

BROADCAST

Illumina Digital seals deal for V Good Films

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Multiplatform specialist Illumina Digital has bucked the industry trend by buying a traditional TV production company, V Good Films.

The deal, which immediately follows Illumina's own acquisition by All3Media last month, is intended to expand Illumina's reach into multiplatform drama and factual entertainment.

It bought 100% of V Good from owner Victoria Powell, who co-wrote and produced its best known commission, Channel 4's 2006 drama-documentary Tony Blair Rock Star. She will be Illumina's head of drama and entertainment.

Powell will develop drama and formatted factual cross-platform programming for broadcasters and commercial partners under the V Good label.

Illumina Digital managing director Andrew Chitty estimated V Good could bring in £2m worth of business within two years. Illumina's turnover was £4.3m for the year ended June 2008.

"The deal enables us to create a fun personality within the Illumina family," said Chitty. "Drama is a genre in which we've been strong but only on individual projects. I can now see a steady source of revenue in this area."

Illumina's biggest drama to date was online teen soap Wannabees, developed in conjunction with the BBC.

Powell's other credits include drama Cross My Heart and short film Baby, both for FilmFour, plus factual commissions such as Inferno 999 and To See or Be Seen.

Prior to V Good, Powell launched a group of web ventures for News International, including FiredUP.com. "We share a belief that some online formats and genres will work for broadcasters, while some will work for brands and agencies," Chitty said.

Powell added: "TV companies know they have to think about digital and interactive content but most of them are dipping their toes in, unable to form truly strategic alliances. We chose Illumina because we want to be part of a dynamic content company that can produce mass entertainment across all media spaces."

"We'll be continuing to work with broadcasters but we're also working with publishers, advertisers and record companies."

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