



# Media Release

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## **One million dollars, 100 strangers Talpa's Million Dollar Island is coming to Seven and 7plus in 2023**

It's the world's most exciting new show and now it is coming to Australia, with the Seven Network today announcing it has commissioned a local production of **Million Dollar Island**.

A revolutionary new social experiment, **Million Dollar Island** is being rolled out globally by John de Mol's Talpa.

The Australian version of **Million Dollar Island** will debut on Channel 7 and [7plus](#) in 2023, produced by award-winning Eureka Productions, the maker of some of the world's biggest entertainment shows, including Seven's **Farmer Wants A Wife**.

The **Million Dollar Island** format was co-developed by John de Mol, the creative genius behind **Big Brother** and **The Voice**, together with Wim van Dam and Jourik van der Vorst. It launched in the Netherlands in early March, produced by Mr De Mol's Talpa, and has scored impressive ratings.

Studio Lambert, whose credits includes **Gogglebox** and **The Circle**, is producing US and UK editions of **Million Dollar Island**. NBC has commissioned the series for the US market. The show has also been sold to the Middle East.

Seven's Chief Content Officer, Entertainment Programming, Angus Ross, said: "John de Mol has developed some of the most original, successful and impactful formats in television history. The game play, strategy, emotion and drama – set in a beautiful, remote location – will make **Million Dollar Island** one of the must-watch TV shows of 2023."

Eureka Productions Co-CEO, Paul Franklin, said: "**Million Dollar Island** is event television at its best. Playing out in a stunningly exotic setting, this will be an unmissable series packed with intrigue, secret alliances, and incredibly high stakes. We're thrilled to be bringing such an exciting show to Seven's viewers."

CEO at Talpa Entertainment Holding, Maarten Meijs, added: "**Million Dollar Island's** lightning pace into the big territories is a testament to its hybrid capacity to strengthen both linear and streaming platforms in the quickly changing media landscape. We're thrilled to be working with Eureka and Seven on this next generation social experiment."

**Million Dollar Island** is a ground-breaking concept in which 100 people try to stay on a remote desert island, vying for a chance to win \$1 million. But surviving the harsh conditions with limited means isn't the only challenge.

Each contestant starts the adventure with a bracelet worth \$10,000. While they are on the island, contestants can gain and lose bracelets by competing in various games. They can



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also receive bracelets from other contestants. When someone gives up and decides to leave the island, they must give their bracelet(s) to a contestant who stays behind.

Alliances mean everything. Friendships are worth a fortune. Some contestants will become richer by winning games and inheriting bracelets, while those who lose and fail to collect new bracelets must eventually go home.

By the last day, only a few contestants are left on the island. In a thrilling finale, they will each get their chance to cash in their bracelets during an exciting test of nerves. However, they can also lose everything at the last minute.

Casting has commenced and producers are calling for contributors to take part. Applications are now open at [www.milliondollarisland.com.au](http://www.milliondollarisland.com.au)

**Million Dollar Island** is a format created by Talpa Concepts together with Monday Media and distributed by Talpa Distribution.

## **Million Dollar Island Coming to Seven and 7plus in 2023**

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