



Scientific Games and Banijay Rights Close DEAL OR NO DEAL License Renewal Agreement

Banijay Rights Renews Scientific Games Licensing Rights for Retail and Digital Lottery Games in 30 Countries

ATLANTA – June 12, 2025 – [Scientific Games](#) will bring *DEAL OR NO DEAL* iconic TV gameshow-themed games to lotteries across the globe under a license renewal agreement with Banijay Rights, the global distribution arm of content powerhouse Banijay Entertainment.

Retail and digital lottery games from Scientific Games featuring the popular brand will include instant scratch, pull tab, terminal-based (draw and Fast Play), monitor (Keno) in limited territories and eInstant/iLottery. *DEAL OR NO DEAL* is under license to Scientific Games in more than 30 countries in North America, Europe and Australasia.

Mark Woollard, SVP Gaming and Gambling, Banijay Rights, said, “We look forward to working with Scientific Games to innovate more brand-immersive *DEAL OR NO DEAL* lottery experiences for players around the world. What could be more fun than the chance to win prizes in a lottery game themed to a high-stakes TV game show of risk and reward?”

DEAL OR NO DEAL is the ground-breaking hit game show where contestants play and deal for a top cash prize in a contest of nerves, luck and raw intuition. With 26 sealed briefcases full of varying amounts of cash up to \$1 million, contestants decide whether to accept a cash offer from ‘the Banker’ in exchange for what might be contained in the briefcase. The *DEAL OR NO DEAL* TV gameshow has been adapted in 84 territories globally with 380+ seasons, and it is currently active in eight territories.

Tina Hoover, VP, Licensing for Scientific Games, said, “We are thrilled to renew our license with Banijay. *DEAL OR NO DEAL* is a universally recognized brand and a perfect fit for our popular licensed lottery games. Our creative teams are hard at work designing retail and digital play experiences that capture the excitement of this iconic TV gameshow.”

Scientific Games’ longstanding relationship with Banijay Rights and *DEAL OR NO DEAL* spans more than 18 years, and 110 lottery games have been launched worldwide to date. The company innovated an industry-first *DEAL OR NO DEAL Linked Game* lottery winners’ event with back-to-back promotions in 2007 and 2008, which sent more than 230 players from across the U.S. to Hollywood for a TV game show-like experience. The brand is the perfect match for the innovative *iDecide* technology.

In recent years, the company partnered with La Française des Jeux to create hybrid retail/digital *iDecide* games, selecting the *DEAL OR NO DEAL* brand for one of the first *iDecide* launches to

lottery players in France. Combining the excitement of *DEAL OR NO DEAL* with *iDecide* technology delivered an engaging phygital experience that set a new industry benchmark.

In fiscal year 2024, Scientific Games' products featuring licensed brands represented USD\$2.6 billion in retail sales in the U.S. alone. The global lottery company and world's largest lottery games creator, producer, and manager offers the lottery industry's most extensive portfolio of more than 100 licensed properties.

Scientific Games provides retail and digital games, technology, analytics, and services to 150 lotteries in 50 countries worldwide.

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About Scientific Games

Scientific Games is a global leader in retail and digital games, technology, analytics and services that drive profits for government-sponsored lottery and sports betting programs. From enterprise gaming platforms to exciting entertainment experiences and trailblazing retail and digital solutions, we elevate play every day. We are industry pioneers in instant games, data analytics, retail solutions and iLottery. Built on a foundation of trusted partnerships since 1973, Scientific Games combines relentless innovation, performance and unwavering security to responsibly propel the industry forward. For more information, visit scientificgames.com.

About Banijay Rights

Leading global distributor, Banijay Rights, represents a world-class, multi-genre portfolio of 205,000 hours of standout programming. Handling the distribution for content powerhouse, Banijay Entertainment, the division specialises in the exploitation of premium scripted and non-scripted brands to broadcasters worldwide.

Representing quality, excellence and experience in the business of linear and non-linear television and ancillary activity across all platforms, Banijay Rights' catalogue encompasses a host of top titles from Banijay's 130+ in-house labels, and a number of third-party producers, spanning drama, comedy, entertainment, factual, reality, family, formats and theatrical.

Delivering high-quality IP, which was born locally and travels globally, the distributor offers the best stories told the best way. Its landmark brands include *Survivor*, *Big Brother*, *MasterChef*, *Peaky Blinders*, *Rogue Heroes*, *Marie Antoinette*, *Grantchester*, *Deal or No Deal*, *Home and Away*, *Mr Bean* and *Black Mirror*.

Built on independence, creative freedom, entrepreneurialism and commercial acumen, Banijay Rights operates under the direction of Chief Executive Officer, Cathy Payne.

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