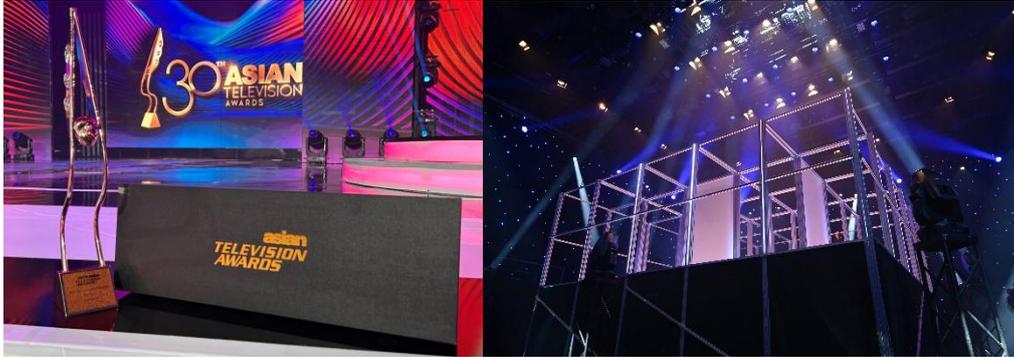


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Yomiuri TV's *The Walls* Wins “Best Quiz or Game Programme” at the 30th Asian Television Awards



Tokyo, Japan — Yomiuri TV's innovative game show *The Walls* (aired February 15, 2025) has been awarded *Best Quiz or Game Programme* at the Asian Television Awards.

Celebrating its 30th anniversary this year, the Asian Television Awards recognize excellence across 52 categories, judged by an international panel of experts. The awards spotlight outstanding programs and achievements from broadcasters throughout Asia.

The Walls introduces a groundbreaking concept: four players compete on a 5×5 grid, choosing either to “move to an adjacent square” or “build a wall.” When a player is surrounded by walls, the player will be eliminated. Combining bold creativity with large-scale studio production, the show has captured global attention. Fremantle has acquired worldwide distribution rights for the format, and the international version—*Inside The Grid*—is now in global sales.

Kazuma Sakamoto, the show's producer, commented: “*We are truly honored to receive this prestigious award. It's a testament to the unique gameplay of The Walls and the passion of our production team. We will continue to create programs that excite and inspire audiences everywhere.*”

About Yomiuri TV's Global Content Business

Yomiuri TV distributes a diverse portfolio of content worldwide, including hit anime titles such as *Detective Conan*, popular variety shows like *Hometown Pride*, drama series and original formats such as *The Rolling Kitchen*. The company also engages in international co-productions, including the upcoming anime series *Pino & Shinobi*, developed in collaboration with Italy's national broadcaster Rai. Yomiuri TV remains committed to producing high-quality programming and sharing the appeal of Japan-originated content with audiences across the globe.

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