

Armoza Productions to produce Israeli adaptation of ITV Studios' Love Island for new Israeli streamer FREE TV

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FREE TV, the new streaming service that is expected to launch in Israel at the beginning of 2023, has commissioned one of the world's most successful reality series – Love Island. The series will be produced by Armoza Productions, part of ITV Studios, and is expected to air as early as summer 2023.

Filming will take place in May 2023 and casting will open soon.

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 Israeli version of the hit show is the

26th of its kind around the world, following the announcement of Malta and Albania last week. The show has been commissioned in major markets ranging from the UK and USA to Italy and Germany and many more.

Free TV is the new streaming platform of Keshet and RGE. This is a strategic purchase for the new platform, which aims to create prominence and an alternative to the content services offered today - with Love Island being considered one of the most successful streaming formats worldwide. The platform will offer a super attractive and rich content package that will include, among other things, all Israeli broadcast channels, a wide range of sports channels with all the leading leagues, a wide range of children's channels, a wide range of Israeli and international film and series library, a wide range of thematic channels as well as original content to be produced by FREE TV.

Hilly Horev, EVP Content at Free TV, *"I am happy, proud and excited to announce the signing of the agreement with ITV Studios and Armoza Productions to acquire the rights to produce the Israeli adaptation of "Love Island", which is the biggest, boldest and most talked about reality format in the world. This launch joins other local productions and launches that will be part of the super attractive content package that we are planning to bring to the Israeli audience."*

Avi Armoza, CEO of Armoza Formats, *"Since establishing Armoza Productions and producing hits in the Israeli market such as "Come Dine with Me", "The 1% Club" and "The Chase", it was the natural progression of the company to bring the next big prime time reality competition to Israel. We believe that the strength of "Love Island" is exactly what is needed in this market."*

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About Armoza Formats

Established in 2005, Armoza Formats rapidly grew to be one of the top creators and distributors of global in the international content market, and in 2019 became part of ITV Studios. Taking the best of Israeli and international creative talent, Armoza Formats spearheads the emergence of compelling content in today's dynamic market. Our mission is to meet the challenges of the fast-changing media industry with creative broadcast solutions.

Our partners are comprised of broadcasters and production companies across the globe, including FOX, NBC USA, BBC, ITV, Channel 4 UK, TVA Canada, TF1 France, RTL Germany, HBO, TV2 Norway, RAI Italy, Globo Brazil, Azteca Mexico and ZEE TV India.

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 7,000 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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