

# Fantastic debut of Let Love Rule in Portugal

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July 6th, 2021 - Let Love Rule premiered on TVI in Portugal last Sunday, yielding fantastic ratings right off the bat. The first episode of the reality dating show managed to seize 20,5% market share (15-54). This is an impressive +115% up on the slot average, beating its fierce competition. On social media the show, locally titled 'O Amor Acontece', also stood out. On Sunday night it was the most talked about topic on Twitter in Portugal.

Let Love Rule is currently commissioned in six territories and is on top of its game, performing incredibly well everywhere. In the Netherlands the success of the fourth season secured the recommission of a fifth series on SBS6. In the UK The Cabins (local title) will return on ITV2. And in Germany, the very first season will launch soon on both RTLZWEI and streaming platform TVNOW, which is by far the strongest streaming service in the German market with over seven million

unique users per month. This autumn will definitely be filled with sparkling encounters, awkward conversations, and perfect matches.

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.

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## About ITV Studios

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ITV Studios is part of ITV PLC, which includes the UK's largest commercial broadcaster.

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