

ITV Studios announces pre-sales of Harry: The Interview to 77 territories with more to close in the coming days

Published Fri 13 Jan 2023



[Corporate](#)

ITV Studios today announces a raft of global deals which were secured ahead of the ITN Productions' and ITV1 and ITVX exclusive Harry: The Interview.

The 90-minute programme which broadcast on Sunday 8 January in the UK has now aired in 77 territories around the world across Europe, Africa and the Middle East as well as Australia, New Zealand, Hong Kong, Canada and Brazil.

The interview in which Prince Harry shares his personal story, in his own words, with journalist and ITV News at Ten presenter Tom Bradby amassed a domestic audience of more than four million viewers tuning in on ITV1 – the channel's fourth biggest overnight audience of the year so far – and has won its slot in various other markets around the world.

ITV Studios has brokered deals with TF1 for France, RTL for Germany and The Netherlands, Discovery for Italy, TV2 for Denmark, DPG for Belgium, TV4 for Sweden, MTV3 in Finland, VGTV Norway and CMore for Denmark, Finland and Sweden. Network Seven has taken rights for the interview in Australia, TVNZ in New Zealand, Paramount+ in Canada, Globo in Brazil, Now TV in Hong Kong, Discovery in Poland, VMI in Ireland and DBS in Israel. A pan-African deal with M-Net sees the interview available in 54 territories and a pan-regional deal for CEE with CME Nova covers Czech Republic, Slovak, Croatia, Slovenia, Romania and Bulgaria, with more to be announced across the globe in the following days.

The sales emanate from the on-going, close relationship between ITV Studios and ITN Productions, with ITV Studios distributing programmes such as Secrets of the Queen's Coronation through to titles in the crime and documentary genre.

Ruth Berry, Managing Director, Global Distribution at ITV Studios said:

"We have been thrilled to give our global buyers the chance to show Tom Bradby's extraordinary interview with Prince Harry so soon after its original broadcast, and for their viewers to experience the story behind the headlines firsthand."

Ian Rumsey, ITN Productions Managing Director and Executive Producer, said: *"We are delighted to partner with ITV Studios on this landmark interview. Their unrivalled influence across the globe has ensured that audiences worldwide can share in this unprecedented and historic moment."*

Filmed in California, where Harry now lives, Harry: The Interview sees the Prince go into unprecedented depth and detail on life in and out of the Royal Family. The interview was broadcasted in the UK two days before Prince Harry's highly anticipated autobiography, 'Spare', published on 10 January, by Transworld.

The book has been billed by publisher Penguin Random House as "a landmark publication full of insight, revelation, self-examination, and hard-won wisdom about the eternal power of love over grief".

Formed in 2010, ITN Productions is ITN's Oscar-nominated, multi-award-winning production company producing non-fiction content for UK broadcasters and networks around the world.

It's a world leader in fast-turnaround documentaries, live debate programmes, true crime and high-rating popular factual series for broadcasters such as BBC, ITV, Channel 4, Channel 5, Britbox, Discovery, Netflix and Amazon.

ITN Productions was also commissioned by ITV to produce Harry & Meghan: An African Journey in 2019.

[ENDS]

Press Contacts

laura.saunders@itv.com

tanya.nyenwa@itv.com

Viewer enquiries

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