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James Farrell, Head of International Originals, Amazon MGM Studios & Akihiko Okamoto, President, Yoshimoto Team for Joint Keynote at MIPCOM CANNES



How Yoshimoto's Original Format "Documental" Became Amazon MGM Studios' Breakout Hit "LOL: Last One Laughing"

and an Exploration of its Global Reach and Impact

Paris – 1st October 2024 MIPCOM CANNES today announced a unique joint keynote with Head of International Originals, Amazon MGM Studios, **James Farrell**, and **Akihiko Okamoto**, President and Representative Director, Yoshimoto exploring the origination and approach that has made **LOL: Last One Laughing** one of the most successful and travelled formats of recent years and Prime Video's most watched title ever in several countries.

The session, part of the market's Media Mastermind Keynote series, will be staged on the first full day of MIPCOM CANNES on **Monday 21 October at 10.20** in the Grand

Auditorium of the Palais des Festivals. The 40th edition of the International Co-Production and Entertainment Content Market will take place in Cannes from 21-24 October 2024.

Originating from a top-line pitch to Farrell of ‘Ten comedians gather in a room and try to make each other laugh. The last one to keep a straight face wins...’ the original 2016 series from Japan, Documental, created by and starring Hitoshi Matsumoto and owned by Yoshimoto Kogyo, has gone on to spawn successful local versions in over 20 territories including Canada, India, Brazil, Nigeria and the Nordics and is the most watched title of all time on Prime Video in France, Germany and Italy. Local celebrity hosts to date have included Graham Norton (Ireland), Jay Baruchel (Canada), Eugenio Derbez (Mexico), Fedez (Italy), Michael "Bully" Herbig (Germany), Rebel Wilson (Australia) and Trevor Noah (South Africa).

The original Japanese version has already reached its 13th season, with eight adaptations confirmed across the last year and, most recently, a UK version hosted by Jimmy Carr announced. The comedy format has enjoyed a successful rollout rarely seen for the genre, steadily growing to be one of the most successful global formats of recent years with each version drawing contestants from that country’s top comedians and comedy actors.

“LOL: Last One Laughing is proof that competition formats drive audiences to streamers.” said Lucy Smith, Director of MIPCOM CANNES and MIP LONDON. *“Amazon is leading the way, emerging as key producers of unscripted formats. Understanding the strategy behind this hugely successful roll out and how each version has been adapted culturally and comically, will be invaluable for anyone in the business of travelling IP and production globally.”*

The week-long MIPCOM CANNES conference programme helps define the TV industry year with world premieres of highly anticipated international series, exclusive insight presentations and keynotes from leading global players and thought leaders.

The mother of all Entertainment Content Markets, MIPCOM CANNES was attended by over 11 000 delegates from over 100 countries in 2023. Over 300 exhibitors are already confirmed to date for the 40th edition which takes place in Cannes 21-24 October 2024.

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Further Information

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*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France

About Yoshimoto Kogyo

Yoshimoto Kogyo is one of Japan's oldest and largest entertainment conglomerates. Founded in 1912, the company has brought laughter to audiences for over a century and continues to brighten the world with comedy every day. Yoshimoto is proud to represent performers and creators active in all areas of live comedy, the stage, movies, television, radio, podcasts and digital platforms. Comedic entertainment is Yoshimoto's DNA.

Boasting an incredible roster of over 6,000 entertainers, Yoshimoto's stars are top household names in Japan, beloved throughout Asia. Whether is Naomi Watanabe dancing and making waves through her fashion, Yuriyan Retriever getting laughs on international TV shows, or Wes P making audiences laugh on social media, Yoshimoto has something for everyone.

With over 5,000 annual productions, Yoshimoto's writers, producers and directors are consistently creating distinctive and innovative formats and programs. Yoshimoto's show

Documental (LOL: Last One Laughing) has become an international hit with versions in France, Mexico, Australia, and more.

Yoshimoto believes that laughter is a superpower and is happy to spread the fun and joy!

For more information please visit <https://yoshimoto-international.com/>

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