

Love Island gets Italian adaptation

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Award-winning format reaches 18th territory

October 5, 2020 - The global roll-out of the award-winning format Love Island continues; the dating reality sensation has been commissioned by Discovery in Italy, which becomes the 18th territory to broadcast a local version. The Italian version of the Bafta-award winning show, which sees single men and women live together in a villa and couple up in the hope of finding love and winning a cash prize, will be produced by Fremantle. The first season is going to be released in 2021 across all Discovery's platforms.

Says Maarten Meijs, President Global Entertainment, ITV Studios, "Following another successful season in the US and recently announced new commissions in Nigeria to Spain, Love Island successfully travels the world at a fast pace. There is a high demand for this format, evidenced by already 4 new commissions this

year. We look forward to working with Discovery as we have already seen that the show works equally well across linear, digital and catch-up platforms and we are very excited to roll out Love Island soon in Italy as well.”

Laura Carafoli, SVP Chief Content Officer Discovery Italy, says “The most popular show in England finally arrives in Italy. Love Island is a true phenomenon as well as the most viewed title ever on ITV2 performing with triple-digit percentages compared to the slot. The show has evolved the reality genre into a “premium” dimension, thanks to its authenticity, true search for love and fun that involves the public at a 360-degree media experience. We are thrilled to launch the Italian version across all Discovery’s platforms.”

Full of flirting, jealousy, rejection and fun, Love Island sees its occupants living in a stunning villa in a beautiful location. They are on the lookout for romance but as always, the road to love never runs smoothly, as they must not only choose their partner wisely but also win the hearts of the public. It’s up to the viewers to decide who they want to stay in the show as they watch the relationships develop and ultimately which pair they want to crown the hottest couple on the island.

This deal was brokered by Laura Rhodarmer, SVP Licensing Global Entertainment, ITV Studios.

Love Island is owned by ITV Studios and Motion Content Group Ltd and is distributed internationally by ITV 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.

About Motion Content Group

Motion Content Group invests in premium content to create value and opportunities for partners and advertisers combining entertainment, media and advertising. Motion uses its expertise, innovation and global infrastructure to fund, develop, produce & distribute both owned and third-party licensed content. Headquartered in London and Los Angeles, Motion currently operates in 29 countries worldwide and has a broad range of award-winning programming distributed globally. Motion's content investments include Channel 4's ground-breaking social media reality series THE CIRCLE (Studio Lambert/Motion) with international versions in production for Netflix; family game show WILD THINGS, with local productions including Russia, China and Argentina, and Germany; long running series BEN FOGLE: NEW LIVES IN THE WILD (Renegade/Motion) and Indian talk show No.1 YAARI, now produced in five languages.

Motion Content Group is part of GroupM, the world's leading full-service media investment management operation, a WPP company

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