

ITV Studios launches **Side Hustlers** from Hello Sunshine to the international market and reveals London TV Screenings formats slate

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ITV Studios has today announced it will launch the first-of-its-kind business reality format ***Side Hustlers***, produced by Reese Witherspoon's Hello Sunshine, part of Candle Media to the international market, alongside a raft of new, stand-out formats due to be presented to global clients at the ITV Studios Format Festival – part of the fourth annual London TV Screenings.

Side Hustlers, follows six determined entrepreneurs who have 40 days to transform their side hustles into investment worthy main hustles. Mentored by expert investors, Emma Grede (*CEO and Co-Founder of Good American*) and Ashley Graham (*Supermodel and entrepreneur*), the format provides real people with a life-changing opportunity by putting them through a high-stakes boot camp, sharing the tools, resources and expertise they need to quit their jobs and

pursue their dreams. The series is executive produced by Reese Witherspoon, Sara Rea, Sue Kinkead, and Elizabeth Sandorff, on behalf of Hello Sunshine alongside Grede, Graham and Kimberly Goodman who also serves as showrunner. The original format in the US is produced by Hello Sunshine for The Roku Channel and is also available as a finished programme.

Sara Rea, Head of Unscripted Television at Hello Sunshine, said: “*Side Hustlers* reflects the hopes, dreams and tough realities of so many entrepreneurs across the globe. In each episode, viewers will get an intimate and personal look into the lives of people making their dreams come true by turning their side hustles into their main hustles. Emma Grede and Ashley Graham are truly fantastic, hands-on mentors and investors. They are inspiring and honest from start to finish.”

Also announced today, ***Scared of the Dark***, the groundbreaking reality experiment originally from ITV Studios-backed MultiStory Media for Channel 4, will travel to Germany as Amazon MGM Studios orders a local version. The German series will be produced by Bildergarten (part of ITV Studios) under the local title *Licht Aus*. This follows its successful debut last year which saw over one million viewers tuning into the fun and frightening reality format.

Meanwhile, SBS6 in the Netherlands has ordered a full series of the reality game show ***A Party To Die For*** (local title Moordfeest) In 2023, the channel launched a highly successful episode of the celebrity murder mystery format, which quickly became the channel’s best new entertainment launch of the year. It attracted more than 900,000 viewers and achieved an average market share of 27% in the key demographic of 20-49. Additionally, thousands of viewers engaged with the show through a dedicated app, attempting to identify the murderer. *A Party To Die For* is an ITV Studios Netherlands and Talpa Studios format.

2024 SLATE

From empowering entrepreneurs in the thrilling world of business; to engaging celebrities in captivating mysteries, nerve-wracking challenges, and heartfelt explorations of their personal history through treasured antiques; to fresh and fast-paced quiz formats; the slate boasts a range of concepts to suit every taste and timeslot.

South Shore’s ***Double The Money*** for Channel 4 sees 13 pairs challenged to race against the clock, doubling their initial sum or risking elimination in each episode. With escalating stakes, the competition keeps viewers on the edge of

their seats. The UK show, hosted by comedian Sue Perkins will premiere on Channel 4 this spring.

In South Shore's ***Don't Look Down*** for Channel 4, celebrities face their fears in the Alps, training for a highwire walk in TV's scariest challenge show. Over six weeks, they slowly conquer their anxieties and work as a team before facing the nerve-wracking highwire walk. The UK finale attracted 1.5 million viewers and a share of 8.7%.

In the ambitious format, ***Best Kept Secrets***, celebrities explore their history and heritage, delving into priceless heirlooms and rich social histories that lie in a place that's home to its secrets and stories such as an archive or museum. Guided by passionate curators, each journey unveils hidden treasures and stories. ***Best Kept Secrets*** is a show from Slam Media for S4C and airs in the Autumn.

In ***Say Whut?!*** two pairs of celebrities compete every day for an entire week, over four rounds each day, they receive crash courses on topics ranging from cats to sushi. Originally created as *Cram* by ITV Studios Australia for Network 10, ***Say Whut?!*** has been commissioned by AVROTROS for NPO Zapp in The Netherlands and will air on March 11.

In the festive format ***Ultimate Christmas Star*** from Magga og Anders, 24 celebrities compete in hilarious Christmas-themed challenges for the title of Ultimate Christmas Star. The second series of the Norwegian hit on NRK brought in over 800,000 viewers across all channels and platforms. NPO3 in The Netherlands commissioned the format and aired their local adaptation last December. It's the ultimate feel-good celebrity reality format for the holiday season.

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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 more than 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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