

# ITV adds X-appeal to streaming with 9,000hrs of the freshest tv launching for free later this year

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[ITVX](#)

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- **35 flagship shows to launch in late 2022**
- **New dramas to premiere on ITVX include *A Spy Among Friends*, *Without Sin* and *Tell Me Everything***
- **250+ stellar films and 200+ series available at launch**
- **150+ hours of true crime incoming including exclusives *Monster in My Family* and *The Case Against Cosby***
- **Scifi and fantasy collection featuring new and classic series including *Astrid & Lilly Save the World* and Korean-American hit *Dramaworld* on offer**

ITV today announced further details of new, free streaming platform ITVX, which is due to launch in the UK later this year. A complete re-imagining of existing catch-up service ITVHub, streaming service ITVX will offer viewers a choice of over 9,000 hours of the freshest new series, documentaries, cult classics and films for viewers to enjoy without a subscription fee\* .

## **ITVX Commissions**

ITVX will premiere a collection of top quality new dramas at launch, which will only be available on the streamer for at least six months before making their debut on ITV channels, including the hotly anticipated cold war drama [A Spy Among Friends](#) starring Damian Lewis and Guy Pearce, provocative new teen drama [Tell Me Everything](#), and gripping four-part thriller [Without Sin](#) starring Vicky McClure. At least one flagship show will then launch on ITVX per week going forward including Russell T Davies' [Nolly](#) starring Helena Bonham Carter, powerful period drama [The Confessions of Frannie Langton](#) starring Karla-Simone Spence, Sophie Cookson and Patrick Martins, and [Litvinenko](#) starring David Tennant and Mark Bonnar.

## **Full Series Drops**

In addition to the series premiering and streaming exclusively on ITVX, the service will also be launching full series' of upcoming flagship ITV shows on their first day of broadcast, allowing viewers to binge watch to their hearts' content. Early examples will include real life drama [Stonehouse](#) starring Matthew Macfadyen and Keeley Hawes and the new series of [Unforgotten](#). These series are in addition to the vast library of over 200 both recent and classic US and UK dramas, comedies and reality shows that will be available to users.

## **Films**

Not forgetting film fans, ITVX will launch with the UK's largest free film library featuring the acting prowess of Helen Mirren, Kate Winslet, Meryl Streep, Tom Hanks, Daniel Day Lewis, Ryan Gosling, Ryan Reynolds, Jennifer Lawrence, Sir Michael Caine, Anthony Hopkins, Daniel Radcliffe, Tom Hardy, Nicolas Cage, The Muppets and many more with further details to be announced.

## **Documentaries**

ITVX will also launch with an impressive array of documentaries, including a dedicated true crime collection. This will feature over 150 hours of nail-biting viewing including *Monster in My Family*, which delves into the lives of serial killers

in a way that's rarely seen. *The Case Against Cosby* - a premium documentary exposing new truths about accusations against the comedian will follow in 2023.

## **Science Fiction and Fantasy**

Those seeking to escape into another world through their viewing choices will also be catered to, with a robust science fiction and fantasy offering ranging from classics including *Thunderbirds*, *Captain Scarlet and the Mysterons*, *Terrahawks*, *Joe 90*, *Stingray*, *Space 199* and *UFO*, to the likes of *Supernatural*, *The 100* and *Nikita*, and classics in the making including *Astrid & Lilly Save the World* and Korean-American hit series *Dramaworld*.

For those preferring to watch without advertising, ITVX will offer viewers the flexibility to view ad-free for a limited monthly fee\*\*. A subscription will also give viewers access to an additional 6,000 hours of content through BritBox UK.

## **About ITVX**

Launching in late 2022, ITVX will be the UK's freshest streaming service, letting viewers stream new programme exclusives, with adverts, for free; ranging from premium dramas, documentaries, US series, comedy and reality shows to blockbuster films and much, much more. ITVX will be the first streaming service in the UK to offer viewers the flexibility to access free content with ads and ad-free paid subscription, all in one place. Paying subscribers will also have access to BritBox UK. ITVX will live stream must-watch events including the forthcoming FIFA World Cup, I'm A Celebrity and the Love Island Finale as they are broadcast on ITV's channels. ITVX will also offer an ever-changing host of exclusive themed channels in line with viewer preferences and popularity. These constantly evolving pop-up channels will give a scheduled experience through a streaming service, with viewers able to choose where in the schedule they join.

\*Pricing to be announced prior to launch

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Press Contacts

[sylvia.brendel@itv.com](mailto:sylvia.brendel@itv.com)

Viewer enquiries

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