

ITV Studios' Hit Dating Show *My Mum, Your Dad* to Launch in Brazil on Globoplay

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Following successful adaptations in Poland and French Canada, Brazil is the third country this year to commission a local version of the format.

ITV Studios is thrilled to announce that its globally successful dating format *My Mum, Your Dad* has been commissioned by Globoplay in Brazil. Produced locally

by Formata the Brazilian edition will be the third new international market this year to bring the heartwarming show to viewers. Production is already underway and the series is set to launch on Globoplay in 2025.

My Mum, Your Dad, created by father-daughter duo Greg and Haley Daniels, has captivated audiences worldwide with its unique spin on the dating show genre, offering single parents a second chance at love with their adult children secretly playing matchmaker. The Brazilian edition marks the show's latest expansion, as it continues to resonate across a diverse range of markets and cultures thanks to its cross-generational appeal and emotional authenticity.

The announcement comes as *My Mum, Your Dad* continues its global success, with its second season in the UK premiering this September and performing strongly on ITVX, becoming the platform's No.1 non-scripted title of the last two weeks of September. Alongside the launch of season two in the UK, two new versions have premiered this year: in Poland (*Moja mama i twój tata*) and in French Canada (*Ma Mère, Ton Père*), being the #1 in its time slot with 23.9% market share. The format has also captured hearts in countries like Australia, the US, Sweden, New Zealand, France, and Germany.

Ruth Berry, Managing Director of Global Partnerships at ITV Studios, said: "I absolutely cannot wait to see *My Mum, Your Dad* in Brazil, what an exciting step for the format to make its debut in Latin America. We're confident it will resonate with local tastes and be absolutely vibrant, sparking even more interest in the format globally."

The deal was brokered by Laura Rhodarmer, Head of Brand Partnerships, Americas at ITV Studios and Carolina Iacia, Head of Formats Acquisitions at Globo.

My Mum, Your Dad originated in the US, produced by ITV America's ITV Entertainment in association with Rombola Entertainment for HBO Max. The executive producers are Greg Daniels (Creator, Upload; Developer, The Office US) and Haley Daniels, Simon Thomas, Bernie Schaeffer, and showrunner Sam Dean.

ITV Studios distributes the format and all finished versions of the show internationally.

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 60 production labels. Our global footprint spans 12 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 ITV and the ad-funded, free streaming home for ITV, ITVX.

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