

ITV Studios launches inaugural Fall Festival

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[Corporate](#)

A Dedicated Space for Buyers to Connect with the ITV Studios Sales Team and a Showcase of Brand-Defining Programming Held Over Three Weeks

Click [here](#) to view and download the launch video, which is cleared to be shared on news sites and social media.

London, Hilversum 28 July 2020 – ITV Studios today announces it is to launch an extension to its multi award-winning Spring Drama and Formats Festivals. The inaugural **ITV Studios Fall Festival**, will be a series of virtual content and production sessions for buyers held over three weeks from 14 September 2020.

In addition to providing a dedicated space for buyers to connect with the ITV Studios sales teams (including Global Distribution, Global Entertainment and Armoza Formats) face-to-face, underpinned by leading-edge technology, it will include a calendar of screenings as well as punchy interactive and pre-recorded sessions which will enable clients to take a deeper dive into its world-leading titles

and talent.

Ruth Berry, Managing Director, Global Distribution and Maarten Meijs, President Global Entertainment at ITV Studios said, “The ITV Studios Fall Festival will be an unmissable event for our buyers, from enhanced one-to-one meetings to fully produced content sessions.

“It will be a fitting extension to our must-attend Spring Drama and Formats Festivals as well as the Non-Scripted Carbon Neutral Factual Screenings launched earlier this year. We promise to deliver it all in the inimitable style our clients are accustomed to, a valuable experience for them as they look to plan their schedules for 2021 and beyond.”

A full calendar of events will be published during August, with session themes set to satisfy the strongest of lockdown cravings: love, fun, thrills and heroes will abound.

An initial taste of the line-up is announced today for buyers’ diaries including:

Market Meetings: Cutting edge technology will enable buyers to engage with the sales team, moving seamlessly between face-to-face discussion and video

Engineering Award-Winning Television: CEO of Windfall Films, Carlo Massarella discusses his upcoming projects and tells buyers what it takes to produce beguiling documentaries like *Ancient Cathedral Rescue: Inside the Race to Save Notre Dame* and *Waterfront House Masters* which follows two brothers who help people move their houses to picturesque Waterfront locations.

World-Class: CEO and Creative Director of the critically acclaimed production company, World Productions Simon Heath is joined by special guests to discuss up-coming projects such as *Pembrokshire Murders*, *Vigil*, the hotly anticipated sixth season of *Line of Duty* and more.

House of Gameshows: The creators of some of ITV Studios’ hottest, most successful game shows join together for an interactive session with buyers. From 10 years of *The Chase* to the secrets of *5 Gold Rings*’ success, this session will lift the lid on some of the world’s most gripping game shows.

All sessions will be available on a dedicated catch-up area on itvstudios.com. ITV Studios will not be exhibiting at MIPCOM 2020.

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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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