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## Yomiuri TV's Light Entertainment Format, "Play Innocent", Sold to a German Producer, MoveMe



Yomiuri TV has optioned a nail-biting quiz show format, "Play Innocent", to MoveMe GmbH. The show, originally aired on Yomiuri TV in 2021 summer, is a brand-new game show combining the traditional quiz show with the game of "Werewolf." 4 players are given various questions, and they must discuss with each other to reach a unanimous answer. However, there is a player called "X" among them, who knows all the answers and must conceal their identity while leading the others to the wrong answers. Meikel Giersemehl, the co-founder, commented "We are very happy to find such an innovative format, that combines humor with a guessing game. We are sure that it fits perfect to the German market."

### About MoveMe

MoveMe is managed by Andrea Schoenhuber and Meikel Giersemehl. Before founding MoveMe, Meikel worked as executive producer at RTL, responsible for show, factual and comedy productions. Andrea was managing partner at Imago TV, which is now part of ITV, before joining MoveMe. The company's core business expertise is the development and production of entertainment formats, documentaries, docu-soaps and shows for all broadcasters and streamers.

### Yomiuri TV's International Business

Yomiuri TV, called "YTV", is a regional TV channel, which is well-known for its creativity in Japan. YTV internationally distributes animation titles, scripted and unscripted formats, and manages international roadshows of films. For example, a drama series, "Pure Soul" was re-produced as a film in South Korea, as "A Moment to Remember", which was a blockbuster. An entertaining cooking competition format, "The Rolling Kitchen", was reproduced in Mongolia and Brazil.

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