

# Introducing ITVX - Britain's freshest new free streaming service launching later this year

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## Introducing ITVX - Britain's freshest new free streaming service launching later this year

- Exclusive new series launching online every week, including Spy Among Friends (exclusive new image enclosed)
- The nation's biggest events streamed live
- An ever-changing library of blockbuster movies
- Exclusive themed channels
- Thousands of box sets
- PLUS an upgrade option to a premium ad-free subscription tier, with access to partner content and BritBox - all in one place, in a UK first

ITV announced the launch of ITVX - the UK's first integrated advertising and subscription funded (AVOD/SVOD) platform.

ITVX will be viewer led - viewers can choose to watch thousands of hours of content for free in an advertising funded tier or trade up to a subscription service which provides all that content ad-free and in addition provides thousands more hours of British boxsets from BritBox and other partners' content.

In a step change to its traditional approach ITV will now adopt a digital first windowing strategy - premiering much of its new content first on ITVX and subsequently months later on ITV linear channels.

There will be something for everyone on ITVX, with more fresh new content dropping every week of the year than any other British video on demand platform.

Carolyn McCall, ITV's Chief Executive said:

*"The digital acceleration we are announcing today builds on everything we have achieved in phase one of our More Than TV strategy. ITVX will be a free service supported by adverts, with a compelling subscription proposition. This is fantastic for viewers - it will provide a simplified and seamless experience with thousands of hours of free content made up of both library and original exclusive content. The subscription tier will provide a premium offering and includes all of the content ad-free as well as BritBox and future SVOD content partners.*

*"We are supercharging our streaming business, fundamentally shifting our focus to think digital first, as well as optimising our broadcast channels, by continuing to attract unrivalled mass audiences. In doing so we are responding to changing viewing habits, but also the evolving needs from our advertisers. This will enable ITV to continue to be both commercial viewers and advertisers' first choice."*

Kevin Lygo, ITV's Managing Director of Media and Entertainment said:

*"Viewing habits are changing rapidly and ITV has exciting plans which we are announcing today to really scale up our streaming ambitions, offering viewers a service with more fresh, free content dropping every week than anywhere else.*

*"Our broadcast channels are very important to what we do, and we are still focused on delivering what ITV does better than anyone in commercial TV - creating programmes that bring audiences together - in-the-moment, in their millions, for that shared viewing, scheduled TV experience.*

*“However we know we have to deliver our programmes to as many people as possible in all the ways they want to watch them, and going forward viewers will now see a wide array of shows premiering first on ITVX, which is the cornerstone of ITV’s digital acceleration.”*

Rufus Radcliffe, ITV’s Managing Director of Streaming, said:

*“2021 was a record year for ITV Hub and BritBox, giving us strong foundations from which to supercharge our streaming strategy. We are investing significantly in new and exclusive programmes which will be free to stream, and also in technology and product design to make the viewer experience and interface a premium one on ITVX.”*

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.

Viewers will now be able to stream new programme exclusives, with adverts, for free; ranging from premium ITV dramas, documentaries, US series, comedy and reality shows to blockbuster films and much, much more.

As well as “streaming first” exclusives, all the drama and comedy ITV commissions will be made available to viewers in one go on ITVX, for free, as soon as the first episode has aired on ITV’s linear channels. The same will be true of the majority of reality series.

In the same service, subscription gives upgrade access to a premium tier where all of the free content can be viewed, without the ads, as well as a growing range of partner content, with exciting announcements to follow in due course.

Subscribers will also have access to BritBox which showcases the biggest streaming collection of UK series from BBC, Channel 4 and Channel 5 and includes exclusives such as Classic Doctor Who. BritBox has recently surpassed 733,000 subscribers, ahead of all business plan targets showing the popularity of the brand.

Until the launch of ITVX later this year, ITV Hub will continue to be the free streaming home of ITV, with ongoing plans to scale up the amount of content on the service in the run up to ITVX launch. ITV Hub currently has 4,000 hours of content while ITVX will have around 15,000 hours at launch.

BritBox will remain the standalone subscription home of the best of British content including forthcoming originals *Why Don't They Ask Evans?* and *The Dry*, until later this year, when the content on ITV Hub and BritBox come together in what will be the new streaming home of ITV, ITVX.

The pricing of the subscription tier in ITVX will be announced later this year.

### **ITVX - What's in store...**

ITVX will be a destination for new exclusive content, every week, a mixture of commissioned and acquired series, singles and films across a full array of programme genres.

### **New shows, streamed first, for free**

A wealth of dramas will now stream first and for free on ITVX before arriving six to nine months later on ITV's broadcast channel, including *A Spy Among Friends*, starring Damian Lewis and Guy Pearce, *Nolly* starring Helena Bonham Carter, *Confessions of Frannie Langton* starring Karla-Simone Spence, Sophie Cookson and Patrick Martins, Lenny Henry's six part drama *The Little Birds* and *Litvinenko* starring David Tennant with many more to be revealed.

Other ITVX exclusive content will comprise a raft of exciting comedy, including a new series using Deep Fake techniques to create hilarious celebrity set-ups, as well as a feature-length film finale for *Plebs*. New and compelling factual content will include *The Case Against Cosby* - a premium documentary exposing new truths about accusations against Bill Cosby with exclusive access to survivors, as well as a landmark natural history series, *A Year on Planet Earth*, with many more streaming premieres to be revealed in the run up to launch.

### **The best of ITV and the US, plus blockbuster films**

From *Broadchurch* to *Brideshead Revisited*, the groundbreaking *Up* documentary series to *Love Island*, ITV's biggest shows past and present, including *Victoria*, *A Confession*, *Quiz* and *Unforgotten* will be available as full series boxsets, for free, on ITVX.

ITVX will also be home to a wide selection of popular US series. In the first of a series of deals to be announced, ITV has concluded a wide ranging content deal with WarnerMedia International Television Distribution for programmes including UK premieres of *The Sex Lives of College Girls* and *All American*, as well as *The OC*, *One Tree Hill* and select series of *The 100*, *Supernatural* and *Veronica Mars*.

Blockbuster films will also be a big part of the service and ITVX intends to stream 500 films for free in its first year alone, with a constantly refreshed selection of titles and 150 films on the service at any one time.

### **Home of the biggest events streamed Live**

Whether it's the forthcoming FIFA World Cup, I'm A Celebrity or the Love Island Final, ITV will remain the home to the big events that bring the nation together, with all these must-watch events streaming live through ITVX, as they are broadcast on ITV's channels.

### **Themed channels (known as FAST Channels - Free Ad-supported TV Channels)**

As well as being able to live stream ITV linear channels, ITVX will have an ever-changing host of exclusive themed channels, data driven to align 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.

With 20 channels at launch, including 'Hell's Kitchen US', 'True Crime', 'The Oxford Detectives', '90s Favourites' and 'The Chase' as examples, viewers can have the 'lean-back' experience of watching a curated, scheduled channel, as part of the ITVX offering. ITV intends to offer viewers a new themed channel, every week of the year on ITVX.

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Notes to Editors

More information on ITV's streaming premieres:

#### [A Spy Among Friends](#)

A limited series based on the New York Times best-selling book written by Ben Macintyre, which dramatises the true story of Nicholas Elliott (Damian Lewis) and Kim Philby (Guy Pearce) — two spies and lifelong friends, one of whom was betraying the other all along, at the height of the Cold War.

#### [The Sex Lives of College Girls](#)

Created by Emmy®-nominated writer/producer Mindy Kaling and Justin Noble, *The Sex Lives of College Girls* follows four college roommates as they arrive at New England's prestigious Essex College. A bundle of contradictions and hormones, these girls are equal parts lovable and infuriating as they live out their new, free lives on campus. The series stars Pauline Chalamet, Amrit Kaur, Renée Rapp, and Alyah Chanelle Scott. Additional series regulars include Midori Francis, Gavin Leatherwood, Chris Meyer, Ilia Isorelys Paulino, Lauren Spencer, and Renika Williams.

### Deep Fake

A brilliant new comedy using truly innovative and jaw dropping techniques.

### The Confessions of Frannie Langton

Sara Collins' award-winning debut gothic novel brought to the screen. This powerful period drama stars Karla-Simone Spence (*Blue Story*, *Wannabe*) as Frannie Langton, the drama's young protagonist born into a life of slavery who is fighting to tell her own story. She is joined by Sophie Cookson as Madame Marguerite Benham and Patrick Martins as Laddie Lightning, starring alongside Stephen Campbell Moore and Steven Mackintosh.

### A Year on Planet Earth

*A Year on Planet Earth* draws on the most spellbinding and dramatic stories from all corners of the globe. Featuring a story arc across the seasons, it is set to draw viewers in over a number of episodes, unfolding like a drama. It will be narrated by Stephen Fry, and made by a highly specialised and multi award-winning blue-chip natural history team, comprising Tom Hugh-Jones (*Tiny World*, *Planet Earth II*) and Dr Martha Holmes (*Blue Planet*, *Hostile Planet*).

### The Case Against Cosby

A two-part documentary revealing new truths through exclusive access to the long-time survivors of the sexual assault accusations against Bill Cosby. *The Case Against Cosby* follows the harrowing journey for justice driven by the only survivor whose case could be tried in a court of law, Andrea Constand. Based on her memoir, *The Moment: Standing Up to Cosby, Speaking Up for Women*, *The Case Against Cosby* will reveal the stories of the many who have finally been able to raise their claims publicly against the serial sexual predator and television icon, Bill Cosby.

## Three Little Birds

Devised by Lenny Henry and based on the experiences of his own family, this is the story of a group of young friends finding their way to Birmingham, after they journey over from Jamaica as part of the Windrush generation.

## Nolly

Written by Russell T Davies as his love letter to the soaps, Nolly is a biopic following the life of actress Noele Gordon on the Crossroads set playing motel owner Meg Mortimer. Nolly is played by Helena Bonham Carter.

## Litvinenko

Litvinenko is a four-part drama with David Tennant as Alexander Litvinenko, the former Russian Federal Security Services and KGB officer whose death from polonium poisoning in November 2006 triggered one of the most complex and dangerous investigations in the history of the Metropolitan Police. The drama also focuses upon the story of Marina, played by Margarita Levieva, Alexander's fearless, dignified widow who fought tirelessly to persuade the British Government to publicly name her husband's killers and acknowledge the role of the Russian State in his murder.

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