

ITV America sets overall deal with Nobody's Hero

Published Thu 25 Jun 2020



[Corporate](#)

ITV America sets overall deal with Nobody's Hero, production label led by prolific unscripted creatives Christopher Potts and Jonty Nash

LOS ANGELES - (June 24, 2020) - ITV America is bringing unscripted entertainment veterans Christopher Potts and Jonty Nash into the fold, inking an overall deal with the dynamic duo's recently established production label Nobody's Hero. ITV America CEO David George made today's announcement.

Former *Magical Elves* colleagues and the creative minds behind such unscripted triumphs as *Nailed It* and *Sugar Rush* for Netflix, as well as the UK's *Made in Chelsea*, Potts and Nash joined forces in January 2020 to launch Nobody's Hero. In short order, they've set original unscripted projects with multiple streamers, including Netflix and Quibi, among others - as well as with HISTORY and NatGeo Wild.

Under their overall deal with ITV America, Potts and Nash will expand upon their brand of offbeat, highly original reality fare – creating, developing and producing projects alongside the ITV team, with access to the company’s scale and infrastructure.

The deal was brokered by ITV America Executive Vice President of Business Development and Strategy Danielle Bibbo and by WME, which reps Nobody's Hero.

"Chris and Jonty's out of the box approach to IP and format creation in the US, with a particular focus on streaming, is just one of many places we're headed with ITV America," said George. "We welcome their refreshingly singular style and look forward to helping build Nobody's Hero into a powerhouse label within our portfolio."

Added Potts and Nash:

"It's been famously said that, in Hollywood, 'nobody knows anything.' That includes us, but we've managed to make a few good guesses so far – and this deal with ITV America allows us to continue to do that, alongside a top-class, immensely supportive production and operations team."

Potts and Nash were both previously senior vice president of development at Magical Elves, where their credits included such high-profile hits as the Emmy-nominated *Nailed It* and *Sugar Rush* for Netflix, as well as Animal Planet’s *Cat vs. Dog*.

The duo first crossed paths as development executives and producers at UK-based Tiger Aspect. Nash later became a development executive at Fremantle UK and a producer for BBC Worldwide, before moving to Los Angeles and producing live studio entertainment shows, such as ABC’s *Dancing with the Stars*. He joined Magical Elves as vice president of development in 2013, shepherding series including *Top Chef Junior* for NBC, *All in with Cam Newton* for Nickelodeon and *Cleveland Hustles* for CNBC. Prior to launching Nobody’s Hero with Potts, Nash was head of development for Mark Wahlberg’s *Unrealistic Ideas*, where he sold series to HBO Max and Discovery, among others.

Meanwhile, following Tiger Aspect, Potts went on to head development at NBC Universal’s *Monkey Kingdom*, where he created a range of formats and series, including Channel 4’s BAFTA Award-winning *Made in Chelsea* (now in its 19th season). He joined Endemol Shine North America in 2015 as vice president of development – creating and shepherding projects including CNBC’s *Billion Dollar*

*Buyer, MTV's Almost Impossible Game Show and Bravo's Stripped – and in 2016, reunited with Nash at Magical Elves, where he developed series including the celebrity reboot of NatGeo's Brain Games and Netflix's Kevin Hart: Don't F**k This Up.*

About ITV America

ITV America, part of ITV Studios, is one of the largest independent producers of unscripted content in the US, producing more than 100 programs, totaling over 800 hours of content, in partnership with more than 40 networks and platforms. The company consists of six vertical production labels, including ITV Entertainment, Leftfield Pictures, Sirens Media, Thinkfactory Media, High Noon Entertainment and Good Caper Content, with series such as: Emmy-winning *Queer Eye* (Netflix); *Love Island* (CBS); *Fixer Upper* (HGTV); *Hell's Kitchen* (FOX); *The Real Housewives of New Jersey* (Bravo); and *Pawn Stars, Alone* and *Forged in Fire* (HISTORY), among many others.

Press Contacts

tessa.machett@itv.com

Viewer enquiries

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