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NEW FORMAT ALERT!

Shiny Floor Game Show, *The Walls*, with fantastic reception!



Innovative and anybody-can-play shiny floor game show, *The Walls*, has been released at MIP London with great reception.

The game show was aired at 0:55 on Yomiuri TV on 16 February as a pilot and the result was fantastic, such as the top rating for teenagers in the same time slot.

The rule is simple. Four players on 5x5 squared floor, play the game. Each player takes turns in order and must choose one action from two choices; build a wall or move to the next square. A player, who is surrounded by walls on four directions, will be eliminated and the surviving player would win the prize.

The show was launched for the international market at MIP London and gained great reception from all over the world. It was selected for Fresh TV, a must-see session in the market, and the trailer was screened.

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