

Laurens Woldberg is appointed Managing Director, ITV Studios Netherlands

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[Corporate](#)

ITV Studios today announces the appointment of Laurens Woldberg as Managing Director of ITV Studios Netherlands, producer of **Oogappels** (*Loved Ones*), the winner of the prestigious Golden Televizier-Ring 2023, as well as **Love Island** Netherlands & Belgium, **Het Perfecte Plaatje** (*The Perfect Picture*), **Oh Wat Een Jaar** (A year to Remember) and **Married at first Sight**.

Laurens joins the production house, one of the largest in The Netherlands, from the Dutch public broadcaster, KRO-NCRV where he has been Creative Director of Fiction and Non-Fiction since 2022, overseeing commissioning editors, third-party produced series, as well as (inhouse) format development and sales. He will report to Lisa Perrin, Managing Director, International Production, ITV Studios in London.

Lisa Perrin, said "I'm thrilled that Laurens is joining ITV Studios. He's proved during his time at Simpel, SimpelZodiak and now KRO-NCRV that not only is he a creative leader, but someone that can translate international formats into the

Dutch market. I'm sure he will continue to bring those skills to ITV Studios Netherlands.”

Laurens Woldberg, said “I have had two great years working with KRO-NCRV and the team there, but I’m really excited about my new role with ITV Studios Netherlands. I am looking forward to working with its talented producers and excellent shows. As the home of many successful global formats - I’m hoping to bring some more ITV Studios brands to our broadcasters, but also create and export some as well.”

Prior to his role at KRO-NCRV, Laurens was Managing Director of SimpelZodiak, Banijay Netherlands which specialises in adventure reality, reality and factual producing shows such as *Survivor*, *Hunted*, *S.A.S* and *Masterchef* among others, and was part of the management team of Banijay Benelux.

He held the title of MD for 11 years through a period of high growth for the original Simpel Media, which was the subject of several M&A deals. During this time he oversaw Simpel Media NL and Simpel Media Belgium as well as their acquisition by EndemolShine Group (ESG) and merger with Stokvis Nieve Productions in 2015. Laurens became part of the ESG global senior advisory board in 2018 and was also appointed Director of Commercial Partnerships at EndemolShine Netherlands in 2019, before its eventual merge with Zodiak Netherlands, part of Banijay Group.

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Notes to editors

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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