

# ITV Studios and Fusebox renew deal for the US, UK and Australia's most popular role-playing digital game *Love Island The Game*

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## [Corporate](#)

ITV Studios and Fusebox Games, a pioneering mobile game developer in interactive fiction, today announced a renewed deal to expand the mobile game *Love Island The Game* for another three years.

*Love Island The Game* was first launched in Summer 2018 and now hits its 7th season. With over 25 million downloads worldwide, the game has been a global hit. *Love Island The Game* is the #1 download and grossing role-playing game in the United States, United Kingdom and Australia, selling up to 80 items of virtual fashion per minute.

New to the partnership is the launch of even more content throughout each year, providing players with a diverse array of branching stories and a greater selection of fashion-forward outfits to enhance every player's personalised *Love Island* journey.

**Steve Watling - SVP Gaming, Global Partnerships, ITV Studios said:** “We at ITV Studios are excited to extend and grow our most successful mobile game franchise, based on the global hit format *Love Island*. Fusebox Games have been a committed partner and together we have big plans to grow the game's reach and take narrative storytelling games to the next level, with more storylines tailored to our audiences both in the UK and US. We are also exploring new brand partnerships to offer brand engagement and interest for players whilst growing commercial opportunities for the *Love Island* mobile game franchise.”

**Terry Lee - Head of Studio, Fusebox Games added:** “The team here at Fusebox Games are excited to continue our amazing partnership with ITV Studios and the *Love Island* brand. We’re not a studio to rest on our previous successes and are looking forward to working together with ITV Studios to realise our ambitions for *Love Island The Game*.”

[ENDS]

### **About Love Island The Game**

Players in the game take on the role of a female character entering the *Love Island* villa. They can personalise and style their character in different ways, but at the heart of the game are compelling narrative stories that allow the player to take their storyline in many directions via choice-based interactions with other characters in the game. Will your character find love and romance?

To deepen the gaming experience, players can discover additional pathways, exclusive choices and special clothing outfits by utilising in-game monetisation features such as gems, enhancing their journey throughout the *Love Island* experience.

Each season of the game introduces new characters and storylines but always set in the *Love Island* sun.

### **About Love Island**

Full of drama, romance, flirting and fun, *Love Island* sees its occupants living in a stunning villa in a beautiful location. They are on the lookout for romance but as always, the road to love never runs smoothly, as they must not only choose their partner wisely but also win the hearts of the public. It’s up to the viewers to

decide who they want to stay in the show as they watch the relationships develop and ultimately which pair they want to crown the hottest couple on the island.

With over 27 commissions globally, *Love Island* is a worldwide phenomenon. *Love Island USA* is the most-streamed original reality competition series in Peacock's history, and has recently launched the spin-off *Love Island Games*, where contestants couple up and compete in super-sized classic games and new challenges. Season ten of *Love Island UK* has been streamed almost 200 million times and last week the show returned to South Africa for the first series of *Love Island: All Stars*, as familiar faces from the show venture back to TV's most talked about Villa for a second chance at finding love.

*Love Island* is owned by ITV Studios and Motion Content Group Ltd and is distributed internationally by ITV Studios.

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