

Bushido:

The latest Japanese craze to sweep the nation!

PREMIERES THIS WEEK



Japanese phenomenon's have always made a big impact in the UK. First we watched Bruce Lee take on 'The Big Boss', then we sang along to Karaoke and who can forget Tamogochis, sumo wrestling, green tea, Nintendo and micro-sized mobile phones? Now **Nuts TV** is bringing the latest Japanese fighting sensation ***Bushido: The way of the Warrior*** to the great British viewing public this April.

Nuts TV has already seen a significant audience appetite for **KOTV** which shows classic boxing bouts – but now viewers are demanding more fighting action and Nuts TV are happy to deliver...

Perfect for the purists who aren't satisfied with bad wrestling in leotards, ***Bushido*** is the most brutal form of hand-to-hand combat to bring together all the known fighting styles of the present day. Now Nuts TV is the first UK broadcaster to televise thrilling bouts of the sport that would make even Mr Miyagi wince!

Historically, Bushido has been Japan's most popular televised sport. The pioneers of the sport had humble beginnings in the pro-wrestling arena during its hay-day in the 1980's, before breaking away from the sport to join the UWF promotion. Their style of fighting was christened 'Shooting' (now known as Bushido) - an ancient wrestling term for literally 'taking out your opponent'. It combined elements of boxing, wrestling and mixed martial arts to form one of the deadliest sports you will ever see in the fighting genre.

The original members took to the ring and found it so physically demanding and injury causing that most fighters retired soon after joining, returning to the pro-wrestling circuit. Those who stuck with it achieved incredible success. Infact, at its peak, Bushido events were selling out fifty thousand plus all-seater venues in three hours and the fighters started to become national icons.

As it evolved Bushido was taken up by the best fighters in their respected disciplines from all around the globe, and the sport developed a more structured format. Fighters start with fifteen points and the first to reach zero wins, points are deducted for a variety of combination moves - from a basic suplex through to an infamous sleeper hold.

Viewers can follow the series on **Nuts TV** as it builds to a climax and concludes with several dramatic encounters featuring Japanese favourites **Nakano** and **Kakihara**, and **Gary Albright** from the US.

Bushido will be a highlight of Nuts TV 'Fights & Darts' hour. Every night between 11pm and midnight, viewers will enjoy programming around this genre including **Superfights** – chronicling some of the best British fights of all time featuring Nigel Benn, Chris Eubank and Michael Watson, and **Master Of Darts** featuring the world's finest darts players.

PROGRAMME DETAILS:

Name

- Bushido

Channel

- Nuts TV
- Freeview 42, Sky Guide 207

Premiered

- 14th April 2008, 23:30

Airs

- 23:30 Monday – Thursday night

Contacts

For further information / Use of pictures / Interviews

Idea Generation: +44(0)20 7749 6850

Daniel Lipman: daniel.lipman@ideageneration.co.uk

Paul Woodmansey: paul@ideageneration.co.uk

Editor's Notes

Nuts TV was launched by Turner Broadcasting System (TBS), a Time Warner company, in September 2007. Inspired by IPC Media's number one best-selling men's lifestyle magazine Nuts, Nuts TV airs daily from 21.00 – 01.00 on Freeview channel 42 and from 19.00 – 03.00 on Digital Satellite, Sky guide 207. The shows cover all the essential topics men want, across four genres: Cops & Crashes; Football; Fights & Darts; Girls. The channel was launched with a multi-platform strategy and short-form content is also available to view via a broadband site at www.nuts.tv at [www.youtube.com/Nuts TV](http://www.youtube.com/NutsTV) and [www.bebo.com/Nuts TV](http://www.bebo.com/NutsTV).

Turner Broadcasting System (TBS) Europe delivers some of the world's most successful and well-known news and entertainment brands – CNN, TCM (Turner Classic Movies), [adult swim], Cartoon Network, Cartoon Network Too, Boomerang, Boomerang + 1 and Cartoonito. The company now broadcasts 21 entertainment channels in 17 languages across approximately 100 countries in Europe, the Middle East and Africa. Alongside its TV channels TBS is at the forefront of developing its brands through the internet, broadband, VOD, DVD, gaming, mobile, merchandising, publishing and every other available platform. Turner Broadcasting System Europe Limited is a Time Warner Company.

Ends

Websites

