

The Voice hits over 150 global commissions

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The multi-award-winning ITV Studios format *The Voice* has reached a monumental milestone with a combined number of over 150 adaptations of the popular talent show and its spin-offs airing in countries all over the world.

Since its premiere in The Netherlands in 2010, nineteen countries have aired ten seasons or more, with NBC in the United States the forerunner with 24 seasons. In 2023, *The Voice* franchise is lighting up screens with 51 editions on air around the world including seven debuts in new markets.

Earlier this year, *The Voice* premiered in Japan on TV Tokyo and in Iran on MBC Persia. Italy, Sri Lanka and Uruguay have launched their very first season of *The Voice Kids*. Germany premiered its very first season of *The Voice Rap* on ProSieben last month and *The Voice Generations* launched on GMA Network in the Philippines, with its finale on October 12.

The Voice is the most successful format brand in the non-scripted global marketplace with 74 local versions. In addition to the original format there are now six separate active spin-offs of the format: *The Voice Kids*, *The Voice Teens*, *The Voice Senior*, *The Voice All Stars*, *The Voice Generations* and *The Voice Rap*. *The Voice* franchise has been responsible for producing numerous chart-topping artists and has won over 30 international awards.

This success continues online with over 120 million Facebook fans, 100 billion Youtube views and more than 144 million subscribers.

The Voice is also building its presence across web3 platforms in partnership with the Virtual Brand Group, for fans to engage even deeper, and enable local broadcasters and advertisers to immersively connect with their audiences. This resulted in successful web3 activations including a pop-up experience during the Metaverse Music Festival last year and “The Voice Studios”, both on Decentraland, a permanent hub launched in partnership with NBC to promote their season 22. “The Voice Studios” is an immersive virtual experience that allows fans to go on a musical journey to find their voice, just like the contestants on the global hit show. In addition, for the very first-time fans could win virtual fashion replicas of the famous merchandise from celebrity coaches such as Kelly Clarkson and Chance the Rapper.

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