

BritBox launches on Virgin TV

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[BritBox](#)

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London, 17th March 2022: BritBox UK and Virgin Media O2 have today announced that Virgin TV customers can enjoy access to the best of British creativity, as the BritBox app is now available directly through their latest set top boxes*.

Millions of Virgin TV homes will now be able to access the best of British entertainment, starring the finest home-grown talent, including the likes of Broadchurch, Downton Abbey, Vera, Only Fools and Horses and Love Island. BritBox also offers exclusive original content including the hotly anticipated second season of period drama Sanditon - launching next week - and Hugh Laurie's adaptation of Agatha Christie's Why Didn't They Ask Evans?, which will be available to subscribers from mid April.

With BritBox now available on Virgin TV, customers who subscribe to the streaming app can tune in to a host of brilliant British programmes, with new

shows and films added every week so there's something for everyone.

From the launch of ITVX later this year BritBox will also be available to Virgin TV customers within the premium tier of the new ITVX app on Virgin Media O2's TV platform.

Tom Price, BritBox UK's Commercial Director said: We are thrilled to bring BritBox to Virgin TV customers, building on the multi-year partnership ITV and Virgin Media O2 announced last year. Launching Britbox on Virgin TV means that even more customers now have easy access to the best of British entertainment, including original dramas Magpie Murders and Murder in Provence, and just in time for Sanditon Series 2.

David Bouchier, Chief TV and Entertainment Officer at Virgin Media O2 said: "BritBox is a fantastic addition to Virgin Media's TV platform, offering our customers access to their favourite British programmes along with a host of top TV channels and apps - all in one place."

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Editor's notes

*The BritBox app is available to all Virgin customers with "TV 360" or "V6" set top boxes

For more assets and imagery, please visit www.itv.com/presscentre/britbox or email publicity@britbox.co.uk

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BritBox is billed separately to Virgin TV services

Details of Virgin Media's TV bundles packages can be found here: [TV Packages & Deals 2022 | Virgin Media TV](#)

About BritBox UK

BritBox is a digital video subscription service created by the BBC and ITV. The service brings the very best in past, present and future British programming and award-winning content to viewers all in one place for £5.99 per month in HD. British TV boxsets from All 4 and British films from Film 4 are also available. The

service includes high quality factual and entertainment content from Channel 5 plus original British comedies from Comedy Central UK. BritBox features the biggest collection of British content available on any streaming service, and brand-new commissions for British production companies specifically created for BritBox. BritBox also offers expert curation and playlists that will enable viewers to easily find programmes they know and discover new favourites via web, mobile, tablet, connected TVs and streaming devices including Fire TV, Apple TV, Freesat, Roku & Chromecast. Content on BritBox can be downloaded and viewed offline where rights allow.

About Virgin Media O2

Virgin Media O2 launched on 1 June 2021, combining the UK's largest and most reliable mobile network with a broadband network offering the fastest widely-available broadband speeds. It is a customer-first organisation that brings a range of connectivity services together in one place with a clear mission: to upgrade the nation. Virgin Media O2 is the corporate brand of the 50:50 joint venture between Liberty Global and Telefónica SA, and one of the UK's largest businesses.

The company has 48 million UK connections across broadband, mobile, TV and home phone. Its own fixed network currently passes 15.6 million premises alongside a mobile network that covers 99% of the nation's population with 4G, and more than 300 towns and cities with 5G services targeting 50% population coverage in 2023.

Virgin Media O2 completed its roll out of gigabit broadband speeds across its entire network footprint in 2021 and plans to upgrade its fixed network to full fibre to the premises with completion in 2028. In January 2022, it also announced that it would be the only major mobile network that isn't bringing back roaming charges in Europe.

Virgin Media O2 is a major investor in the UK. It employs around 18,000 people, has more than 425 retail stores and has committed to invest at least £10 billion over the next five years.

Integration work progresses at pace, with Virgin Media and O2 launching a joint product - Volt - less than 5 months from coming together.

Today, the business delivers award-winning broadband and WiFi connectivity to homes as well as providing a connected entertainment service. This brings together live TV, thousands of hours of on-demand programming and a wide-selection of apps to customers through a set-top box and on-the-go through

tablets and smartphones.

It also provides 2G, 3G, 4G and 5G mobile services, and is the network of choice for mobile virtual network operators giffgaff, Sky Mobile and Lycamobile, as well as managing a 50:50 joint venture with Tesco for Tesco Mobile.

Virgin Media O2 Business plays a leading role in supporting the public sector and businesses of all sizes. This includes a variety of managed connectivity services and flexible working capabilities, security, data insight, 5G private networks and cloud solutions, as well as wholesale services to other operators and partners.

Awards for Virgin Media and O2's telecommunications services include recognition by GWS for having the most reliable UK mobile network for three years in a row (2021, 2020, and 2019) and winning the publicly voted Uswitch awards in 2022 as both the Best Network for Roaming and Most Popular Mobile Network. Virgin Media was crowned Best Broadband Provider in the 2021 Trusted Reviews Awards and at the 2021 Mobile Industry Awards O2 claimed two wins - Network of the Year, and Best Online Retailer.

Virgin Media O2 is committed to using the power of connectivity to supercharge communities across the UK, taking action to close the digital divide and helping to build an inclusive, resilient, and low carbon economy. The company has an ambition to achieve net zero carbon operations (scopes 1 & 2) by the end of 2025.

Virgin Media O2 is registered in England and Wales. Registration number: 12580944. Griffin House, 161 Hammersmith Road, London, United Kingdom, W6 8BS.

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