

Helena Bonham Carter, Matthew Macfadyen and John Boyega all feature in star-studded comedic ads to premiere ITVX, the UK's freshest streaming service.

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[ITVX](#)

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- **Multi-award winning actors Helena Bonham Carter, Matthew Macfadyen and John Boyega all star in the hilarious ad campaign directed by Emmy-nominated director David Shane**
- **Advertising campaign for the UK's freshest streaming service launches in I'm A Celebrity...Get Me Out Of Here! this Sunday**

● **ITVX launches on Thursday 8th of December and will offer more new shows to stream for free than anywhere else**

ITVX has previewed a number of exclusive ads produced for the brand new streaming service which officially launches on Thursday 8 December. The series of ads features world class acting talent; Emmy award winning Matthew Macfadyen, Oscar-winning actress Helena Bonham Carter and BAFTA rising star John Boyega.

The ads consist of sharp-witted comedy sketches which are set in a rehearsal room - where we see a director and producer put the stars through their paces, as they are challenged to improvise their way through different scenarios in the quest to effectively bring to life the UK's freshest streaming service.

Launching on 8th December, ITVX is the UK's freshest streaming service, with viewers gaining access to over 10,000 hours of high definition free programming and more new shows to stream for free than anywhere else. ITVX will also launch a number of eagerly anticipated new programmes available exclusively on the platform every week of the year.

The series of sixteen different advertising executions will begin to run from Sunday 20th November with the premiere ad starring Matthew MacFadyen, the comedy sketches featuring John Boyega and Helena Bonham Carter will debut later next week.

Helena Bonham Carter stars as Noele Gordon in Nolly. Russell T Davies' three-part series charts the unceremonious sacking of the Crossroads star, streaming exclusively on ITVX in 2023.

Matthew Macfadyen's Stonehouse, is a real life drama showcasing the life and times of disgraced Labour minister John Stonehouse. The high-flying member of Harold Wilson's Government, vanished from the beach of a large luxury hotel in Florida in November 1974, leaving a neatly folded pile of clothes as he swam into the sea, intent on faking his own death.

John Boyega has curated a collection of his favourite films for the service, ahead of movies including Pacific Rim Uprising joining the streamer in coming months. Speaking of the upcoming launch of ITVX he said: "It's imperative that quality British drama and entertainment is made readily available to all audiences at this time. All you need for a night in watching ITVX is a blanket, popcorn, and your phone out of sight".

The ads have been made in partnership with Uncommon Creative Studio, with the films directed by Emmy-nominated director David Shane, through OPositive films.

[**WATCH**](#) Helena Bonham Carter

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[**WATCH**](#) John Boyega

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[**WATCH**](#) Matthew Macfadyen

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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, from live sport to Love Island, 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.

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Viewer enquiries

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