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# Realscreen West '18: Banijay's Bassetti unveils Twitter deal, "Temptation Island" reboot

By Barry Walsh  
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Banijay Group CEO Marco Bassetti unveiled plans for a U.S. reboot of its *Temptation Island* format, as well as a partnership with Twitter, during his keynote session at Realscreen West Wednesday morning (June 6).

A network for the reboot has not been announced. The original version ran for three seasons on Fox from 2001-2003. The series saw unmarried couples put their relationships to the test by living on an island location with several single individuals, who are given the task of tempting the attached partners.

In addition, Bassetti broke the news of a partnership with Twitter, which sees the international producer and distributor work with the social media platform on a global collaboration to monetize Banijay Group content and drive effective brand engagement efforts on the platform. The pact, which acts as one of the global distribution collaborations Twitter has set up recently with production companies, will see the organizations work with brands worldwide to develop lucrative co-branded advertising efforts.

Banijay will work with Twitter's regional entities to develop dedicated offers for brands both locally and globally, utilizing Banijay's existing properties such as *Survivor*, *Temptation Island*, *Fort Boyard*, *Crystal Maze* and *All Against 1*, on Twitter to engage with consumers in a measurable way.

"It's very promising for us because if we can share value with them we're more than happy," Bassetti told moderator and Bunim/Murray chairman Jon Murray during the keynote. "It's the type of deal we'd like to have in the digital space – it's very, very new."

Bassetti also said building the group's business in the U.S., where in addition to Bunim/Murray, it has Stephen David Entertainment and its own Studios division under its umbrella, is "top of mind and top of strategy."

(Photo by Rahoul Ghose)