

# ITV Studios and Something Special partner up

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6th October, 2020 – ITV Studios, the global creator, producer and distributor of world-leading programmes, and Something Special, Korea’s first ever format and creativity-led, global content, development, production and distribution company, have agreed a deal which will see the two companies work together to create and develop new formats to take to the international market.

Something Special is a new company which brings the very best Korean creativity to its international partners, and the agreement will see them working with both ITV Studios’ Global Creative Network and Armoza Formats to create two brand new formats for global exploitation, with Something Special representing the shows in Asia and ITV Studios representing the international rights.

Mike Beale, Managing Director, Global Creative Network at ITV Studios, said: “This collaboration with Something Special is really exciting, coming as it does at a time

when global development has accelerated. We can't wait to get working with the teams there to put our collective creative minds together and bring fresh new formats to global buyers."

Jin Woo Hwang, President and Executive Producer at Something Special, said: "We are thrilled to be partnered with ITV Studios, connecting the best talents in the world for creating fresh new formats for the world. With the collaboration being backed up by KOCCA (Korea creative content agency), we are ready to show the world how global development can be executed at the best level."

The new formats will be launched in 2021.

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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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