

Let Love Rule picked up by RTLZWEI in Germany

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Reality dating show reaches 6th territory and gets recommissioned in the Netherlands

May 19, 2021 - The success of Let Love Rule continues. RTLZWEI has acquired the reality dating show, in which singles immediately start living together as their first date begins. Germany follows in the footsteps of Portugal, the UK, Belgium, Sweden and the Netherlands. The show will be locally produced by Bildergarten Entertainment (formerly known as Talpa Germany) and is expected to launch this year on RTLZWEI. Additionally, the show will also be available on streaming platform TVNOW, which is by far the strongest streaming service in the German market with over seven million unique users per month. From heartfelt moments or declarations of love, to awkward silences and difficult dating conversations, German viewers can soon follow all the antics and find out if the sparks fly or quickly fizzle out.

Shona Fraser, Head of Entertainment & Unscripted Development at RTLZWEI says, "At RTLZWEI, we are all huge fans of "Let Love Rule" and are really excited about the German version. We're all hopeless romantics and can't wait to see what love stories we'll tell with this show. We've found a beautifully idyllic location to shoot in: the fireplaces are crackling, the hot tubs bubbling and the

drinks are chilling, now our lucky singles just need to move in and let the love stories rule!”

The format originated in the Netherlands where it is co-produced by ITV Studios Netherlands and TEP. Dutch broadcaster SBS6 has ordered a 5th series of the hit show. The dating format is performing incredibly well and is a steady pillar in their access prime time broadcast schedule.

Maarten Meijs, President at Global Entertainment, ITV Studios adds, “Adding Germany to the list of territories and getting a recommission for a fifth season in the Netherlands is fantastic news. It underlines the strength of this format, which is growing at a rapid pace in a pretty crowded and highly popular genre. This show brings a unique take to the dating genre and has a loyal following with recurring viewership on both linear and non-linear.”

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About Let Love Rule

What happens if we let singles live together from the very first date and give them all the time in the world to get to know each other? In this brand-new reality dating show, the singles will experience something new: slow dating. Literally. Each matched couple moves in together on their very first date. They live together for at least 24 hours... and a maximum of five days. We follow every step of this unusual dating process. Will love blossom?

Let Love Rule was created by John de Mol.

[end]

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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