

####PRESS RELEASE####

Icon Films to launch 'River Monsters' YouTube channel

(London – 30th April 2015) Leading independent UK TV Production Company Icon Films has today launched the first official [YouTube](#) channel dedicated to its global hit 'River Monsters' brand.

The company is collaborating with YouTube specialist Little Dot Studios to create the dedicated channel devoted to the TV programme, now in production of its 8th season. 'River Monsters' is sold worldwide to 109 territories to over 20 different language channels and is the biggest show on Animal Planet US.

Launching on 30th April, the 'River Monsters' YouTube channel is the official home for 'River Monsters' videos online and features original high definition short form highlight clips and behind the scenes footage from over 60 episodes of the show. Two new clips will be uploaded every week.

Freshwater detective, biologist and extreme angler Jeremy Wade presents 'River Monsters'. The show's winning format sees Jeremy travelling the globe to various far-flung locations (over 40 different countries to date) seeking the truth behind incredible stories of attacks on humans by giant freshwater fish. Once Jeremy collects the evidence, he sets out to catch and study the monstrous perpetrators.

The 'River Monsters' YouTube channel will sit inside Little Dot Studios' network of 150 television programme YouTube channels with their channel management and audience development teams designing the channel, producing a regular schedule of content, optimising videos for viewing in the YouTube algorithm and engaging with the fans to grow the channel's audience.

'River Monsters' has over 1.3 million fans on Facebook.

"It's a great next step in the development of the River Monsters brand, bringing more and exclusive content to its global fans. It is also very exciting to be launching our first digital channel and working with such an experienced online platform producer" said Lucy Middelboe, Commercial Director of Icon Films.

Andy Taylor, CEO and co-founder of Little Dot Studios said *"We're delighted to be working with Icon Films and to have the opportunity to bring their hit show River Monsters to new and existing audiences on YouTube."*

'River Monsters' will return to TV screens around the world in 2016 with a new season devoted entirely to beasts that lurk in the depths of the sea.

To date the '*River Monsters*' brand has been featured across a range of merchandising including clothing and books. 2014 saw an official '*River Monsters*' live event tour the UK featuring Jeremy Wade.

###ENDS###

For more information on Icon Films and '*River Monsters*' please contact Justin Crosby at Boom! PR on +44 (0) 203 176 6688/ +44 (0) 7966 228361 justin@boomdialogue.com

Notes to editors

Icon Films has produced over 300 hours of factual programming for the UK and international markets. Icon Films brings together funders and works with broadcasters including the BBC, Channel 4, Five, ITV, National Geographic, Discovery Networks, Arte and PBS. Its work is internationally distributed by ITV Studios Global Entertainment, BBC Worldwide, Zodiak Rights, FremantleMedia International and TCB Media Rights. Icon Films has a reputation for originality, excellence and entertainment across the breadth of factual genres including science, history, exploration and natural history.

Icon Films' series for Animal Planet US, *River Monsters*, presented by angling explorer Jeremy Wade, is the best performing series in the network's history and is now in its seventh series.

Other recent productions include *Africa's Fishing Leopards* (BBC), *Spawn of Jaws 2 The Birth* (Discovery Channel), *Survive The Tribe* (National Geographic Channels), *Africa's Giant Killers* (BBC).

Icon Films is run by a senior management team that includes Creative Director Harry Marshall, Managing Director Laura Marshall, Director of Production Andie Clare and Commercial Director Lucy Middelboe.