

# ITV Studio Sessions, brought to you by Priority from O2 and hosted by award winning broadcaster Clara Amfo coming to ITVX and ITV1 in May

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ITV announces a brand-new music show *ITV Studio Sessions* in partnership with Priority from O2 and Lifted Entertainment, part of ITV Studios. *ITV Studio Sessions* aims to champion top talent and exciting emerging artists from the UK. The 6-part series will deliver an immersive, one of a kind 30' with each episode giving fans in the audience and watching at home an intimate experience, all expertly led by one of music's most celebrated broadcaster, podcast host and tastemaker - **Clara Amfo**.

The show will platform some of the most talented UK musicians as well as championing new singers with **Becky Hill, Cat Burns, Jess Glynne, Tom Walker, YUNGBLUD** and BRIT award rising star winner **Sekou**, as they perform new music, old favourites and one-of-a-kind covers allowing audiences to enjoy the artists in a whole new light.

The six artists will take the stage in front of an audience of Priority members in O2 Blueroom which resides inside the UK's most iconic music venue, The O2.

ITV and O2 share a rich legacy in music and connecting fans to experiences they love. From ITV's broadcasting of The BRIT Awards and An Audience with Kylie, to O2's heritage within the industry - offering early access to the most sought-after tickets in entertainment and O2's exclusive Priority Gig series which has seen iconic talent such as Sam Fender and Anne-Marie headline intimate shows for customers.

Audiences will also get to discover the stories that inspired the artists' work as Clara will interview the artist between songs, finding out how their tracks have had an impact on their lives and what we can expect next.

Amfo is one of the UK's most celebrated award-winning broadcasters, best known for her work on BBC Radio 1, hosting the prestigious Live Lounge and Future Sounds and most recently hosted The BRIT Awards 2024.

She has interviewed some of the world's most renowned artists from Doja Cat, Dua Lipa, Kendrick Lamar, Sir Elton John and Billie Eilish, who personally requested Clara for her L.A. Special "Billie Eilish:Up Close", whilst also supporting new and returning artists including Pink Pantheress, Raye, Sam Smith and The Last Dinner Party. As a Trustee for London's Royal Academy of Arts, she has a passion for making art more accessible. On TV, Clara has hosted Glastonbury, The Earthshot Prize, BAFTA Film, TOTP and sat as an esteemed guest judge on RuPaul's Drag Race and ITV's The Voice.

**Host Clara Amfo said:** "I am thrilled to be part of something brand new on ITV with Studio Sessions as I wholly believe that music performance on television is still such a treat for artists to do and for their fans to enjoy. As the host and consultant producer, I'm truly looking forward to having rooted conversations with our guests, so that audiences can learn something new about them and of course see them celebrate their most beloved and new songs!"

**Katie Rawcliffe, Head of Entertainment Commissioning ITV said:** "ITV Studio Sessions offers the perfect mix of music and insightful conversation, and I am delighted about this exciting new series starting this May. Clara is a dynamic presenter and has interviewed the biggest names in music and entertainment, making her the perfect host."

**Gareth Griffiths, Director, Partnerships and Sponsorship at Virgin Media O2, said:** "Live entertainment sits at the heart of O2 and through this exciting partnership with ITV we're giving our customers amazing access to some of the most popular music artists in the UK, up close and personal. We'll be opening the doors of the O2 Blueroom to offer Priority members the opportunity to be part of the audience for these intimate sessions, which will then be broadcast on ITV for millions to enjoy. What better place to host than at The O2, the world's number one live entertainment venue."

**Bhavit Chandrani, Director of BE Studio from ITV said:** "Bringing shows like this to life is exactly why we launched BE Studio. Partnering O2 with ITV and ITVX has enabled us to open up a fantastic platform for some of the biggest artists to really connect with their fans both via music and in vibrant conversation with Clara Amfo."

**Fiona Clark, Creative Director Lifted Entertainment adds:** "We have some of the best artists in the UK joining us for ITV Studio Sessions. All of them are unique in their own way, and will bring something different and exciting to the stage. We couldn't be more thrilled."

All of the episodes will be available to watch on ITVX from Friday 3rd May 2024 and will be exclusively broadcast on ITV1 every Friday night at 10.45pm.

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#### About Lifted Entertainment:

Lifted Entertainment, part of ITV Studios, is home to some of the most-watched shows on television, producing a range of entertaining and returning series for a host of broadcasters including the BBC, ITV, Channel 4 and Channel 5. From live shows such as Ant & Dec's Saturday Night Takeaway and I'm A Celebrity... Get Me Out of Here!, talent shows like The Voice, quizzes such as University Challenge, documentaries including Miscarriage: Our Story and reality formats such as Love Island, there isn't an unscripted genre it doesn't produce.

#### About Priority from O2

Priority is O2's premium loyalty programme to thank members for being a

customer. With Priority, members can jump into a world of unique rewards and experiences exclusively for O2 and Virgin Media broadband customers. Plus, they can enjoy access to exclusive gigs and 48-hour ticket presales to events all over the UK through Priority Tickets – all at no extra cost.

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