

ITV Studios acquires Elk Entertainment non-scripted formats catalogue

Published Tue 23 Jun 2020



[Corporate](#)

ITV Studios acquires Elk Entertainment non-scripted formats catalogue

23 June 2020 – In line with its intention to increase the acquisition of non-scripted IP from selected independent producers, ITV Studios has today announced the acquisition of all non-scripted formats and IP from the Swedish creator and distributor Elk Entertainment.

The deal, spearheaded by Mike Beale, Managing Director of the Global Creative Network will see the addition of 65 formats to the catalogue of the Group's Global Entertainment arm located in The Netherlands, led by President, Maarten Mejis. Popular titles such as **Invincible**, **Dead Poets**, **Pyramid of Dreams**, **Odd One Out**, **DIY Champions**, **Brainpower** and **All Inclusive** will become part of the wider ITV Studios portfolio which includes the internationally renowned franchises The Voice, Love Island and Come Dine With Me.

