

Atresmedia in Spain commissions fast-paced game show **Divided**

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September 3, 2020 – ITV Studios’ tantalizing game show *Divided* is traveling to Spain, as it has been commissioned by Atresmedia. The format has been around for many years and is still reaching new territories on a regular basis. Spain is the 24th country to license the format, following last months’ commission in Cambodia. The Spanish version of this general knowledge show is expected to air later this year on Antena 3 and will be locally produced by Boomerang TV, one of the biggest producers of fiction and entertainment content in Spain.

Carmen Ferreiro, Director of Programmes at Atresmedia said:

“Divided is a very original format, which definitely enriches Atresmedia's great catalogue of game shows.”

Recently, Global Entertainment, ITV Studios has expanded its production partnership with Boomerang TV. This partnership gives Boomerang TV the exclusive production rights to a large selection of the non-scripted ITV Studios formats catalogue. Boomerang TV 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, and now adding Divided to its list.

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About Divided

Divided is the general knowledge game show with a tantalizing twist. A team of three complete strangers attempts to answer up to 15 questions over the course of five rounds and accumulate as much money in a prize pot as possible. At the end of each round, the team is given 15 seconds to decide whether to continue the game or stop and divide the money into three unequal shares. Are the contestants able to reach agreement as to who gets what, before all the money disappears?

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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