

BritBox to launch on Amazon Prime Video channels

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[BritBox](#)

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London, 8th March 2021: BritBox UK and Amazon Prime Video today announced that BritBox, which gives subscribers access to the best of British creativity, will join Prime Video Channels and be available to Prime members in the UK with an add-on subscription in spring 2021. BritBox UK will now be easily accessible on over 40 million devices, which represents approximately 90% of video-on-demand homes*.

Prime Video Channels allows Prime members to add-on channel subscriptions through Prime Video for a low monthly fee, available individually without the need to sign up to a bundle or contract.

BritBox UK offers subscribers the biggest collection of British box sets** starring the finest home-grown talent and series, including Broadchurch, Downton Abbey, Vera, Only Fools and Horses, and Love Island, and original exclusive content including Spitting Image, which will return for a second season later this year.

Will Harrison, BritBox UK's Managing Director, said: "We are excited to bring the very best British entertainment to an even wider audience through Amazon Prime Video Channels, especially as we launch even more original content in the spring, summer and beyond."

"It's great that we're going to be offering UK Prime members access to the biggest British box sets with the addition of BritBox on Prime Video Channels," **said Julian Monaghan, Director of Amazon Prime Video Channels Europe.** "BritBox is a great addition to our selection of entertainment on Prime Video Channels, giving customers even more choice to find the TV series they love."

BritBox UK will be available to Prime members this spring, for an additional monthly fee, via the Prime Video app to watch anytime, anywhere on smart TVs, mobile devices, and game consoles, or at [Amazon.co.uk/channels](https://www.amazon.co.uk/channels). Prime members who sign up for an add-on subscription of BritBox will be able to access a collection of box sets with the convenience of a single account, login, and user experience through Prime Video, so there's no need to jump from app to app. BritBox joins Prime Video Channels' line-up of over 70 channels in the UK including live and on-demand entertainment and sports that are available as individual subscriptions, with no need to sign up to a bundle and anytime cancellation.

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Editor's notes

*21 million homes in the UK can watch VOD on a TV set.

**Biggest compared to other SVOD services. Verify at [britbox.co.uk/help](https://www.britbox.co.uk/help).

About BritBox

BritBox is a digital video subscription service created by the BBC and ITV. The service brings the very best in past, present, and future British programming and award-winning content to viewers all in one place for £5.99 per month in HD. British TV boxsets from All 4 and British films from Film 4 are also available. The service includes high quality factual and entertainment content from Channel 5

plus original British comedies from Comedy Central UK. BritBox features the biggest collection of British content available on any streaming service and brand new commissions for British production companies specifically created for BritBox. BritBox also offers expert curation and playlists that will enable viewers to easily find programmes they know and discover new favourites via web, mobile, tablet, connected TVs, and streaming devices including Fire TV, Apple TV, Freesat and Chromecast. Content on BritBox can be downloaded and viewed offline where rights allow.

About Prime Video

Prime Video offers customers a vast collection of TV shows, movies, sports, and more — all available to watch on practically any device.

- **Included with Prime:** Watch thousands of popular movies and TV shows, award-winning Amazon Originals and other exclusives, sports, and more. Think UK-produced Amazon Originals such as *Good Omens*, *The Grand Tour* and *All or Nothing: Tottenham Hotspur*, U.S. hits like *Borat Subsequent Moviefilm*, *Tom Clancy's Jack Ryan*, *The Marvelous Mrs. Maisel* and *Homecoming*; as well as exclusive TV shows like *Star Trek: Picard*, *American Gods* and *Vikings*; movies like the Academy Award-winning *Manchester by the Sea*, *The Salesman*, *The Big Sick* and *Cold War*; as well as live sport including ATP and WTA Tour and U.S. Open Tennis, the Rugby Union Autumn Nations Cup and Premier League football. All available at no additional cost as part of Prime Video, which is available in more than 240 countries and territories worldwide (offers and titles vary based on location).
- **Watch More with Prime Video Channels:** Prime members can add 70+ channels like Discovery, ITV Hub+, Eurosport Player, hayu, Starzplay and more — no extra apps to download; no long-term contract required. Only pay for the ones you want, and cancel anytime. View the full list of channels available at [Amazon.co.uk/channels](https://www.amazon.co.uk/channels).
- **Rent or Buy:** Enjoy new-release movies to rent or buy, entire seasons of current TV shows available to buy, with special deals just for Prime members.
- **Instant Access:** Watch at home or on the go with your choice of hundreds of compatible devices. Stream from the web or using the Prime Video app on your smartphone, tablet, set-top box including Sky, Virgin, TalkTalk and BT, game console, or select smart TVs. For a list of all compatible devices, visit [Amazon.co.uk/watchanywhere](https://www.amazon.co.uk/watchanywhere).

- **Enhanced Experiences:** Make the most of every viewing with 4K Ultra HD and High Dynamic Range (HDR) compatible content. Go behind the scenes of your favourite movies and TV shows with exclusive X-Ray access, powered by IMDb. Save it for later with select mobile downloads for offline viewing.

Prime Video is just one of many benefits included with a Prime membership, along with unlimited fast free delivery options on millions of items as well as exclusive deals and discounts at Amazon.co.uk, exclusive content with Prime Gaming, access to ad-free music, Kindle ebooks, and unlimited photo storage. To sign-up or start a free trial of Prime visit: [Amazon.co.uk/prime](https://www.amazon.co.uk/prime)

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit [Amazon.com/about](https://www.amazon.com/about) and follow [@AmazonNews](https://twitter.com/AmazonNews).

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