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UK-based global content creator Plimsoll Productions, part of ITV Studios, today announced the appointment of leading formats and distribution executive Andrea Jackson as Creative Director of Factual Entertainment. She will report directly to CEO Grant Mansfield and will be joining the Plimsoll executive leadership group.

In her new role, Jackson will develop, package and serve as executive producer across formats and factual content. She has a long history with the company, transitioning from her role at Magnify Media, the independent distribution house she founded, led and sold to Plimsoll in 2020.

Establishing Magnify Media in 2015, Andrea collaborated with rights owners and built a carefully curated catalogue of content across all unscripted and scripted genres and formats to license to networks and streamers throughout the global market, including Netflix, Disney+, discovery+, SVT, TV2 Denmark, SBS Broadcasting, Nippon, BBC, France Television, TVNZ, Foxtel and more. Through the acquisition deal with Plimsoll, Magnify Media continued to operate under Jackson as an independent business with amplified resources, infrastructure and content, becoming one of the most dynamic distributors in the industry and boasting titles such as Malika: The Lion Queen (FOX), My Unique B & B (BBC1), The Women of 9/11 (ABC), Marcus Wareing: Tales from the Kitchen Garden (BBC), Handmade: Good with Wood (Channel 4), Doctors Vs Internet (NRK), Love Raft (DR), Fittest Family (RTÉ), Master Cleaners (TV2 Denmark), among more.

As part of Plimsoll Production's acquisition by ITV Studios, Magnify Media will fully integrate to the ITV Studios distribution business in 2023.

Prior to launching Magnify Media, Jackson spent eight years as Managing Director of Acquisitions and Formats for DRG, which was sold to MTG. There, she worked on global format hits, including The Farm and The Bar, and with several dozen production companies to cultivate their slates for international opportunities. Jackson also grew the company's format business with titles such as 15 to 1, Don't Tell the Bride and Doc Martin. Previously, she co-founded and served as Managing Director of Zeal Entertainment, which was acquired by DRG. At Zeal, she ran the international business and secured the rights to the live event Miss World – one of the most widely distributed global events – and The Singing Bee, which was licensed to 35 global territories.

"We've been great admirers of Andrea for years and have had the fortune to collaborate with her on many endeavours while she led the charge at Magnify Media," said Grant Mansfield, CEO of Plimsoll Productions. "We're eager to lean into her robust formats and distribution experience, her deep relationships, specifically within the UK and US markets, and her unparalleled knowledge of the global marketplace."

"I'm beyond honoured and overjoyed to join Grant and the incredible team at Plimsoll who share my vision for creating unique and meaningful content to resonate with viewers across the global landscape," said Jackson. "I'm excited about the limitless opportunities that are ahead."

The news comes hot on the heels of a very busy year for Plimsoll. The company is in production across 20 series, including the highly anticipated The Ascent with Alex Honnold and Great Migrations for National Geographic/Disney+ and A Year on Planet Earth (Fox). Most recently, the company premiered the James Cameron-executive produced and Benedict Cumberbatch-narrated Super/Natural for National Geographic/Disney+ and appointed veteran production and development executive Alan Eyres as head of Plimsoll USA. Other recent credits include Animal (Netflix), The Women of 9/11 (ABC), Malika the Lion Queen (Fox), When Big Things Go Wrong (History) and Tiny World (Apple TV+).

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About Plimsoll Productions:

Headquartered in Bristol, Plimsoll Productions, an ITV Studios company, is one of the largest television production companies in the UK. Its BAFTA, Academy and Emmy Award-winning team specialize in wildlife, documentary, live and factual entertainment shows and it is a global leader in natural-history programs. Since the business was founded in 2013, Plimsoll has grown rapidly with a total workforce of more than 400 across its offices in Los Angeles, Bristol and Cardiff. It is behind more than 50 series, 14 live shows and seven films, including the James Cameron-executive produced and Benedict Cumberbatch-narrated Super/Natural for (National Geographic/Disney+), Emmy-nominated Hostile Planet with Bear Grylls (National Geographic), Night on Earth (Netflix), Tiny World (Apple TV+), Handmade: Good with Wood(Channel 4), Yellowstone Live (National Geographic), Rescue Dog to Super Dog (Channel 4), Britain's Parking Hell (Channel 5), The Women of 9/11 (ABC), Malika the Lion Queen (FOX), Life at the Extreme (ITV), Sit Baby Sit (Channel 4) as well as the highly anticipated The Ascent with Alex Honnold (Disney+), among many more.

Press Contacts

laura.saunders@itv.com

Viewer enquiries

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