

Love Island is booming across the globe

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Hit format travels to Czech Republic and Slovakia

April 14, 2021 - The global roll-out of the award-winning format Love Island continues; the dating reality sensation has been commissioned by TV Nova in Czech Republic and Markiza in Slovakia. This will mark the 21st version for the power format, 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. The local version will be produced by Paprika Studios at the ITV Studios hub on Gran Canaria. The first season is going to be released in Autumn this year 2021 on SVOD platform VOYO.

Silvia Majeská, Programming Director, TV Nova and Markíza says, “We are thrilled to announce that Voyo in Czech and Slovakia will bring original production of the worldwide successful format Love Island. We have been fans of the format and look forward to giving our audiences in both markets a chance to escape to the beautiful and exotic Canary Islands, filled with love, romance and fun. Love Island

will be one of many original productions we plan to release on Voyo in the months to come.”

The dating sensation is booming across the globe. This weekend the show premiered in Spain on Neox, Nova, Mega, Atreseries and on pay TV platform Atresplayer Premium with 640.000 viewers, taking a 3.9% market share and became the most followed proposal on the DTT market. In Germany Love Island concluded its 5th season with an average of 750k viewers and a 3.4% market share (individuals), exceeding RTL ZWEI's slot average audience by 13%. Once again, the show was a huge success with younger viewers, securing 17.4% in the 14-29 demographic. This is a build of +176% on the broadcaster's slot audience (6.8%). In Poland, the third series had its best launch ever and is on track to deliver the biggest series to date with an average of a 7.3% market share (individuals). The current season is +43% up on Polsat's slot slot volume in the commercial 16-49 demographic. With more than a million digital views, Love Island South Africa became the top video-on-demand content on the DStv App, and the linear ratings were up by 21% on M-Net's 9:30pm slot.

As the sizzling show concludes for some countries, in other parts of the world singles are ready for take off! The Netherlands is preparing for a new season, to be streamed later this Spring on RTL's SVOD platform Videoland. And also in Italy and Nigeria the Love Island adventure is about to begin this Spring.

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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