

Love Island travels to Greece

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Record-breaking reality format going into its 23rd territory

11 August 2022 - The summer of love continues apace as ITV Studios' and Motion Content Group's award-winning format Love Island has been commissioned by Skai TV in Greece. The show will be produced by Silverline and is scheduled to air this fall.

Love Island has become a reality television phenomenon with the show dominating social media and drawing in audiences from across the globe, with Greece becoming the 23rd territory to commission the format.

Singles all over the world are packing their bags for the Love Island adventure. Last week saw the final of season 8 in the UK, with a total audience of 4.1 million tuning in to see the winners crowned! The show trended on twitter every single

night of its run, as the most watched program of the day on any channel on 12 different occasions and is consolidating at an average of 4.5 million viewers. The launch attracted an impressive five million viewers - Love Island's biggest UK launch since 2019 - and the show hit 269 million streams online as well.

In other parts of the world, the Love Island adventure is well underway. In the US, the show launched on 19th July, being the most streamed unscripted original series on Peacock, where it has been airing episodes 6 days a week for the first time. Whilst in Poland, Polsat prepares to turn up the heat with new episodes of Love Island, airing six days a week beginning 29th August.

About Love Island

Full of drama, romance, flirting and fun, Love Island sees its occupants living in a stunning villa in a beautiful location. They are on the lookout for romance but as always, the road to love never runs smoothly, as they must not only choose their partner wisely but also win the hearts of the public. It's up to the viewers to decide who they want to stay in the show as they watch the relationships develop and ultimately which pair they want to crown the hottest couple on the island.

Love Island is owned by ITV Studios and Motion Content Group Ltd and is distributed internationally by ITV Studios. The hit show has been commissioned in 23 territories ranging from the UK, USA to Italy and Germany and many more.

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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 8,400 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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