

'Physical:100' Goes Global

-Korean Survival Show Breaks International Barriers

'Physical: 100' showed that Korean reality formats can actually travel well globally. This survival show mixed intense physical challenges with streaming platform buzz, proving that Korean unscripted content has serious international appeal and could kickstart more format exports.

Netflix is propelling its groundbreaking Korean survival show 'Physical:100' into international markets, launching 'Physical:100 USA' with 100 elite North American contestants drawn from sports, fitness, and military domains. The original series, crafted by MBC's Ho-gi Jang, captured global audiences with its raw, intense physical challenges and became the first Korean variety show to dominate Netflix's global non-English chart. Building on its remarkable success across two Korean seasons, the franchise is strategically expanding with Physical: Asia—featuring international athletes like Manny Pacquiao—slated for Q4 2025, while a European version is currently being developed.

▪ K-Format as a Global Entertainment Catalyst

The worldwide rollout of 'Physical:100' highlights the surging international appetite for innovative Korean reality formats. Its adaptable framework and universal competitive spirit position the show as a potential blueprint for future unscripted content exports.

▪ Streaming Platforms: Revolutionizing Global Content Distribution

Leveraging Netflix's global distribution network, 'Physical:100' exemplifies how streaming platforms are dramatically reshaping content globalization, effectively circumventing traditional market entry obstacles and enabling rapid international format proliferation.

Source

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