



## **All3Media buys Illumina Digital for undisclosed sum**

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Independent TV Production company All3Media has bought Illumina Digital for an undisclosed sum. Illumina Digital, which reached the ten-year mark in August, has created interactive and multiplatform programmes for broadcasters including the BBC, Channel 4 and Sky as well as for the Royal National Theatre and Government departments.

Andy Taylor, digital media director of All3Media, said, "We already have some of the best digital teams in the UK at North One, Conker Media, Lion and Maverick. The acquisition of Illumina Digital positions All3Media as the UK's leading producer of digital content and very well placed to benefit from the rise of the internet as an entertainment platform."

Andrew Chitty, Illumina MD, 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."

"We already work with some of the most creative commissioners and producers of multiplatform content in the UK, but joining the All3Media family will enable us to turbocharge those relationships in the UK and internationally," he added.

Earlier this week All3Media signed a distribution deal with BlinkBox, to allow fans to watch shows like *How To Look Good Naked* and *Derren Brown* on the online film and TV site

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