

ITV Studios picks up two further Pernel Media titles as it secures sales for *Attila The Hun*

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20 August 2021 - ITV Studios has agreed a raft of international sales for Pernel Media's *Attila The Hun* and will also represent two other of the production company's titles, *Caesar's Doomsday War* and *Lost Cities of the Trojans*, which will be among its non-scripted titles launched to the international market later this year.

Deals have been secured for the documentary that retraces Attila's great saga with SBS in Australia, Germany's ZDFinfo, TVE and Movistar+ in Spain, VRT in Belgium, Sweden's SVT, EER in Estonia and Viasat World in the Baltics, CEE, Russia and CIS and Scandinavia. The documentary, which sheds new light on the enigmatic ruler with the help of dramatic reenactments and the latest historical,

archaeological and genetic research, launched last year on France Television.

Meanwhile, ITV Studios will launch two more of Pernel Media's shows in the Autumn, both of which have also been commissioned by France Television.

Caesar's Doomsday Wars looks at how, without the Gallic Wars, Julius Caesar's name could have sunk into oblivion. The major conflict made the Roman rebel general a legendary leader who changed the course of history and the series explores his incredible ascension through the epic and pivotal period of the Gallic Wars.

Lost Cities of the Trojans is a groundbreaking present-day archaeological investigation-lead documentary with exclusive access to two major archaeological sites and their research leaders, which uncovers brand new information about the myth of the Trojan War and the destiny of the Trojan warriors.

Julie Meldal-Johnsen, EVP of Global Content at ITV Studios, said: "Our well established history collection will be significantly enhanced by *Caesar's Doomsday War* and *Lost Cities of the Trojans*. Sam is respected for making well researched, beautifully shot television that both informs and entertains, and these upcoming shows showcase Sam and his team at Pernel at their best."

Samuel Kissous, President, Pernel Media, said: "Over the years, Pernel Media has become expert in developing and producing archaeology series' shot around the world. After the international success of *Attila the Hun*, we are delighted to partner up once again with ITV Studios on the distribution of our two new specials. *Caesar's Doomsday Wars* and *Lost Cities of the Trojans* underline our expertise in delivering high quality factual content with great access, innovative storytelling using the latest scientific technology. We're especially proud to have delivered these projects despite Covid constraints."

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ITV Studios

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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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