

Videoland commissions Dutch edition of hit Twofour LGBTQ+ dating show *I Kissed a Girl* from ITV Studios Netherlands

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Videoland, RTL's highly popular Dutch streaming platform, has announced an exciting new addition to its reality dating lineup: a local version of the hit LGBTQ+ dating show, *I Kissed a Girl*. Following the success of the critically acclaimed and award winning Twofour dating format *I Kissed a Boy* and *I Kissed a Girl* on the BBC in the UK—both available on Videoland—the streamer is thrilled to bring the format home for Dutch audiences. The casting process is open, with filming set to take place in 2025, ahead of the series' scheduled premiere later that year.

I Kissed a Girl promises to deliver all the romance, drama, and excitement that fans of the franchise have come to love. Set in an exotic location, the show follows a group of single queer women as they search for their perfect match, but with a twist: before any conversation, each girl is paired with their most

compatible match, and their first interaction is a kiss. Will sparks fly, or will the chemistry fizzle out?

The Dutch commission will build on the success of its UK counterpart, where it became one of the year's most talked-about dating series, and resonated especially well with younger audiences, seeing a 100% increase in viewership for Adults 16-24 on BBCThree. *I Kissed a Girl*, originally produced by ITV Studios' Twofour has travelled internationally as well. The finished tape has already been sold to broadcasters in Brazil, The Netherlands, Denmark, USA, New Zealand and Ireland, underlining its global appeal.

Laurens Woldberg, MD ITV Studios Netherlands, said: "We're incredibly excited to bring *I Kissed a Girl* to the Netherlands in partnership with Videoland. Our team has extensive experience in creating dating shows like this, and this bold and groundbreaking format offers not only great entertainment but also an important platform for increasing LGBTQ+ representation on Dutch television. It's a significant step forward in showcasing love and relationships in all their diversity, and we can't wait to see the impact it will have with audiences here."

First international commission for *Double the Money*, 7th commission for *The Perfect Picture* and a new milestone for *The Voice Kids*

ITV Studios is set to expand its international footprint with more first time commissions. *Double the Money*, originally produced by SouthShore for Channel 4 in the UK, will make its debut on Warner Discovery's Max in Denmark, produced by ITV Studios' United, marking the first time the format travels abroad. The show is scheduled to air in 2025. At the same time, *The Perfect Picture* has been commissioned by SVT1 in Sweden as the 7th territory for this format with production handled by ITV Studios Sweden. Additionally, *The Voice Kids* has now reached an impressive milestone, being commissioned in 50 territories, with recent format deals secured with THR in Croatia and Zor TV in Uzbekistan.

Soon to air - ITV Studios' format slate

ITV Studios is excited to unveil its slate of new formats set to captivate audiences at MIPCOM. ***Parents Evening***, produced by Ranga Bee for ITV1, debuts in fall 2024, putting contestants' knowledge to the test with a twist—their parents determine which questions they must answer! For animal lovers, ***Who Will Love My Doggy?***, produced by Boom for Channel 5, offers heartwarming stories as beloved pets in need of new homes are paired with caring families. Finally, in 2025, ***Shark! Celebrity Infested Water*** from Plimsoll Productions for ITV1 will send a group of celebrities on an adrenaline-filled adventure, diving with sharks in the Bahamas while raising awareness about these misunderstood predators.

Additionally, ***Dress the Nation***, produced by South Shore for ITV1, will see ten amateur designers compete for a coveted junior design role at one of the country's top retailers.

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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