

# ITV Studios signs with new agent in Korea Jaye Entertainment

Published Wed 06 Dec 2023



## [Corporate](#)

ITV Studios has appointed Jaye Entertainment as its new distribution agent in South Korea.

The exclusive two year deal which commences in 2024, will see Jaye Entertainment representing ITV Studios' wide and varied catalogue of finished content throughout South Korea, including the global reality sensation Love Island, Superstar chef Gordon Ramsey's "trial-by-fire" reality show, Hell's Kitchen, the most-watched UK TV drama of the 21st century, Line of Duty, the international Emmy® award-winning thriller, Vigil, the Golden Globe® and BAFTA® award-winning Bodyguard, the star-studded, smash hit futuristic thriller, Snowpiercer based on the iconic graphic novel by Jean-March Rochette and subsequent film adaptation by Academy® award-winning director Bong Joon Ho, the top-rated, long-running and internationally acclaimed drama, Murdoch

Mysteries, plus landmark natural history series A Year On Planet Earth and the vivid, funny, and eye-opening Queer Planet - all drawn from ITV Studio's multi award-winning 60+ production labels including Lifted Entertainment, World Productions, Tomorrow Studios and Plimsoll Productions, as well as selected independent producers.

Jaye Entertainment was established in 2009. Through its strong relationships with local online platforms and linear broadcasters, it brings 15 years of local insight and distribution experience to the newly formed partnership.

**Augustus Dulgaro, EVP Asia Pacific, Global Partnerships, ITV Studios said:** "ITV Studios has been considering an agency arrangement in South Korea for some time, and we are delighted to work with a company as commercial and widely respected as Jaye Entertainment. The relationship will continue to supply our many South Korean partners with our extensive scripted and non-scripted portfolio of content which has been finding appreciative audiences."

**Mr. Se Hoon Kim, Team Leader of Jaye Entertainment said:** "We are excited to forge this partnership, bringing on ground presence and local expertise to represent ITV's content in the Korean market. Our team specialises in distributing foreign content to a broad range of local, regional and global partners and we are very excited to work with ITV."

The deal was brokered by SVP Sales Carla Ferry and South Korea Sales Executive Ji Hye Park.

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### **About ITV Studios**

ITV Studios is a creator, producer and distributor of world-leading programmes that people can't get enough of. We connect millions of people every day and shape and reflect the world they live in, we are More Than TV.

ITV Studios is home to some of the best creative minds, crafting over 6,700 hours of original programming across 60 production labels. Our global footprint spans 13 countries including the UK, US, Australia, France, Germany, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 90,000+ hours to broadcasters and platforms around the world.

ITV Studios is part of ITV PLC, which includes the UK's largest commercial broadcaster.

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