



Amazon Prime Video to Launch KSI Documentary, Executive Produced by Louis Theroux

September 14, 2021

The UK Amazon Original documentary will be produced by Mindhouse Productions with Louis Theroux as Executive Producer

Filming is already underway, and the feature doc will launch next year exclusively on Prime Video in over 240 countries and territories

LONDON, UK – 14 September 2021 – A new 90-minute documentary featuring [KSI](#) and executive produced by BAFTA-winner [Louis Theroux](#), will premiere exclusively on Amazon Prime Video in 2022 in over 240 countries and territories. Produced by Mindhouse, the film will follow KSI as he prepares for the biggest year of his career so far.

With over 35 million subscribers to his YouTube channels, and recognisable to fans across the world, KSI, aka Olajide Olatunji or 'JJ' for short, is one of the most influential online stars of his generation.

At just 28 years old, his videos have been watched more than eight billion times, having started out as a tenacious 13 year old, building a following online across gaming, boxing, music and raucous adventures with the Sidemen.

With the release of his #1 second album, preparation for his sold-out European tour and a headline show at The SSE Arena, Wembley, amongst many other significant moments, this year is the biggest in JJ's career. Through this intimate documentary we will take the audience inside the world of a global star as he transcends the online world he dominates to become one of this generations most talked about performing artists and prove to his critics he's here to stay.

With KSI offering unfettered access inside his life, this documentary aims to reveal a candid insight to an individual determined to win. Filming is underway.

Louis Theroux said, *"It is a huge thrill to be working with JJ on this definitive documentary. He is a huge talent, a totally self-created phenomenon who has gone from bedroom bound nerd with a handful of subscribers to an online colossus with fans in the millions, purely through the power of his work ethic and his will to win. The documentary will be an opportunity to see another side of JJ, understanding how he got where he is, the world of a premium online content creator today, and a man who has made it his brand never to lose, as he takes on the music business."*

KSI said, *"I'm super excited for people to finally see what I mean by "hard work". People will get to see the behind the scenes of the key events in my life and show them how I do everything I do."*

"The extraordinary rise of KSI is a fascinating story of our time" said Dan Grabiner, Head of UK Originals, Amazon Studios. *"We're thrilled to be working with Louis and Mindhouse to join JJ behind-the-scenes of his make-or-break year. This is going to be an unprecedented insight into JJ's world; how he came to be where he is today, and what's next."*

The director is Wes Pollitt (*The Last Miners, Murder 24/7*) the producer is Sophie Grant (*The Last Miners, Superkids: Breaking Away from Care*) and the executive producers are Louis Theroux (*Altered States, My Scientology Movie, Shooting Joe Exotic*) and Barnaby Coughlin (*Inside Tatler, Sound of Musicals, First Dates*). On production management, Donna Ferry is the production executive (*This is Football, Stylish with Jena Lyons*) and Hannah Ramsey is the line producer (*The Met: Policing London, Louis Theroux: Mothers on the Edge*).

The KSI documentary will join the thousands of TV shows and movies in the Prime Video catalogue, including UK produced Amazon Original series such as *Good Omens, Clarkson's Farm, The Grand Tour* and *All or Nothing: Tottenham Hotspur*, as well as forthcoming UK-produced Amazon Originals Series *The Rig, The Devil's Hour, Mammals, All or Nothing: Arsenal, Jungle, Lovestruck High, Anansi Boys* and *The Power*; hit movies like *Coming 2 America*, Golden Globe winner and Academy Award nominee *Borat Subsequent Moviefilm*, the Golden Globe and Academy Award nominated movies *One Night in Miami..* and *Sound of Metal*; and critically-acclaimed global Amazon Original series including *Tom Clancy's Jack Ryan, The Boys, Homecoming* and *The Marvelous Mrs. Maisel*, all available on Prime Video at no extra cost for Prime members. Prime Video also offers Prime members in the UK live coverage of Premier League football matches, Autumn Nations Cup international rugby union tournament, plus exclusive coverage of ATP Tour and US Open tennis.

Prime members will be able to watch the KSI documentary anywhere and anytime on the Prime Video app for smart TVs, mobile devices, Fire TV, Fire TV stick, Fire tablets, games consoles, on Virgin's V6 TV Box, the Talk Talk TV set top box, Sky Q, Apple TV, Chromecast, BT TV or online at www.amazon.co.uk/primevideo. In the Prime Video app, Prime members can download episodes on their mobile devices and tablets and watch anywhere offline at no additional cost. Prime Video is available in the UK and Ireland at no extra cost to a Prime membership for just £7.99 a month or £79 per year. New customers can find out more at amazon.co.uk/prime and subscribe to a free 30-day trial.

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About Prime Video

Prime Video offers customers a vast collection of TV shows, movies, sport and more — all available to watch on practically any device:

- **Included with Prime:** Watch thousands of popular movies and TV shows, award-winning Amazon Originals and other exclusives, sports, and more. Think UK-produced Amazon Originals such as *Good Omens*, *The Grand Tour* and *All or Nothing: Tottenham Hotspur*, US hits like *The Boys*, *The Marvelous Mrs. Maisel* and *Tom Clancy's Jack Ryan*; as well as exclusive TV shows like *Star Trek: Picard*, *Nine Perfect Strangers* and *Little Fires Everywhere*; movies like *Coming 2 America* and the Golden Globe-winning *Borat Subsequent Moviefilm*; as well as live sport including ATP and WTA Tour and US Open Tennis, the Rugby Union Autumn Nations Cup and Premier League football. All available at no additional cost as part of Prime Video, which is available in more than 240 countries and territories worldwide (offers and titles vary based on location).
- **Watch More with Prime Video Channels:** Prime members can add 70+ channels like Discovery, ITV Hub+, Eurosport Player, hayu, STARZPLAY and more — no extra apps to download; no long term contract required. Only pay for the ones you want, and cancel anytime. View the full list of channels available at [co.uk/channels](https://www.amazon.co.uk/channels).
- **Rent or Buy:** Enjoy new-release movies to rent or buy, entire seasons of current TV shows available to buy, with special deals just for Prime members.
- **Instant Access:** Watch at home or on the go with your choice of hundreds of compatible devices. Stream from the web or using the Prime Video app on your smartphone, tablet, set-top box including Sky, Virgin, TalkTalk and BT, game console, or select smart TVs. For a list of all compatible devices, visit [co.uk/watchanywhere](https://www.amazon.co.uk/watchanywhere).
- **Enhanced Experiences:** Make the most of every viewing with 4K Ultra HD and High Dynamic Range (HDR) compatible content. Go behind the scenes of your favourite movies and TV shows with exclusive X-Ray access, powered by IMDb. Save it for later with select mobile downloads for offline viewing.

Prime Video is just one of many benefits included with a Prime membership, along with unlimited fast free delivery options on millions of items as well as exclusive deals and discounts at Amazon.co.uk, exclusive content with Prime Gaming, access to ad-free music, Kindle ebooks, and unlimited photo storage. To sign-up or start a free trial of Prime visit: [Amazon.co.uk/prime](https://www.amazon.co.uk/prime)

About Mindhouse

Mindhouse Productions was founded in October 2019 by filmmakers Louis Theroux, Arron Fellows and Nancy Strang to tackle thought-provoking and complex subjects in intelligent and entertaining ways. It has recently had huge success with *Gods of Snooker* for BBC Two, which looked at the golden age of snooker in the '80s, as well as producing Theroux's recent projects for the BBC including *Shooting Joe Exotic*, the four-part series *Life On The Edge* and the award-winning hit podcast *Grounded* with Louis Theroux. Other current projects include an upcoming four-part series for Sky about the case of Jeremy Bamber, a three-part presenter-led series for Channel 4 called *Alice Levine's Sex Odyssey*, and a new single for BBC One featuring health and fitness guru, Joe Wicks. Mindhouse also have a variety of projects in production that have yet to be announced including a BBC3 single, a feature-length documentary, and a three-part series for a premium US platform.

Mindhouse recently secured Gold in the British Podcast Awards for its BBC Sounds podcast with Louis Theroux, *Grounded* and has been shortlisted for a Grierson award for *Gods Of Snooker*.

About KSI

Hitting number two in the UK album chart and with over a billion streams, in *Dissimulation* KSI creates space for both his public persona and the personal: big hit features with the likes of Rick Ross and Lil Baby (*Down Like That*) and AJ Tracey (*Tides*) sit alongside more intimate, honest tracks. No stranger to defying expectations, *Dissimulation* received critical acclaim. Clash labelled it "an excellent body of work"; "he's absolutely smashed it" proclaimed Metro.

It's no surprise that KSI has been seen on the cover of The Sunday Times Magazine, The Sunday Times Culture, Music Week; The Observer Magazine, Viper and Notion. Other labels and artists want a piece of the KSI pie too: just look to the success of his features on S1mba's *Loose* and Nathan Dawe's BRIT nominated *Lighter*.

With his second album out now, a 2021 tour which sold out in seconds including a headline show at The SSE Arena Wembley, the launch of his own label and a single with Craig David (*Really Love*), Anne-Marie (*Don't Play*), YUNGBLUD (*Patience*), rappers Future and 21 Savage (*Number 2*) and now, Lil Wayne (*Lose*) KSI has proven that music is very much his domain.

KSI brings with him the unrelenting work ethic and infectious energy which YouTube instilled in him. Despite his debut's success, *Dissimulation* just scratched the surface: *All Over The Place* showcases his artistry's further progression again. Given FAULT Magazine described KSI as "one of 2019's biggest success stories - "an emergent hip-hop star" said The i - all eyes will be on his follow up. KSI's task - writes The Observer - is "not just to make "YouTube rap" but the real thing". Their verdict? "Mission accomplished."

All Over The Place, the #1 album from KSI is out now via BMG UK / RBC Records. Press shots here: <https://www.dropbox.com/sh/kcboof38k9xr91r/AADcD6AmPE0YwrAabZopa80Fa?dl=0>

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit [Amazon.co.uk/about](https://www.amazon.co.uk/about) and follow [@AmazonNewsUK](https://twitter.com/AmazonNewsUK).