



Fuji TV's GAMESHOW FORMAT

"VS SCHOOL THE ULTIMATE HIDE AND SEEK" OPTIONED TO STRONG PRODUCTIONS FOR THE DANISH MARKET



From Left: Ryuji Komiya (Head of International Distribution, Unscripted Format, Fuji TV)
Henrik Biskjaer (Fremantle, Head of Formats, Nordics)

Cannes - 14th October 2025 - Fuji Television Network, Inc.'s (FUJI TV) "vs School The Ultimate HIDE and SEEK", the gameshow format, has been optioned for adaption in the Danish market by the Danish production company, Strong Productions, a Fremantle company.

The announcement was made today by Ryuji Komiya, Head of International Distribution (Unscripted Format) at FUJI TV, and Sune Roland, CEO at Strong Productions.

"vs School The Ultimate HIDE and SEEK" is a segment from FUJI TV's weekly variety program "The New Key". "VS School" project first aired on Saturday, November 12, 2022, the game has since been held at 30 schools across Japan, with over 100,000 applications received as of the broadcast on August 16th of this year, including schools from overseas such as, USA, UAE, Europe and more, sparking a worldwide hide-and-seek craze.



“VS School”, which launched globally at MIPCOM 2023, is a large scale hide and seek against a whole school! 8 Celebrities hide in real like props (e.g. piano, tree stumps, etc.) and the students from the entire school must find all the Celebrities in time, to win the prize. The format has also been recognized at the *WorldMediaFestivals 2025* in Berlin (intermedia-globe SILVER Award in the Children & Youth: Omnia Open category, and ContentAsia Awards 2025 (“Best Variety Programme Made in Asia” category nomination).

Ryuji Komiya, Head of International Distribution (Unscripted Format), stated, “Since the launch of “VS School” in 2023 in the global market, we have received considerable positive feedback on this format. The format offers a creative, television-oriented adaptation of the widely recognized game 'hide-and-seek,' highlighting collaborative teamwork among participants. We look forward to collaborating with Strong Productions and anticipate the innovative contributions they will bring to this format.”

Sune Roland, CEO at Strong Productions adds: “We are always focused on finding original formats that can be adapted for our local market. “vs School The Ultimate HIDE and SEEK” is an excellent example of a show that has performed well locally already but includes all the right ingredients to work in other markets too. Apart from standing out visually in the storytelling, the celebrity twist combined with an *event feel* make us believe that there is a lot of potential for this show in Denmark. We are very excited about teaming up with the amazing team at Fuji TV to make this irresistible for a Danish channel.”

About Fuji Television Network, Inc.

Since its establishment in 1959, Fuji Television has shared countless stories of love and friendship, good and evil. Fuji Television has maintained its position as the leading commercial broadcaster in the Japanese media industry, by delivering innovative dramas, variety shows, news, sports programs, and motion pictures.

With over 65 years of experience, Fuji Television has accumulated extensive expertise and knowledge in producing hit TV shows and formats, such as “Hole In the Wall”, “Total Blackout”, “The Noise”, “Run for Money” and “Iron Chef”, prompting unscripted adaptations in local markets, as well as co-producing original programs with major global production companies. For more information visit www.fujitv.com

About Strong Productions

Strong Productions is operating out of Copenhagen, Denmark, and produces factual and reality television. Strong specializes in large, ambitious and complicated productions taking place in the real world and produces local versions of internationally well-known formats like Race Across The World, Hotel Romantik, Sort Your Life Out alongside own-development formats like The Lost Ones.

Strong Productions is part of Fremantle. For more information about Strong Productions, please visit <https://www.strongproductions.dk/> and for Fremantle information: <https://fremantle.com/>