

Love is in the air: Let Love Rule travels to 3 new territories for the first time

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The reality dating format reaches its 9th territory with brand new commissions in Denmark, Latvia and Slovakia

February 14, 2022 - Let Love Rule, the ITV Studios format, is on top of its game as it continues its global expansion. The reality dating format is travelling to three new territories. For the first time, TV3 in Latvia, TV JOJ in Slovakia (local title Laska na chate) and Discovery in Denmark, have commissioned the series.

Yesterday, the very first season launched in Denmark on Discovery with the other series coming to air later in 2022.

Let Love Rule was created and first aired in The Netherlands, where the sixth season is now on air. In Sweden the second series is confirmed and with all these brand new commissions Let Love Rule reaches its ninth territory.

Arjan Pomper, Managing Director Global Entertainment said:

“Let Love Rule brings a unique take to the popular dating genre! In this show we follow candidates from all ages who are looking for true love, in an unusual but sincere love experiment. We are extremely excited to bring this format to three more new territories and it shows the world loves this dating show full of sparkling gestures, heartfelt moments and hilarious encounters.”

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About Let Love Rule

In Let Love Rule a cast of singles will be throwing out the rule book and deleting their dating apps as they attempt to find true love. From the moment they meet, the couples immediately start living together as their first date of at least 24 hours begins. From heartfelt moments or declarations of love, to awkward silences and difficult dating conversations, viewers will be able to follow all the antics and find out if the sparks fly or quickly fizzle out.

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.

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