

David Flynn launches creative studio Plegazoid and announces joint partnership with South Shore

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30 October 2023 - Former Youngest Media founder David Flynn today announces the launch of new studio Plegazoid, dedicated to creating innovative content with global appeal. Plegazoid has entered into an exclusive joint venture agreement with South Shore, producer of recent Channel 4 hit Don't Look Down, to develop and produce non scripted formats together.

Flynn, a serial creator and producer of hits such as Million Pound Drop, Game of Clones, Moneybags and Small Fortune amongst many others, has been working with South Shore for several months and they have two projects at pilot stage

with UK broadcasters.

David Flynn said: “We’re on the hunt for Plegazoids, those counter intuitive ideas that nobody else has thought of. Andy and Mel and the South Shore team share my desire to launch these shows and their creativity and independent spirit make them the perfect partner to join forces with.”

Andrew MacKenzie, CEO of South Shore said: “David is one of the smartest people in the industry. He’s got an incredible track record and his talent, personality and ambition make him the perfect fit to partner with South Shore. We couldn’t be happier to be launching this joint venture with him.”

South Shore is backed by ITV Studios, which will also work alongside Plegazoid to develop its ideas for global audiences via its creative network, as well as handling international distribution for the joint venture.

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Notes To Editors:

Plegazoid was originally the name given to a Pointless answer by David and his team when they created the BBC hit quiz Pointless.

South Shore is an award-winning independent production company, backed by ITV Studios. In 2023, the company won a BAFTA for its documentary John and Joe Bishop Life After Deaf, were BAFTA nominated for their BBC One hit series Freddie Flintoff’s Field of Dreams and recently launched the second most successful new format on Channel 4’s this year, Don’t Look Down.

Press Contacts

laura.saunders@itv.com

Viewer enquiries

<https://www.itv.com/contact/how-to-get-in-touch>