



GREENROOM ENTERTAINMENT

- Company at vanguard of multi-platform content
- First project commissioned for BBC Switch



Greenroom Entertainment, a pioneering production company, has been launched to exploit a growing market for fresh, intelligent, fully digital multi-platform content.

The company has been set up by director/producer **Nick Hamm**, his brother **Jon Hamm**, and producer **Simon Maxwell**. Nick and Jon previously co-owned award winning agency Greenroom Digital (recently acquired by Momentum Worldwide).

Greenroom Entertainment aims to become the UK's leading company in producing content that can be exploited across multiple platforms – from the internet, to television, to mobile phones and beyond.

The company's belief is that the key to its future success lies in combining skill-sets from traditional production and the rapidly evolving digital realm. By adopting a truly flexible and ground-breaking approach to storytelling, their aim is to create fresh, intelligent content that is completely attuned towards today's demanding audiences.

Nick Hamm, commenting on the production industry, said: *"It is clear that the demand is shifting from content made for one platform, to content that can be utilised on all media platforms. It is important to evolve and respond to market demands at the same time as continuing to deliver high quality, bespoke entertainment. I'm excited to be at the forefront of a company like Greenroom at this time."*

"The next generation of viewers will be more demanding than ever before because of the huge wealth of content available on the internet. It is important that production companies consider how the audience want to receive content before creating it, instead the falling into the habit of only producing content for TV."

Greenroom Entertainment's flagship production **FRESH!** – executive produced by Nick Hamm and produced by Simon Maxwell – is a groundbreaking sitcom for the new online platform **BBC Switch**. The show, written by Dean Craig and planned for broadcast in the autumn, follows a group of students through their first week at university – freshers week – and shows exactly what teenagers get up to during their introduction to student life.



FRESH! cast & crew

With recent online productions such as *Kate Modern*, which has attracted in excess of 57 million views to date on *Bebo*, and *Sofia's Diary*, which gained an average of 500,000 views per episode, the demand for online content has never been bigger.

Producer **Simon Maxwell** said: "It's an exciting time for indie producers. The rules are constantly being rewritten as people adapt and define new forms of storytelling. *Greenroom* is perfectly positioned to navigate this changing space and *Fresh!* is the ideal flagship production for us. It carries our ethos; a fresh format, broadcast across different platforms for new audiences. But the subject matter remains universal – although aimed at a young demographic it should appeal to a much wider audience – it might even have parents tuned in to see exactly what goes on during this notorious first week of university."

Greenroom Entertainment is focusing on building a portfolio of high-end comedy and drama projects for multi platform use. The producers tailor each project to a format that best suits the material and its target audience. Other comedy projects include forthcoming multiplatform teen sitcom *Terryvision* by Ben Bond, also backed by the BBC, the comedy-drama series *Hound Dog*, written by Simon Nye, and *Milk of Amnesia*, a high-concept comedy series. Nick and Simon also have high ambitions for their drama portfolio, with a number of new projects on the slate, including a co-development project with Sony Pictures Television International (SPTI).

Editor's Notes

Nick Hamm

Nick was resident director with the Royal Shakespeare Company from 1983 to 1988.

Nick moved into television and film directing in 1989 with *The Bottom Line*, a documentary about the crisis of culture, featuring Arthur Miller and Dustin Hoffman. The BAFTA award-winning director helmed *Play on One* starring Catherine Zeta-Jones and Colin Firth, followed by the highly acclaimed series *Rik Mayall Presents* for Granada, starring Amanda Donohoe, Jennifer Ehle and Helena Bonham Carter.

Nick's feature work includes films for Miramax, Pathé and Film Four including *Martha*, *Meet Frank*, *Daniel & Lawrence* (re-titled for the US release as *The Very Thought Of You*) starring Monica Potter and Joseph Fiennes, and the gripping cult movie *The Hole*, starring Thora Birch and Keira Knightley. Lions Gate Films' *Godsend*, starring Robert De Niro, Greg Kinnear and Rebecca Romijn-Stamos, was Nick's most recent film. He is currently in development on a number of feature film projects and will continue in his role of Executive Producer at Greenroom.



Nick Hamm

Jon Hamm

Jon began his career in the film business working for a wide variety of different companies before creating Greenroom Digital, a full-service digital agency, with brother Nick Hamm in 2001. At Greenroom Digital, his responsibilities as Managing Director included the company's strategic direction and creative output. Following the acquisition of Greenroom by Momentum Worldwide earlier this year, Jon is now the Executive Creative Director / Head of Digital. He has won numerous awards for his work.



Jon Hamm

Simon Maxwell

Simon began his film career working in commercials (for award-winning companies such as 2AM Films, Gorgeous, HLA, and Outsider), music videos (for Rose Hackney Barber), and in the production departments of several British independent feature films.

After graduating from Vancouver Film School in 2002, Simon worked as a freelance script editor at various film and TV production companies before joining feature film indie Arcane Pictures as their Head of Development.

Simon now heads up Greenroom Entertainment, where he oversees a slate of feature film, television comedy and drama, and multi-platform projects.



Simon Maxwell

Future Greenroom Entertainment Projects

TERRYVISION

Terryvision is a groundbreaking, multiplatform drama-comedy series written by Ben Bond.

Developed with the BBC.

MILK OF AMNESIA

Milk of Amnesia is a fast paced, high concept 6 x 30' comedy series – in the vein of a British *My Name is Earl* – a show about modern life, the human condition and how to survive it.

Developed with Target Entertainment.

UNTITLED DRAMA PROJECT

A co-development project with Sony Pictures Television International (SPTI).

US TOO

Us Too is a contemporary British feature film written by Dick Clement and Ian La Frenais. It will be Nick Hamm's next feature film project as director.

Synopsis:

Based on the cult novel *I was Bono's Doppelganger* by Neil McCormick, *Us Too* is a comic rock n' roll adventure about two Irish brothers struggling to forge their path through the 1980's British music scene... whilst the meteoric rise to fame of their old school pals – who also happen to be the world's greatest rock band – only serves to cast them deeper into the shadows.

Facts & Figures on previous online shows

Kate Modern (Bebo)

Kate Modern's 300 episodes have had in excess of **57 million views** since its debut last Summer.
5,799,003 profile views.
38,597 fans.

Sofia's Diary (Bebo)

Sofia's Diary attracted 5m views in it's first fortnight with daily episodes averaging around 500,000 views.
1,030,072 profile views.
19,633 fans.

Beyond the Rave

24922 friends.
356,721 total plays of video content.

Contacts

For further information / Use of pictures / Interviews

Idea Generation: +44(0)20 7749 6850

Daniel Lipman: daniel.lipman@ideageneration.co.uk

Anna Hartley: annah@ideageneration.co.uk

Paul Woodmansey: paul@ideageneration.co.uk

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Websites



www.ideageneration.co.uk

For:

- Online Press Office
- Client list
- Company contact detail