

# ITVX to launch Hayu Select this Summer

Published Wed 03 Jul 2024



## [Reality](#)

ITV today announced a deal with Hayu – the all-reality streaming service – that will bolster ITVX Premium, the streamer’s subscription tier.

The deal will see over 750 hours of content added to the subscription tier of ITVX in a branded area of ITVX called ‘**Hayu Select**’, which is expected to launch later this summer. Many of Hayu’s most popular franchises will be available with content added to the service every six months. ITVX Premium, available from £5.99 per month, also provides subscribers with access to BritBox’s catalogue and all of ITVX’s wide range of content ad-free.

Hayu Select will feature juggernauts of the reality genre including seasons\* of popular unscripted series *Keeping up with the Kardashians*, *The Real Housewives of Melbourne* and *Below Deck* – as well as the latest episodes of series including *Top Chef* and *Summer House*.\*\*

ITV's Head of Content Acquisitions, Sasha Breslau commented: *"We are very proud to announce our partnership with Hayu. We know many of our users love nothing more than a good reality TV series, and now they can browse some of the best and latest episodes ad-free."*

*"Launching Hayu Select is an ideal way to provide ITVX Premium customers with added value through a sampling of popular Hayu content - at no extra cost - while helping to satiate their appetite for top-quality reality content,"* commented Bobby Birk, SVP, Commercial, EMEA, NBCUniversal International Networks & Direct-to-Consumer. *"Having already launched a similar offering in France, the Netherlands, Finland, Norway, Sweden, we are delighted to now make this Hayu 'taster' available in the UK as we evolve our Hayu proposition to meet the needs of customers."*

**Ends**

### **NOTES TO EDITORS**

*\*Keeping Up the Kardashians (-S 8-10), The Real Housewives of Melbourne (S1), Below Deck (S5)*

**\*\*New episodes to be made available 7 days after international broadcast**

Press Contacts

[itvxpublicity@itv.com](mailto:itvxpublicity@itv.com)

Picture Contacts

[itvpicturedesk@itv.com](mailto:itvpicturedesk@itv.com)

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>