

Let Love Rule lands in the UK

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Successful dating format reaches third country since its launch earlier this year

ITV Studios' reality dating format Let Love Rule reaches its third country, as ITV2 in the UK has commissioned the show with the local title The Cabins. The British adaptation will be produced by 12 Yard, part of ITV Studios and is slated to run in 2021 in the primetime slot. The show is a huge success in the Netherlands, where SBS6 is currently broadcasting a second series of 103 episodes following the first 110. In Sweden, TV4 has recently acquired the show for both their VOD platform TV4 Play and their linear channel Sjuan.

Paul Mortimer, ITV's Head of Digital Channels and Acquisitions says:

"This is a fantastic new format which challenges couples to leave their devices at home and attempt to date face to face, with no distractions. We're thrilled to be bringing this show to the ITV2 viewers who will have front row seats watching our couples as they attempt to find true love."

Maarten Meijs, President Global Entertainment, ITV Studios adds:

"It is amazing to see the great success of Let Love Rule, that brings a unique take to the popular dating genre. With its global appeal and local relevance, the show

has scale and can be produced locally, in line with the current Covid-19 protocols. We are very happy to bring this exceptional dating format to the UK. We believe ITV2 is the perfect home for it, given its positioning and proven success in this genre."

Based on the original Dutch format created by John de Mol, a cast of singles will be throwing out the rule book and deleting their dating apps as they attempt to find true love. From the moment they meet, the couples immediately start living together as their first date begins in their very own exclusive log cabins, complete with simmering hot tubs and set in beautiful surroundings within the UK. Nestled together in their intimate and secluded cabins, the singletons will have no distractions as they set about getting to know their potential partner.

Viewers will be able to follow all the antics and find out if the sparks are flying or quickly fizzling out. From the heartfelt moments or declarations of love, to the awkward silences and difficult dating conversations, the couples will have just 24 hours to get to know their date. At the end of each day they will have to decide if they would like to remain snuggled together in their idyllic love nest or if they want to leave the cabin and never see their date again.

This is the first major commission for 12 Yard under the new management team of Managing Director Michael Mannes and Creative Director Liz Gaskall, who took over the reins at the label earlier this year.

Says Michael Mannes, Managing Director 12 Yard:

"We are delighted ITV2 have commissioned the series and can't wait to get into full production on what we hope will be a big hit with this exciting new twist on the reality dating format."

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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.

Press Contacts

hester.van.den.berg@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>