

ITV Studios expands its production partnership with Boomerang TV in Spain

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Producers of The Voice given exclusive production rights to a large selection of the ITV Studios formats catalogue

July 23rd, 2020 – ITV Studios has expanded its production partnership with Boomerang TV, one of the biggest producers of fiction and entertainment content in Spain. The partnership comes as an answer to the growing demand of non-scripted productions in Spain and gives Boomerang TV the exclusive production rights to all the non-scripted ITV Studios formats uncommitted in this territory.

Boomerang has a longstanding relationship with Global Entertainment, ITV Studios. They have been producing multiple shows for the company for many

years, including the international hit formats The Voice, The Voice Kids and The Voice Senior.

Maarten Meijs, President Global Entertainment, ITV Studios says:

“We strategically value the Spanish market for its strong appeal for non-scripted programming and bridge towards other Spanish speaking parts of the world. There has always been a very good match for our non-scripted format catalogue and we are therefore very pleased to be further strengthening ITV Studios’ global formats strategy by partnering with such a strong production company in Spain. We look forward to a great collaboration and to producing compelling content across all genres and for all platforms.”

Encarna Pardo, Executive Director of Boomerang TV Entertainment adds:

“We are thrilled with this new agreement, as it will enable us to produce ITV Studios’ extensive catalogue of formats - one of the most outstanding in the sector worldwide - here in Spain. This partnership will enable us to continue to work closely with the people behind such hit formats as 'The Voice', just as we’ve been doing in recent years.”

About Boomerang TV

Boomerang TV is one of Spain’s biggest producers of fiction and entertainment content and has become a one of the leading companies in the Spanish audiovisual sector. In its more than 20-year history, the company has produced numerous programs in every entertainment genre and has become one of the leading adaptors of major international formats, including “The Voice,” “The Voice Kids,” “The Voice Senior,” “Top Chef,” and “Peking Express,” among others. Through its subsidiary in Chile, Boomerang TV has also produced shows in Latin America.

As far as fiction, Boomerang TV has created and produced several hit series that are currently airing on major platforms, positioning itself as a leading creator of hit daily dramas that have been broadcast by major international networks for over 10 years. In May 2015, Boomerang TV became part of Lagardère Studios.

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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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