

Schitt's Creek cleans up worldwide following historic Emmy® award sweep

Published Tue 08 Dec 2020



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8 December 2020 – Following *Schitt's Creek's* record-breaking sweep of the 2020 Emmy® awards with nine wins, including Outstanding Comedy Series, ITV Studios has closed a flurry of new deals for Eugene and Daniel Levy's hit show.

Having backed the concept from inception and brought the show's dedicated US network partner POP TV on board, ITV Studios has secured more international partners in new markets, taking the total count to 197 territories. In France CANAL+ Group has taken all six seasons, as has E4 in the UK (formerly shown on 4Music), Antenna 3 in Spain, NOS in Portugal, Cosmote in Greece, VRT in Belgium, and Hot in Israel.

Ruth Berry, Managing Director Global Distribution at ITV Studios, said, “The international potential of *Schitt’s Creek* has been crystal clear to us from the start but with an unprecedented nine Emmy® award wins, more partners than ever want to be part of its story and I’m delighted to see it find such great new homes around the world.”

Two weeks after its historic haul at the 2020 Emmy® Awards, *Schitt's Creek* moved to the top of Nielsen's US streaming rankings. When the sixth and final season launched on Netflix (w/c 28th September), users in the United States watched 968 million minutes, moving the show from fifth most-watched to first.

Acclaimed by critics and adored by viewers around the world, hit original comedy *Schitt’s Creek* centres on the riches-to-rags drama of the inimitable Rose family. Suddenly finding themselves broke, the formerly filthy-rich Roses are forced to move to *Schitt’s Creek*, a small town they once bought as a joke. With their pampered lives now abandoned, they must confront their new-found poverty and discover what it means to be a family, all within the rural city limits of *Schitt’s Creek*.

Schitt’s Creek is produced by Not A Real Company Productions Inc. for CBC and Pop TV.

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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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