

All3Media buys Illumina Digital

Jemima Kiss

guardian.co.uk

Thursday September 18 2008 10:21 BST

The UK independent production firm All3Media has bought Illumina Digital to expand its multimedia division, it has been announced today.

In its 10-year-old history, multimedia production firm Illumina's credits include websites for Who Do You Think You Are and teen soap Wannabes for the BBC as well as for the Breaking the News behind-the-scenes project for Channel 4.

All3Media did not disclose how much the deal cost it, but digital media director Andy Taylor - formerly managing director at Channel 4 New Media - said Illumina would sit alongside its existing digital specialists North One, Maverick, Lion and Conker Media.

"The acquisition of Illumina Digital positions All3Media as the UK's leading producer of digital content and makes it very well placed to benefit from the rise of the internet as an entertainment platform," he said.

The Illumina managing director, Andrew Chitty, said the deal would allow the firm to "turbo-charge" its relationships with commissioners and producers.

"We all know the digital future is one where the audience will want to experience content across TV, the internet and mobile," he said.

"Broadcasters and brands are beginning to realise that audiences have already shifted their behaviour and their businesses depend on finding people who can create these compelling experiences."

The All3Media chief executive, Steve Morrison, predicted the group would see digital increase from 5% of its total revenue to 40% within three years.

On Monday, All3Media announced a deal with web TV site BlinkBox that will see more than 150 episodes of shows including Shameless and Peep Show available on the site for free