

Armoza Formats to become ITV Studios production arm in Israel

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Producing new season of Come Dine With Me for Israel's public broadcaster Kan 11

ITV Studios today announces the expansion of Armoza Formats with its new production company, Armoza Productions. The Israeli-based content creators and distributors will now serve as the production arm of ITV Studios within Israel, producing all ITV Studios content in the future.

The production company is already attached to produce the new season of ITV Studios's global hit format Come Dine With Me in Israel for Kan 11, the public broadcaster.

Lital Berenfeld Levi has also joined the team as Head of Production to spearhead this new line of business. Lital was previously with Endemol Shine Israel, where she served as the Head of Non-Scripted Productions. Between 2002-2017, she worked as the lead producer and executive producer on multiple programs across a wide variety of genres.

This new step follows Armoza Formats becoming part of ITV Studios under Managing Director of International Production Lisa Perrin. The Israeli company will continue to work closely with Mike Beale, Managing Director of ITV Studios' Global Creative Network.

Avi Armoza, CEO of Armoza Formats, said: "We are always looking for ways to move the company forward, and since becoming part of ITV Studios, this was the next natural step in our integration. With Lital, who brings her knowledge of production and of the Israeli industry, leading the team, we look forward to bringing ITV Studios' wide variety of creative content to Israeli audiences starting with Come Dine With Me."

Lisa Perrin, Managing Director, International Production, ITV Studios, said: "I know how creative the Israeli market is right now and with Armoza Productions becoming our production arm in Israel, this gives the opportunity for us to develop, produce and travel more formats from Israel, but also to bring more of our catalogue to life for the Israeli viewers."

The news follows on from yesterday's announcement that Come Dine With Me has been commissioned by HBO Max in Mexico for the first time, as well as being recommissioned in a host of other territories including Germany, Greece, Croatia, Chile, Brazil, Latvia, Czech Republic, Ukraine, Turkey, Slovakia and Sweden. A brand new spin-off, Come Dine With Me: The Professionals has also been commissioned by Channel 4 in the UK.

Come Dine With Me offers the perfect recipe of hilarious drama, shocking guests and delicious entertainment. A group of strangers take turns to each host a dinner party, with the other guests rating the evening out of ten. Each contestant believes that they are the ultimate host but, at the end of the week, only one can be crowned the winner and walk away with the cash prize.

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About Armoza Format

Established in 2005, Armoza Formats rapidly grew to be one of the top creators and distributors of global in the international content market, and in 2019 became part of ITV Studios. Taking the best of Israeli and international creative talent, Armoza Formats spearheads the emergence of compelling content in today's dynamic market. Our mission is to meet the challenges of the fast-changing media industry with creative broadcast solutions.

Our partners are comprised of broadcasters and production companies across the globe, including FOX, NBC USA, BBC, ITV, Channel 4 UK, TVA Canada, TF1 France, RTL Germany, HBO, TV2 Norway, RAI Italy, Globo Brazil, Azteca Mexico and ZEE TV India..

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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