



FOR IMMEDIATE RELEASE

## Incendo and FOX Entertainment Enter Content Distribution Partnership in Canada

### Incendo to Represent Program and Format Sales of FOX Entertainment-Controlled Unscripted Programming

Toronto, September 22, 2020 – Incendo has announced today it will oversee program sales of FOX Entertainment-unscripted content in Canada. Under the agreement, FOX brands and franchises to be represented by Incendo include *The Masked Singer*, last season's #1 entertainment series, as well as successful fan favourites *Gordon Ramsay's 24 Hours to Hell and Back*, *Ultimate Tag* and the upcoming series *I Can See Your Voice*. Incendo will also manage the Canadian format business for FOX Entertainment-controlled unscripted series and are currently in discussion with domestic broadcasters and productions companies on the slate of available formats.

Said Brook Peters, Senior Vice-President & Managing Director, "We are delighted to continue our decades-long relationship with FOX Entertainment. Their content brands have received incredible reception and are exceedingly valued by our broadcast community and Canadian audiences, making them a welcomed cornerstone to our distribution business."

The fourth season of the 2020 Emmy® award-nominated competition series *The Masked Singer* premieres Wednesday, September 23<sup>rd</sup> at 8pm on CTV in Canada. The massively popular series is a top-secret singing competition program in which celebrities face off against each other and appear in elaborate costumes with full face masks to conceal their identities.

The musically themed and highly anticipated new series, *I Can See Your Voice*, has found its home at Global TV in Canada and will premiere Wednesday, September 23<sup>rd</sup> at 9pm. This program will see actress Cheryl Hines and vocalist Adrienne Bailon-Houghton join host Ken Jeong and a rotating panel of celebrity detectives, composed of comedians and pop culture experts, and a musical superstar to help one contestant tell the difference between good and bad singers, without ever hearing them sing a note. With \$100,000 on the line, the contestant attempts to weed out the bad "secret voices" from the good, based on a series of clues, interrogation and lip synch challenges. In the end, the singer whom the contestant picks reveals good or bad singing in a duet performance with the musical superstar, resulting in an amazing musical collaboration or a totally hilarious train wreck.

*The Masked Singer* and *I Can See Your Voice* are produced by FOX Entertainment's in-house unscripted studio, FOX Alternative Entertainment. *Ultimate Tag* is produced by Znak & Co., while *Gordon Ramsay's 24 Hours to Hell and Back* is produced by Studio Ramsay.

#### About Incendo

Incendo is a Canadian company that specializes in the production and international distribution of high quality television programming for the worldwide marketplace. Since its inception in 2001, the company has produced compelling movies, television series as well as documentaries that have been sold throughout the world. Incendo is the leading television distribution company in Canada and also handles theatrical distribution in Québec for Paramount Pictures. For more information, visit [www.incendo.ca](http://www.incendo.ca).

**Social Media Links:** [Twitter](#) | [Facebook](#) | [YouTube](#) | [Vimeo](#)

#### About FOX Entertainment

A division of Fox Corporation, FOX Entertainment's 30-year legacy of innovative, hit programming includes 9-1-1, 9-1-1: LONE STAR, THE MASKED SINGER, LEGO MASTERS, PRODIGAL SON, LAST MAN STANDING, "24," "The X-Files" and "American Idol." Delivering high-quality scripted, non-scripted and live content, FOX Entertainment's broadcast network airs 15 hours of primetime programming a week, as well as major sports. FOX won the 2019-2020 broadcast season for the first time in eight years and is the only major network to post year-over-year growth in the demo and among Total Viewers.



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