

ITV STUDIOS GLOBAL ENTERTAINMENT SIGNS AGREEMENT WITH CHINA'S ONLINE CONTENT PROVIDER JOY.CN

Cannes, 3rd April 2012 – ITV Studios Global Entertainment (ITVS GE) has signed an agreement with JOY.CN one of China's largest content websites. The multiyear output deal will see leading dramas such as ITV Studios' big budget co-production Titanic and US network drama Prime Suspect made available via video on demand. Initially over 140 hours of pretigious content from ITVS GE's portfolio will be accesible by local audiences.

Augustus Dulgaro, SVP, Asia Pacific, ITV Studios Global Entertainment said: "Many audiences in China are now watching more content online then they do via traditional television and with the appetitie for British and US programmes continuing to grow, this deal is a very natural step for us in the region."

Award-winning drama Appropriate Adult, ITV Studios' The Jury, Ruby Television's Case Histories and long-running detective series A Touch of Frost have also been picked-up by JOY.CN.

International co-production Titanic, written by Oscar winner Julian Fellowes, premieres around the world in the coming weeks. Interweaving multi-arc action, mystery and romantic plot lines and featuring fictional and historical characters, Titanic focuses on different characters ranging from steerage passengers to upper class guests. Each point of view will culminate in a cliff hanger as the ship begins to founder, building to an explosive conclusion which draws together each of the stories. ITV Studios is partnered with Deep Indigo Productions and Lookout Point in the UK, Sienna Films Inc in Canada and Hungary based Mid Atlantic Films to produce this UK-Hungary-Canada co-production.

Prime Suspect, produced by ITV Studios America for NBC, is based on the critically acclaimed British television series of the same name. Prime Suspect stars Maria Bello (A History of Violence) as tough Detective Jane Timoney. Timoney finds that being a homicide detective in New York City is difficult enough and having to contend with a male-dominated police department to get respect makes it that much tougher.