

ITV signs landmark partnership deals for over 400 hours of content for ITVX from Anime Ltd and CBS Reality

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Wide selection of both anime and true crime series available from launch

ITV has signed an agreement with Glaswegian-based **Anime Ltd**, the largest independent anime licensor in the UK. This agreement will make ITVX the free-to-air home of a unique selection of anime television series and films which extends to over 500 episodes and 200 hours.

An additional deal involves the launch of **True Crime UK** from **CBS Reality**. Drawing from the library of CBS Reality, the #1 factual entertainment channel in the UK amongst adult women, the service will provide ITVX with an additional 200 hours of gripping true crime content at launch, and a further 50 hours in 2023.

These agreements also mark the first advertising revenue sharing deals for ITVX; a pioneering way that ITV will be bringing on a range of third-party content enabling the business to bolster its content offering going forward.

The raft of content from Anime Ltd will include a mixture of over twenty TV series and films, making ITVX the largest AVOD home of anime content in the UK. The collection will include **Escaflowne**, **Lupin III Part 6**, **Megalobox**, the critically acclaimed **Cowboy Bebop** directed by Shinichiro Watanabe and the seminal directorial debut of Hideaki ANNO, **Gunbuster** as well as many more not currently available on any other local platforms.

The true crime content from CBS Reality will allow ITVX users to binge fan favourites including the recent **Descent of a Serial Killer**, four series presented by renowned investigative journalist and criminologist **Donal MacIntyre**, two series of **The Real Prime Suspect** hosted by former detective Jackie Malton, the inspiration behind acclaimed drama series Prime Suspect, **New Scotland Yard Files**, all of which are original programmes from the CBS Reality library, along with three series of the highly popular show, Medical Detectives [also known as **Forensic Files**] and much more.

ITV's Director of Content Partnerships, Streaming, Laura Franses said: 'We are delighted to announce our first wave of deals with Anime Ltd and CBS AMC Networks UK Channels Partnership for True Crime UK from CBS Reality - with more to follow. These deals herald a new business model and opening up of the ITVX platform enabling us to bring hundreds of hours of 3rd party content to new and existing ITVX users'.

Andrew Partridge, president and CEO of Anime Ltd. said: "We could not be more pleased than to team up with ITV in our efforts to share world-class Japanese animation with new audiences and lifelong fans across the United Kingdom. With a diverse lineup of anime from some of the most impressive minds in television and film, ITVX promises to be an essential destination for anyone interested in the medium."

Tanya Gugenheim, SVP, Business Development for AMC Networks International UK, commented: "We are excited to work with ITV on this landmark deal, through

which CBS Reality's most popular true crime programmes will reach an even wider audience. Our new AVOD service True Crime UK from CBS Reality underscores our commitment to showcasing expert-led critically-acclaimed factual entertainment to audiences in the UK and beyond."

ENDS

Editor's Notes

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.

About Anime Ltd

Based out of Glasgow, Anime Limited is Europe's premiere distributor for Japanese animation, renowned for bespoke collector's editions of fan-favourite anime and soundtracks, connecting Western audiences with creators across languages and oceans, and helping to bring anime front and centre in cinemas. Anime Limited proudly produces releases from the biggest franchises in anime including Cowboy Bebop, Attack on Titan, NEON GENESIS EVANGELION, Mobile Suit Gundam, Tokyo Ghoul, Your Name, Weathering With You, Mirai, BELLE and JUJUTSU KAISEN.

About CBS Reality

Home to expert-led true crime, CBS Reality investigates authentic criminal cases through first hand interviews, archive footage and key evidence. Always factual, always true. Available in over 24 million UK households, CBS Reality is the #1 factual entertainment channel in the UK amongst adult women, and a Top 10

most watched non-PSB channel amongst all adults. The channel has invested significantly in original true crime programming, including “Murder by the Sea”, “Evidence of Evil”, “New Scotland Yard Files”, “Donal MacIntyre’s Murder Files”, “Voice of a Killer” and “The Real Prime Suspect”.

Launched in November 2009, CBS Reality is part of the fastest growing portfolio of entertainment channels in the UK, a partnership between Paramount Global and leading international broadcaster AMC Networks International - UK. AMC Networks International - UK is a business unit of AMC Networks International which delivers entertaining and acclaimed programming to Africa, Asia, Europe, Latin America, and the Middle East. For more information, visit: www.amcnetworks.com/amcni.

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