

I'm A Celebrity...Get Me Out Of Here! - The castle edition lands in Greece

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First castle version to be produced in the Eastern European Hub

May 18, 2021 - Last year the award-winning global phenomenon I'm a Celebrity...Get Me Out Of Here! set up their camp behind the towering walls of a ruined castle in Wales. Following the massive success in the UK, Antenna TV in Greece is now gearing up for their local adaptation of this castle version. The show will be produced in a scouted castle in Poland which has been turned into a production hub for more territories who wish to come in. An imposing medieval castle on a land of many acres, that has endless possibilities for terrifying tasks and grueling challenges. This hub offers a turnkey package; from game materials and technical facilities to hotel and catering, all included. The Greek castle version will be produced by Silverline Media Productions and is expected to air on Antenna in 2022. Which Greek celebrities are getting ready for the experience of a lifetime?

Maarten Meijs, President at Global Entertainment, ITV Studios says “The castle version of I Am A Celebrity in Wales was the biggest show of 2020, boasting huge viewership for its first edition filmed in the UK. The series has served as an inspiration for our international team as well as our clients. On the back of this success we have sourced an alternative castle location which we have found in Poland. The hub offers a complete package for broadcasters around the world to produce their own version, within reach of most budgets: just fly in, plug and play. Our clients benefit from the infrastructure, learnings and experiences we already have. The game playbook is ready. We are thrilled to have Greece as the first country to set up camp in the castle in Poland.”

Stella Litou, General Manager at Antenna TV says, “Antenna TV is the home of the biggest entertainment formats and we are thrilled to be introducing I’m a Celebrity...Get Me Out Of Here! to the Greek audience. Our amazing team, on and off air, can’t wait to offer an amazing first season that will set new boundaries to prime time entertainment for the whole market, aiming to make it the most popular television brand for years to come in our territory.”

In I’m a Celebrity...Get Me Out Of Here! - The castle edition we follow a group of celebrities on their adventures behind the towering walls of a ruined castle. Separated from the luxuries of modern life, they must survive in extreme conditions. To get their daily rations, our celebrities face their fears in gruesome new trials and sickening challenges. Who will manage to succeed in all the challenges and finally be crowned the king of queen of the castle?

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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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