

BROADCAST

Touch and Illumina in multiplatform JV

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Touch Productions, the indie behind Human Footprint, and Illumina Digital have formed a joint-venture to develop cross-platform projects.

The pair have a joint stake in Touch Illumina, which will be led by Touch chief executive Malcolm Brinkworth and Illumina managing director Andrew Chitty.

The indies will remain stand-alone companies pursuing their own projects, but will use the joint-venture to pitch ideas that incorporate different media, some of which will be created without a TV programme initially in mind.

Touch Illumina has five projects in development, the first of which will be an as-yet-unnamed BBC show in development at Touch. The site will employ video content, community elements, interactive applications and social networking.

The site and the series will debut in the autumn.

Though this site was developed during the production of a commissioned series, Touch and Illumina will collaborate from the start on future projects.

Chitty said the spark of the idea to join forces came from witnessing the scale of Touch's Human Footprint.

"It couldn't help but catch your eye - it was a 360-degree experience waiting to happen," he said. "Together we can develop formats and experiences that are multiplatform from the outset. This isn't a merger, but a meeting of creative minds."

Brinkworth said Touch had been planning a digital strategy for some time and actively sought out a partner with an established track record.

"The development slate of joint projects that has emerged is very exciting and ambitious," he said, adding that the new company was in talks with several broadcasters.

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