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ITV STUDIOS Global Entertainment will launch a range of new products spanning its leading portfolio of hugely popular and acclaimed properties, including the UK’s most watched television drama “Coronation Street”, the thrilling new AMC and ITV STUDIOS drama “The Prisoner”, starring Ian McKellen and Jim Caviezel and action-adventure series “Thunderbirds”.



Coronation Street

The UK’s #1 television drama “Coronation Street” will return to Brand Licensing Europe this market to launch its “50th Anniversary, 2010”. The anniversary campaign includes the recently announced news that Harvey’s The Furniture Store and Warburton’s will be UK promotional partners, with further brand extensions to be announced winter 2009.

The Prisoner

ITV STUDIOS premiere’s “The Prisoner”, the thrilling reinterpretation of the iconic 1960’s drama about a man who wakes up to find himself trapped in a mysterious and surreal place, with no memory of how he arrived. Stars Ian McKellen and Jim Caviezel and co-produced by AMC and ITV STUDIOS.



Thunderbirds

ITV STUDIOS will announce two new contemporary style guides for the iconic ‘supermarionation’ series “Thunderbirds”, which is watched in more than 100 countries worldwide. Featuring “Jeff Tracy”, the former astronaut who creates an emergency response service called “International Rescue”, assisted by his five sons and the iconic characters “Brains”, “Lady Penelope” and her chauffeur “Parker”.



I’m a Celebrity... Get Me Out of Here! stars ten celebrities who swap their lavish lifestyles for the challenge of surviving one of the world’s most inhospitable jungles. The #1 rating ITV1 series will launch its ninth season this winter and was recently recreated on NBC, RTL and Sony India.



Dancing on Ice stars legendary skating duo Torvill and Dean, hosted rink-side by Phillip Schofield, Holly Willoughby and their panel of expert judges. As a glittering celebrity line-up take centre-stage and go head-to-head through intensive training and ice-skate-offs in an attempt to win television’s toughest and most glamorous ice-dance finale.

