

A NEW STREAMING PLATFORM FOR BRITISH TV CONTENT

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UK – UK broadcasters The BBC and ITV are joining forces to create a new streaming service offering the largest collection of on-demand British tv content.

The service, known as **BritBox**, will provide UK audiences with a collection of **BBC** and **ITV** boxsets and original series, including new commissions created specially for the platform. 'BritBox will be the home for the best of British creativity – celebrating the best of the past, the best of today and investing in new British-originated content in the future,' says Carolyn McCall, CEO of ITV.

Having debuted as a streaming service in North America, BritBox will launch in the UK in the second half of 2019. As consumer demand for streaming grows, there is increased desire for British content, according to research commissioned by ITV. With Netflix now committing to **a higher quota of regional content** across the EU, BritBox reflects new market opportunities for entertainment platforms that cater to local audiences.