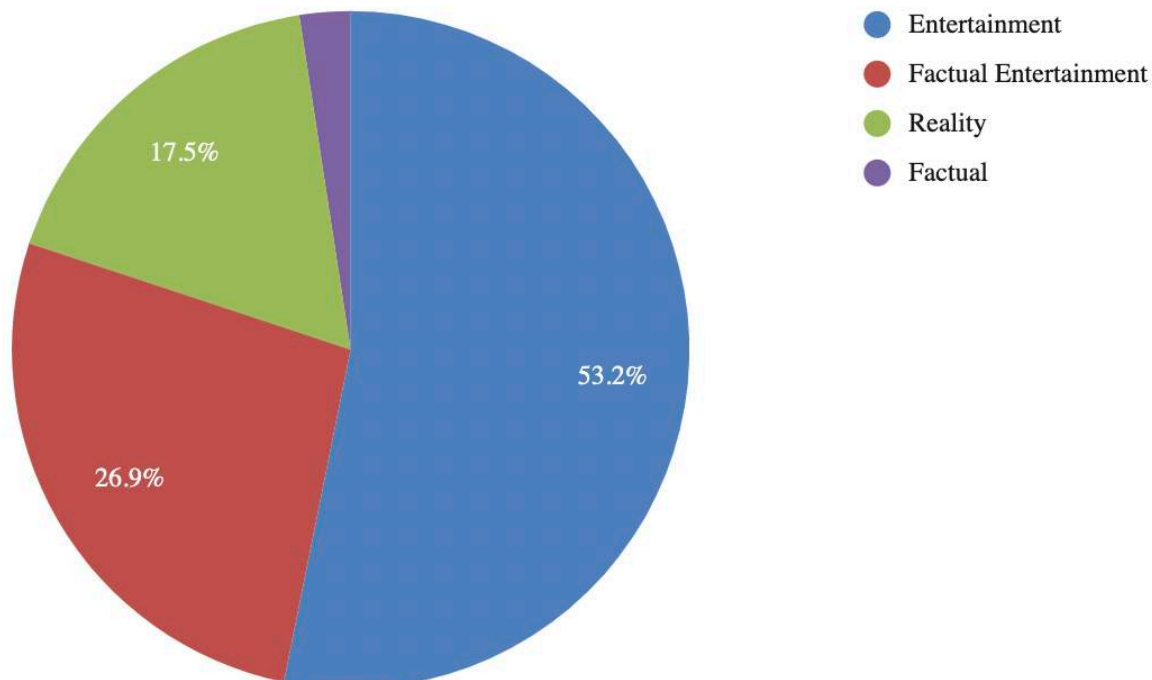
*We've slightly refined how we track genres this year, which has allowed us to drill down further into the specific format sub-genres and keywords. It's fascinating to see how these genres have shifted across the two years of the global pandemic, and during this time we have seen a distinct rise in the proportion of new entertainment formats, at the expense of 'worthier', society-based factual formats. A popular theory for this suggests that during lockdown, viewers had enough of 'real-life' in their everyday lives and looked for more relaxing entertainment to unwind to on TV.*

In this section we take a closer look at the best-performing sub-genres under the four genres below (Factual, Reality, Entertainment and Factual Entertainment). Some sub-genres fall under more than one genre - for example, dating and relationships can come under entertainment, factual entertainment and reality while competition appears only under factual entertainment and reality.

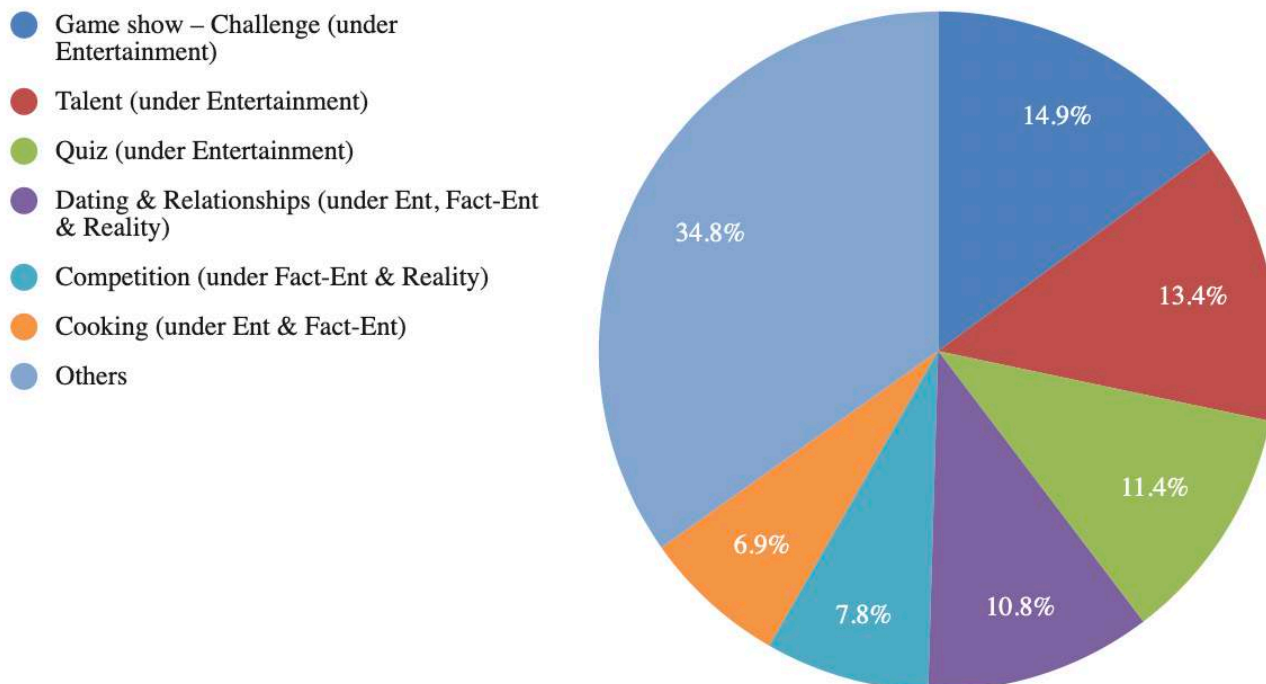
Looking across all the new launches in 2021, we see challenge-based game shows replace quiz-based shows as the overall No.1 sub-genre. This is hardly surprising when you think that this includes big movers such as ***The Masked Singer*** and ***I Can See Your Voice***, along with a raft of new guessing-based entertainment formats coming to the market. The other dominant sub-genres for the year were Talent and Dating & Relationships. Looking across all the new launches in 2021, Talent formats make up 13% of the total, while Dating & Relationship formats account for 11%.



## Top Performing Genres By Volume of New Launches in 2021



## Top Performing Sub-Genres by Volume of New Launches in 2021



Reality, and in particular ‘reality dating’ is another genre that has seen a change in its fortunes over the past few years. The success of *Love Is Blind* and *Too Hot To Handle* on Netflix has without doubt proven that there is a whole new generation of viewers for the genre, and when we look at our list of the most successful formats for the year, *Survivor* remains active in 20 markets, *The Bachelor* is still active in 13 markets and *Love Island* continues to shine in 11 markets.

Meanwhile, another classic reality format from ITV Studios *I’m A Celebrity...Get Me Out Of Here!* comes in at joint sixth place on our list of top formats for the year. ITV Studios is also enjoying a successful roll-out for one of its newer reality-dating formats, *Let Love Rule*, which secured four new launches in 2021 and ranked in joint sixth place among the top new launches for the year.

Celebrity-based formats were also on the rise during 2021, with ‘celebrities’ topping the charts as the most repeated keyword across all new launches. In the case of long-running franchises, a celebrity version can often be a sure-fire way of extending the appeal and overall lifecycle of a TV brand.

Keyword	Time Repeated
Celebrities	94
Competition	87
Feelgood	52
Guessing Game	30
Classic Game	23
Interactive	23
Matchmaking	20
Impossible Challenge	18
Society	17
Mental	16
Transformation	15
Human Interest	13
Crazy	12
Island dating	12
Generations	11
True Stories	10



This has worked to great effect for existing formats such as *Big Brother VIP*, *Celebrity Bake Off* (pictured) or *Celebrity Hunted*. In the risky world of new format launches, a celebrity attachment can often reassure a reluctant broadcaster that the show arrives with some element of familiar appeal.

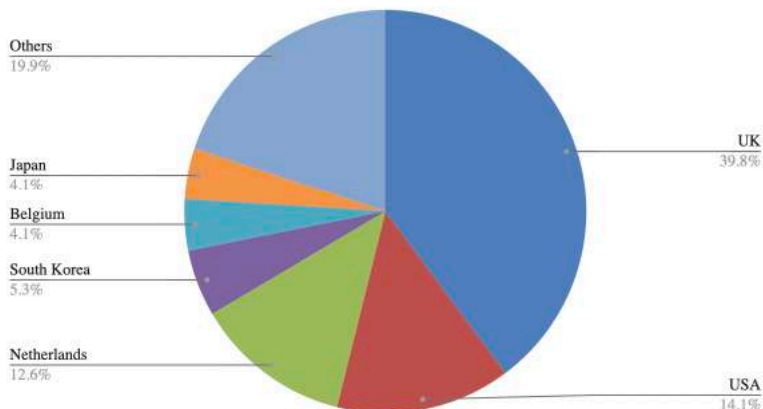


## Market of the Year : **USA**

*Although UK-originated formats continue to account for the largest proportion of global format launches overall, making up 40% of the total in 2021, it was the USA which climbed up the rankings last year, registering growth of more than 50% in the number of originated formats.*

When you look at the list of US-originated format movers, it becomes clear that part of the reason for this growth is that many of the most successful classic quiz and game show formats originally came from the USA, and demand for them has risen over the past two years. In 2021, we saw increased sales for many evergreen favourites including **Match Game**, **Family Feud**, **Hollywood Squares** and **Name That Tune**. The fact that *Name That Tune* is celebrating its 70<sup>th</sup> anniversary in 2022 and is still going

Volume of New Launches in 2021 by Country of Origin





strong should prove extremely encouraging to any distributor with an eye to creating and maintaining a long-running format franchise.

It was also good news for US-originated reality formats, with Banijay notching up new sales for its blockbuster titles, *Temptation Island*, while Warner Bros. secured new sales for both *The Bachelor* and *The Bachelorette*. In terms of newer US-originated formats, a local adaptation of *The Hustler* (All3Media) was produced in 2021 for NPO1 in The Netherlands, *Tough As Nails* (Paramount) was adapted for VTM in Belgium and *Dating No Filter* (NBCU) moved to Sky in the UK in February last year.

In terms of the markets that aired the most new series, either through format origination or acquisition, this has remained relatively stable year-on-year, with the UK holding onto the top position, followed closely by The Netherlands, Germany, Spain and France', but South Korea, Belgium and Japan are mentioned in the pie chart.







## Rising Market of the Year : **Japan**

*Following the success of many high profile South Korean formats over the past few years it comes as no surprise that many distributors continue to track the Asian region closely for new creative ideas.*

Although South Korea has received most of the buzz in recent years, Japan has been moving up the charts. Although it is responsible for a smaller volume of new sales overall, the number of new formats originating from Japan has more than doubled year-on-year, rising from 7 in 2020 to 16 in 2021. Across the same period, the number of new launches for formats originating in South Korea has declined year-on-year, with just two titles, *The Masked Singer* and *I Can See Your Voice* now accounting for 80% of all new South Korean originated series launched in 2021.

Japan is certainly no stranger to global format success. If you look at the list of the most successful formats for the year, *Dragons' Den* comes in at joint fifth position with five new launches in 2021 and the format is currently active in 28 markets. Neither can we forget that Japan was responsible for originating one of the fastest format rollouts ever with the global success of *Hole In The Wall* in the early 2000's.

More recently, Japanese format ***Last One Laughing*** (originally titled *Hitoshi Matsumoto Presents Documental*) has also seen rising numbers of local adaptations across Amazon Prime Video since its premiere in 2016. Other Japanese movers in 2021 include cooking competition ***The Rolling Kitchen*** (pictured), distributed by YTV in Brazil and Mongolia, and the brilliantly surreal ***Sokkuri Sweets*** distributed by Nippon TV in the USA and Netherlands.



## Appendix Table: Top 100 Travelling TV Formats 2021

#	Programme Title	Year of Origin	Country of Origin	Distributors	Total Launched Versions
1	<i>Who Wants To Be A Millionaire?</i>	1998	UK	Sony Pictures Television	174
2	<i>Deal Or No Deal</i>	2000	The Netherlands	Banijay	85
3	<i>Got Talent</i>	2006	UK	Fremantle	79
4	<i>Big Brother</i>	1999	The Netherlands	Banijay	78
5	<i>Family Feud</i>	1976	USA	Fremantle	72
=	<i>MasterChef</i>	2005	UK	Banijay	72
7	<i>The Voice</i>	2010	The Netherlands	ITV Studios	71
8	<i>Dancing with the Stars</i>	2004	UK	BBC Studios	66
9	<i>Minute To Win It</i>	2010	USA	Banijay	63
10	<i>Survivor</i>	1997	UK	Banijay	60
11	<i>Are You Smarter Than.....?</i>	2007	USA	MGM (part of Amazon Prime Studios)	57
12	<i>The Money Drop</i>	2010	UK	Banijay	56
=	<i>The X Factor</i>	2004	UK	Fremantle	56
14	<i>Idols</i>	2001	UK	Fremantle	53
15	<i>Cash Cab</i>	2005	USA	All3Media	51
=	<i>Dragons' Den</i>	2001	Japan	Sony Pictures Television	51



=	<i>Popstars</i>	1999	New Zealand	Banijay	51
18	<i>The Wheel of Fortune</i>	1975	USA	Paramount Global Content Distribution	49
=	<i>Weakest Link</i>	2000	UK	BBC Studios	49
20	<i>The Masked Singer</i>	2015	South Korea	Fremantle/MBC	47
21	<i>Come Dine With Me</i>	2005	UK	ITV Studios	46
22	<i>Hole in the Wall</i>	2006	Japan	Fremantle	45
=	<i>Next Top Model</i>	2003	USA	Paramount Global Content Distribution	45
24	<i>The Voice Kids</i>	2012	The Netherlands	ITV Studios	42
=	<i>Your Face Sounds Familiar</i>	2011	Spain	Banijay	42
26	<i>Big Brother Vips</i>	2000	The Netherlands	Banijay	41
=	<i>My Mom Cooks Better Than Yours</i>	2014	Spain	Fremantle	41
28	<i>1 Vs 100</i>	2000	The Netherlands	Banijay	39
=	<i>Gogglebox</i>	2013	UK	All3Media	39
=	<i>The Farm</i>	2001	Sweden	Fremantle	39
=	<i>Wife Swap</i>	2003	UK	Banijay	39
32	<i>Take Me Out</i>	2008	Australia	Fremantle	38
=	<i>The Price is Right</i>	1950	USA	Fremantle	38
34	<i>The Bachelor</i>	2002	USA	Warner Bros. Television Distribution (WBTV D)	37
=	<i>The Great British Bake Off</i>	2010	UK	BBC Studios	37
36	<i>Fort Boyard</i>	1990	France	Banijay	36
=	<i>I Love My Country</i>	2008	The Netherlands	ITV Studios	36
=	<i>The Dating Game</i>	1965	USA	Sony Pictures Television	36
=	<i>The Farmer Wants a Wife</i>	2001	UK	Fremantle	36
40	<i>Singing Bee</i>	2007	USA	Magnify Media	35

41	<i>The Moment of Truth</i>	2007	Colombia	Electus	34
=	<i>Undercover Boss</i>	2009	UK	All3Media	34
43	<i>Wipeout</i>	2008	USA	Banijay	33
=	<i>Fear Factor</i>	1999	The Netherlands	Banijay	32
45	<i>MasterChef Junior</i>	2010	UK	Banijay	32
46	<i>Celebrity MasterChef</i>	2006	UK	Banijay	31
=	<i>Killer Karaoke</i>	2009	Lebanon	Banijay	31
=	<i>Married at First Sight</i>	2013	Denmark	Red Arrow Studios International	31
=	<i>Project Runway</i>	2004	USA	Fremantle	31
50	<i>Kitchen Nightmares</i>	2007	USA	All3Media	30
=	<i>Pyramid</i>	1973	USA	Sony Pictures Television	30
=	<i>Temptation Island</i>	2001	USA	Banijay	30
53	<i>The Biggest Loser</i>	2004	USA	Banijay	29
=	<i>The Greats</i>	2002	UK	BBC Studios	29
=	<i>The Wall</i>	2017	USA	Banijay	29
56	<i>Anything Goes</i>	2011	France	Banijay	28
57	<i>Hollywood Game Night</i>	2013	USA	NBC Universal	27
=	<i>My Man Can</i>	2012	Germany	Red Arrow Studios International	27
=	<i>So You Think You Can Dance</i>	2005	USA	Banijay	27
=	<i>Test The Nation</i>	2001	The Netherlands	Warner Bros. Television Distribution (WBTVD)	27
61	<i>First Dates</i>	2013	UK	Warner Bros. Television Distribution (WBTVD)	26
=	<i>Power of 10</i>	2007	USA	Sony Pictures Television	26
=	<i>Thank God You're Here</i>	2006	Australia	Fremantle	26
=	<i>The Bar</i>	2000	Sweden	Fremantle	26
65	<i>Child's Play</i>	1982	USA	Fremantle	25

=	<i>Four Weddings</i>	2009	UK	ITV Studios	25
=	<i>Ninja Warrior</i>	1997	Japan	TBS/The Story Lab	25
=	<i>Operation Triumph</i>	2001	Spain	Banijay	25
=	<i>The Apprentice</i>	2004	USA	Fremantle	25
=	<i>The Newlywed Game</i>	1966	USA	Sony Pictures Television	25
=	<i>Top Chef</i>	2006	USA	NBC Universal	25
=	<i>Worst Driver</i>	2002	UK	Passion Distribution	25
73	<i>Beauty and The Geek</i>	2005	USA	Banijay	24
=	<i>Brainiest</i>	2001	UK	Sony Pictures Television	24
=	<i>Dating in the Dark</i>	2009	The Netherlands	ITV Studios	24
=	<i>Deal With It</i>	2010	Israel	Keshet International	24
=	<i>Divided</i>	2012	The Netherlands	ITV Studios	24
=	<i>Hell's Kitchen</i>	2004	UK	ITV Studios	24
=	<i>Lip Sync Battle</i>	2015	USA	Paramount Global Content Distribution	24
=	<i>Power Couple</i>	2014	Israel	Dori Media	24
81	<i>All You Need Is Love</i>	1992	The Netherlands	Banijay	23
=	<i>Celebrity Splash</i>	2012	The Netherlands	Warner Bros. Television Distribution (WBTV D)	23
=	<i>Little Big Shots</i>	2016	USA	Warner Bros. Television Distribution (WBTV D)	23
=	<i>Supernanny</i>	2004	UK	Warner Bros. Television Distribution (WBTV D)	23
85	<i>Guess My Age</i>	2016	France	CAN'T STOP media	22
=	<i>Hollywood Squares</i>	1965	USA	Paramount Global Content Distribution	22
=	<i>Love Island</i>	2015	UK	ITV Studios	22
=	<i>Ranking the Stars</i>	2004	Japan	TV Asahi	22
=	<i>The Mole</i>	1998	Belgium	Primitives	22
90	<i>Boom!</i>	2015	Israel	Keshet International	21



=	<i>Don't Tell The Bride</i>	2007	UK	All3Media	21
=	<i>I Can See Your Voice</i>	2015	South Korea	Fremantle/CJ ENM	21
93	<i>Brainteaser</i>	2001	UK	Banijay	20
=	<i>Identity</i>	2006	USA	Banijay	20
=	<i>Lingo</i>	1987	UK	All3Media	20
=	<i>Ready Steady Cook</i>	1994	UK	Banijay	20
97	<i>All Together Now</i>	2018	UK	Banijay	19
=	<i>Dancing on Ice</i>	2006	UK	ITV Studios	19
=	<i>Greed</i>	1999	USA	Fremantle	19
=	<i>Let's Make a Deal / The Big Deal</i>	1963	USA	CAN'T STOP media	19
=	<i>Psychic Challenge</i>	2006	UK	Banijay	19
=	<i>Star Academy</i>	2001	The Netherlands	Banijay	19
=	<i>The Chase</i>	2009	UK	ITV Studios	19
=	<i>Total Blackout</i>	2010	Japan	Fremantle	19
=	<i>Who Do You Think You Are?</i>	2004	UK	Warner Bros. Television Distribution (WBTVD)	19
=	<i>Who Wants To Marry My Son?</i>	2006	The Netherlands	Warner Bros. Television Distribution (WBTVD)	19

*Titles of the same rank are sorted alphabetically.*

## Definition Appendix

- A **New Launch** in 2021 means a new version of any format aired between 1 Jan 2021 to 31 Dec 2021.
- An **Active Version** means a version of a format that is still running after 1 Jan 2021. This can be either a renewed season or a new sale that has been finalised but not aired yet as of the data submission deadline of this report. In other words, if a version's latest broadcast year is 2021 or 2022 we call the version an 'Active' version.
- A **2021-premiered Format** is a format that has its first version premiered between 1 Jan 2021 to 31 Dec 2021.



## Methodology

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Unless otherwise stated, all data is based on information supplied to us directly by each distributor. The Top 100 Formats list is based solely on the number of launched versions by title.

BBC Studios did not submit sales data for this year and so sales have been estimated based on K7 desk research.

## Disclaimer

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Unless otherwise stated, sales information has been provided by each distributor. Every effort has been taken to validate this data, however K7 will not be held responsible for any inaccuracies in third party provided information.

## About K7 Media

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**Founded in 1998, K7 Media is a global independent organisation providing media intelligence to broadcasters, streaming platforms, distributors and production companies across the world.**

Drawing on the team's extensive knowledge of the international TV and digital sector to produce personalised research, showreels and reports, K7 Media is retained as a trusted source of industry insight for clients across the world.

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