

# FOX ENTERTAINMENT ACQUIRES U.S. RIGHTS TO INTERNATIONAL FORMAT "LEGO® MASTERS"

Fast-Growing Unscripted Hit Based on Revered Toy Currently Taking U.K., Australia and Germany by Storm

U.S. Version to Air on FOX and be Produced by Endemol Shine North America, Tuesday's Child and Plan B Entertainment

FOX Entertainment has acquired the U.S. format rights for the hit British reality-competition series "LEGO® MASTERS," to air on FOX and be produced by Endemol Shine North America, Tuesday's Child and Brad Pitt's Plan B Entertainment, it was announced today by Rob Wade, President of Alternative Entertainment and Specials, for FOX Entertainment.

Already a success in the U.K., Australia and Germany, LEGO MASTERS brings imagination, design and creativity to life when teams of LEGO enthusiasts go head-to-head, with infinite possibilities and an unlimited supply of LEGO bricks. Twelve teams of two will compete against each other in ambitious brick-building challenges to be crowned the country's most talented amateur LEGO builders. In each episode, the competing pairs who impress the judges the most will progress to the next round, until the finale, during which the three top teams will face off for the ultimate LEGO trophy and the grand title of LEGO MASTERS.

"LEGO MASTERS has everything you want in a reality-competition: an incredibly quirky and unique twist on a brand revered by billions of people, exciting team-based battles driven by creativity, and a premise that's ultra-family friendly," said Wade. "It's bold, fun and unlike anything else on television, and we're thrilled to bring LEGO MASTERS to American fans."

Originally created by Tuesday's Child, LEGO MASTERS first launched on the U.K.'s Channel 4 in 2017, when it quickly became the network's highest-rated new series, nearly doubling its primetime average with young adults. Since then, LEGO MASTERS has been renewed by Channel 4 and local versions of the successful format have begun launching around the world. Most recently, Endemol Shine Australia produced a local version for Nine, which became an instant hit, averaging more than 2.0 million viewers, and ranked as the country's #1 program among all key demos. Additionally, Endemol Shine Germany successfully produced the series for RTL.

Plan B will executive produce the FOX series along with Sharon Levy, DJ Nurre and Michael Heyerman from Endemol Shine North America; Karen Smith and Steph Harris from Tuesday's Child; Jill Wilfert and Robert May from The LEGO Group.

LEGO MASTERS will be produced by Endemol Shine North America and Tuesday's Child under license from The LEGO Group, for The LEGO Group.

### **About Endemol Shine North America**

Endemol Shine North America delivers world-class content and compelling storytelling to multiple platforms in the U.S. and across the globe. Endemol Shine North America is part of Endemol Shine Group, the global content creator, producer and distributor with a diverse portfolio of companies that are behind some of the most prominent hit television formats and series in the world.

Its Endemol Shine Latino division oversees all Spanish and Portuguese-language operations across Latin America, including Endemol Shine Brasil and newly launched studio Endemol Shine Boomdog, which produces original content for both the U.S. Hispanic and Mexican markets. Subsidiary production companies include Authentic Entertainment, Truly Original and

51 Minds Entertainment.

## **About Tuesday's Child**

Tuesday's Child Television is a UK-based independent production company with offices in London and Glasgow specialising in entertainment and popular factual. It was launched in September 2012 by Karen Smith (co-creator of Strictly Come Dancing) who was former Shine TV joint MD (The Magicians, Gladiators, Got to Dance, MasterChef, The Biggest Loser, Just the Two of Us).

Tuesday's Child has created and produced: The Hit List, a six part music quiz for Saturday nights on BBC One, season two is currently in production; Head Hunters a thirty episode quiz hosted by Rob Beckett coming soon to BBC1; fixed-rig social experiment The Cannabis Café w/coming soon to Channel 4; two series of LEGO MASTERS for Channel 4; BBC One's entertainment series, Pitch Battle; award-winning You're Back in the Room for ITV and the US version Hypnotize Me (The CW); two series of BBC One daytime series For What It's Worth; Britain's Biggest Superyachts: Chasing Perfection for BBC Two; RTS-nominated series Superstar Dogs for Channel 4; Sean Conway On The Edge, and Sean Conway: Running Britain for Discovery and How To Build a Robot for Channel 4.

## **About Plan B Entertainment**

Headed by Brad Pitt and co-presidents Dede Gardner and Jeremy Kleiner, Plan B Entertainment is an established film and television production company with many acclaimed titles. Their commitment to protecting narrative and giving filmmakers the freedom to take creative risks has resulted in a memorable run of emotionally and socially compelling characters and stories. The company's titles include: THE TREE OF LIFE, WORLD WAR Z, 12 YEARS A SLAVE, THE NORMAL HEART, SELMA, THE BIG SHORT, and MOONLIGHT. Most recently, the company released Golden Globe and Academy Award-nominated films which include:

BEAUTIFUL BOY, IF BEALE STREET COULD TALK, and VICE.

Along with their development slate, Plan B is currently in production on MINARI with A24 and in pre-production on Barry Jenkins' series UNDERGROUND RAILROAD for Amazon, BLONDE for Netflix, and THIRD DAY for HBO.

### **About The LEGO Group**

The LEGO Group is a privately held, family-owned company with headquarters in Billund, Denmark, and main offices in Enfield, USA, London, U.K., Shanghai, China, and Singapore. Founded in 1932 by Ole Kirk Kristiansen, and based on the iconic LEGO brick, it is one of the world's leading manufacturers of play materials. Guided by the company spirit, "Only the best is good enough," the company is committed to the development of children, and aims to inspire and develop the builders of tomorrow through creative play and learning. LEGO products are sold worldwide and can be virtually explored at [www.LEGO.com](http://www.LEGO.com). LEGO, its logo, the Minifigure and the brick and knob configuration are trademarks of the LEGO Group. ©2019 The LEGO Group. Used with permission.