



The indies: Illumina Digital Ltd

This summer Ariel introduces some of the key indies who work alongside the BBC

Boss: MD Andrew Chitty

Location: West London

Staff: 50 people

Description: Multiplatform production company specialising in digital tv and multimedia production, across factual, drama and entertainment. Virtually all content and interactive services delivered through IP networks.

Recent projects with the BBC: Wannabes – a broadband soap for the BBC aimed at 14-18 year olds following a group of friends as they follow their dreams. Viewers interact at key points to influence the plot.

Get Cooking – website featuring 20 hours of interactive cookery programmes with a team of six leading tv chefs, including Sophie Grigson, Mike Robinson, Madhur Jaffrey and Paul Merrett. Illumina Digital filmed the 100 interactive recipe videos and prepared detailed technique videos, featuring insider tips and advice from the BBC.

Awards: winner of RTS educational award 2008; interactive media awards 2008: best in class (food and beverage); interactive media awards 2008: outstanding achievement (tv). BETT 2008: best secondary digital content (other curriculum areas)