

Let Love Rule secures commission in Sweden

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Love continues to rule... Let Love Rule secures commission in Sweden

July 9th, 2020 - ITV Studios daily dating format Let Love Rule, created by John de Mol, is travelling abroad, as it has been acquired by TV4 in Sweden. The show is currently a huge success in the Netherlands, where SBS6 has recently ordered another 103 episodes on top of the first 110. In Sweden, the show will be broadcast on both the VOD platform of TV4, TV4 Play, and their linear channel Sjuan. The Swedish version of the format will be produced by ITV Studios Sweden and is expected to launch this fall.

Says Maarten Meijs, President Global Entertainment, ITV Studios

"We are very excited to bring this format to Sweden and work together with our local ITV Studios office there to produce the Swedish version of this new dating show. The dating genre is very popular and current. Let Love Rule isn't like any other dating show. It's all about creating real connections, which is one of the key objectives for the format. It's an unusual but sincere love experiment in which candidates, ranging from all ages, are all genuinely looking to find true love."

Jonas Bergström, Executive Producer ITV Studios Sweden adds:

"We are really looking forward to producing this show in Sweden together with TV4. I've been working with a lot of reality love shows throughout the years, but

this one has something special. We are working in close collaboration with the team in the Netherlands to learn from their success, and we are looking forward to the recordings this fall."

In the Netherlands, the show scores not only in terms of ratings but is also successful in its matchmaking; an impressive 20% of the singles that go in the apartment, come out as couples. A score that many other dating shows can be jealous of.

About Let Love Rule

What happens if we let singles live together from the very first date and give them all the time in the world to get to know each other? In this brand-new reality dating show, the singles will experience something new: slow dating. Literally. Each matched couple moves in together on their very first date. They live together for at least 24 hours... and a maximum of five days. We follow every step of this unusual dating process. Will love blossom?

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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 8,400 hours of original programming across 55 production labels. Our global footprint spans 13 countries including the UK, US, Australia, France, Germany, The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 46,000+ hours to broadcasters and platforms around the world.

ITV Studios is part of ITV PLC, which includes the UK's largest commercial broadcaster.

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