

# Brand new reality format, Olivia Attwood's **Bad Boyfriends (w/t)** will launch on ITV2 and ITVX this autumn

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Badly behaved boyfriends, cheaters and DM-sliders beware! Presenter and podcaster Olivia Attwood is coming for you in a brand new explosive reality format on ITV, this autumn.

Eight unsuspecting bad boyfriends will be flown to a Greek island under the premise of filming a series about manhood and bromance in a hedonistic holiday mecca, before getting the shock of their lives when Olivia appears to announce their wild partying days are on hold and to reveal the true purpose of the show - to whip them into better boyfriend shape. All at the behest of their long-suffering girlfriends, whose surprise, dramatic arrivals cause mayhem.

But Olivia has her work cut out attempting to reform this wayward bunch of boys from serial cheaters and lazy lovers, to commitment-phobes and man-children, it's time to shape up or ship out. Across 11 episodes, the boys will compete in a series of challenges, designed to rectify their ways and battle it out to become the most improved boyfriend.

In the social media age, maintaining a relationship can be tough with temptation around every corner, every search and every swipe. Full of big heart and purpose, this new format sees the couples going back to basics and rediscovering why they fell in love with each other in the first place.

Expect tough love, lots of humour and plenty of mischief, alongside unexpected revelations and explosive scenes along the way. Can the couples get back on track with Olivia's help? And how will the girlfriends react when the spotlight is turned on them?

There will be eliminations across the series as the least improved boyfriends deemed incapable of improving are voted out, resulting in one boy being crowned the most improved boyfriend but left facing a huge dilemma...

*Olivia says: "I'm so excited and honoured to announce that I am hosting my own dating show. This series has been two years in the making and keeping it under wraps has been so difficult! Filming with the couples in Greece exceeded all my expectations - they are just incredible and viewers are in for an absolute treat."*

Kate Teckman, Head of Development & Commissioning Editor, Factual Entertainment at ITV, says: *"Expect the unexpected with lots of twists, turns and laugh out loud moments in this extraordinary test of relationships. Olivia's irrepressible sense of humour, mischief and warmth makes her the perfect host to put these lovable rogues through their paces all in the name of a happy ending."*

Sue Murphy, Head of Factual Entertainment at ITV says: *"Olivia is an important talent for ITV and has already achieved the most streamed factual series on ITVX so far this year with The Price of Perfection. We are delighted that she will be returning to ITV screens in the autumn with this unique, fresh and impassioned new format."*

Tina Flintoff, Creative Director for Optomen says: *"Olivia is such a unique talent, and we can't wait for viewers to see a different side to her as she uses her own life experiences to help transform these Bad Boyfriends into better partners."*

Olivia Attwood's Bad Boyfriends (working title) will air this autumn on ITV2 and

ITVX and is produced by All3Media's Optomen, the team behind award-winning series Olivia Attwood: Getting Filthy Rich and Olivia Attwood: The Price of Perfection. Creative Directors for Optomen are Tina Flintoff and Nick Hornby. Executive Producer is Colin Whitaker. Series Producer is Laura Clarke Jeavons. Series Editor is Mark Wildash. Series Director is Roman Green.

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