

Twofour wins Loaded in Paradise ITVX recommission

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Loaded in Paradise, commissioned for ITVX and ITV2 from Twofour, has been confirmed to return for a second series.

The format, a hybrid combining sun-drenched, glossy reality with action, adrenaline and adventure, sees fun-loving pairs in a race to take control of, and spend, 50,000 euros as they aim to follow the show's mantra: 'Live your best life, just don't get caught'.

The format achieved strong engagement with young audiences (more than a third of viewers were in the 16-34 demographic) and its return with a brand new 10 x 60' series makes Loaded In Paradise the first reality format recommission for ITVX, which launched in late 2022.

The new run will re-visit the original location, Greece, but with an exciting new route, packed with luxurious locations, incredible spends, and twists and turns.

Satmohan Panesar, Factual Entertainment Commissioning Editor, ITV, said: "Loaded In Paradise was specially commissioned for ITVX to offer a bingeable, fresh new format in the reality space, with a new take on couples and a strong competitive, action element driving the narrative. We're bringing it back for a second run and it promises even more drama, excitement and larger than life characters having fun in the sun."

Louise Hutchinson, Head of Entertainment, Twofour, said: "We are so excited to be able to build on the success of series one. Loaded in Paradise is a fantastic format - adrenaline packed gameplay with brilliant reality content - which makes for a wonderfully, fresh, exciting series. We can't wait to get back out to Greece."

Loaded in Paradise 2 is commissioned for ITVX by Satmohan Panesar, Factual Entertainment Commissioning Editor and Paul Mortimer, Controller of Digital Channels and Director of Reality. The series is executive produced by David Clews, Louise Hutchinson and Nina Clement. The Production Executive is Lucy Blatch. Sophie Alcock is Series Editor.

Twofour is part of ITV Studios. International distribution is handled by ITV Studios.

If you are interested in participating in Loaded in Paradise series 2, please email: Loadedinparadise@twofour.co.uk. Find Loaded in Paradise on instagram at @loadedITV.

Notes to editors

Loaded in Paradise also was a hit on social, with the trailer achieving over 1.5 million views and TikTok engagement at a staggering 27%. The series trended on ITVX at launch.

About ITVX

Launched in late 2022, ITVX is UK's freshest streaming service, letting viewers stream new programme exclusives, with adverts, for free; ranging from premium dramas, documentaries, US series, comedy and reality shows to blockbuster films

and much, much more. ITVX is the first streaming service in the UK to offer viewers the flexibility to access free content with ads and ad-free paid subscription, all in one place. Paying subscribers also have access to BritBox UK. ITVX live streams must-watch events, from live sport to Love Island, as they are broadcast on ITV's channels. ITVX also offers an ever-changing host of exclusive themed channels in line with viewer preferences and popularity; these constantly evolving pop-up channels provide a scheduled experience through a streaming service.

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Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>