

ITV Studios partners with Samsung TV Plus for the first time to launch two new channels

Published Mon 14 Feb 2022



[Corporate](#)

ITV Studios partners with Samsung TV Plus for the first time to launch two new channels

ITV Studios is partnering with Samsung TV Plus for the first time to launch two brand new channels in Europe, bringing hours of much loved content to viewers.

The new FAST channels, free ad-supported streaming TV, with associated AVOD, include the following:

Storylands - a brand new channel set to become the home for the best European drama, produced by labels which are part of ITV Studios. This includes dramas such as the critically-acclaimed Norwegian legal series *Aber Bergen*; period drama *Un Village Français* and the intriguing procedural crime drama from the producers of *Gomorra*, called *Masantonio*.

A dedicated Hell's Kitchen channel, which will feature round-the-clock episodes of the hit US version of the Gordon Ramsay show

They will initially kick off in the UK, before being rolled out to European markets, including Germany, Italy, and beyond. The move is the next step in ITV Studios' on-going growth into the rapidly evolving FAST/AVOD market and one of many ways they are looking to exploit the rich catalogue of 90,000 hours of content. It follows the launch of four non-scripted YouTube channels last year - Our World, Our Life, Our Stories, Our Histories, showcasing the most successful nature documentaries and everyday lives that shape Britain, amongst other content.

Ruth Berry, Managing Director at ITV Studios Global Distribution, said:

"We are very excited to partner with Samsung TV Plus to launch FAST channels in EMEA. We have an amazing library of 90,000+ hours of IP and the FAST/AVOD space is a key strategic focus for ITV Studios as we look to provide global audiences with new ways to access some of our best known scripted brands, formats and non scripted entertainment content."

Richard Jakeman, European Head of Business Development for Samsung, said:

"The growth of Samsung TV Plus has everything to do with the quality of the content. We are working hard to deliver the best content possible to our customers, wherever they are. The addition of Storylands by ITV Studios and Hell's Kitchen will enforce our commitment to a wide variety of quality programming for everyone."

Fast channels are designed to mimic live television with ads, as opposed to on-demand subscription-based services. Samsung TV Plus, Samsung's free ad-supported app delivering instant access to an ever-growing library of channels, will broadcast content from the ITV Studios catalogue 24/7 across all 2016 onwards Samsung Smart TVs as well as select Galaxy devices.

[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 7,000 hours of original programming across 60 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 90,000+ hours to broadcasters and platforms around the world.

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

About Samsung TV Plus:

Samsung TV Plus is free TV, with no subscription, no sign-up, no additional device, or credit card needed. Pre-installed on all 2016-2021 Samsung Smart TVs, and available for download from the Google Play and Galaxy Store on select Samsung Galaxy smartphones and tablets. Samsung TV Plus instantly delivers over 100 free channels across multiple genres including news, sports, entertainment, and an ever-growing video on demand library of your favourite movies and popular shows. The free, ad-supported video service is available in the UK and 15 other European territories, all you need is an internet connection. For the latest on Samsung TV Plus, please visit https://samsungtvplus.page.link/EU_PR

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry, and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.

[end]

Press Contacts

sara.nuwar@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>