

# Smash hit Love Island reaches Canada

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## [Corporate](#)

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October 26, 2020 - ITV Studios' smash hit Love Island has been commissioned by Quebecor Content in Canada for a French spoken version. Following recently announced commissions in Spain, Nigeria and Italy, this will be the 19th local adaptation of the reality dating format. In Canada, the show will be produced by Productions Déferlantes, in collaboration with Quebecor Content. The series will be shot on the idyllic Grand Canary Island.

Maarten Meijs, President Global Entertainment, ITV Studios says, "Despite the challenging times we all are in currently, it's been a brilliant few weeks for our global hit format Love Island with 5 new sales globally in 2020 and more to come. The show is still a massive success; it recently wrapped up several successful series in Europe and the US. Now reaching Canada is fantastic news and we are very excited to work with Quebecor Content to bring this reality dating sensation

to their audiences.”

Airing almost in real time, Love Island stands out from other romantic reality shows that we’ve seen so far, because it lets viewers play a key role in determining each contestant’s fate. No wonder this British format has quickly become a global phenomenon! And now, we’re delighted to bring it to Quebec audiences as we pursue our amazing collaboration with ITV Studios – a truly exceptional partner,” adds Christine Maestracci, Vice President, Acquisitions and International distribution, Quebecor Content.

Love Island features a group of single “Islanders” who come together in a stunning setting, ready to embark on a summer of love, friendships and, ultimately, relationships. Every few days, the Islanders must couple up – those who fail to find a partner to couple up with risk being dumped from the island. Islanders are on the lookout for romance, but the road to love doesn’t always run smoothly. Challenges abound with new Islander arrivals and dramatic twists as friendships and relationships form. In addition to choosing their partners wisely, Islanders must also win the hearts of viewers who have the opportunity to shape events on screen and ultimately crown one lucky couple the winner, who will then have the chance to walk away with both love and the cash prize.

Love Island is owned by ITV Studios and Motion Content Group Ltd and is distributed internationally by ITV Studios. This deal was brokered by Laura Rhodarmer, SVP Licensing Global Entertainment, 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 funds, develops, produces and distributes both original and third-party premium content to create value and opportunities for its partners and advertisers. Working with the world's leading talent, producers and distributors Motion aims to support the editorial, creative and commercial requirements of over 200 networks and platforms globally.

Headquartered in London and Los Angeles, Motion currently operates in over 30 countries worldwide and has a broad range of award-winning programming distributed globally. Motion's slate includes family game show WILD THINGS (MadMonk/IWC/Motion), with local productions including Russia, China and Argentina, and Germany. It also funds, co-owns and co-produces Channel 4's ground-breaking social media reality series THE CIRCLE (Studio Lambert/Motion) in the UK with international versions produced for Netflix in Brazil, France and the US; long running series BEN FOGLE: NEW LIVES IN THE WILD (Renegade/Motion) and Indian talk show No.1 YAARI (Motion), 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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