

Twofour and Boom Group realign nations and regions focus

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- Boomerang's Director of Programmes Sam Grace to join The Boom Group
- Grace appointed Creative Director of Boom as it supercharges production in Cardiff for network and regional programming
- Twofour to focus creative development and production from its regional powerhouse in Plymouth and London bases

8 September, 2020 - The award-winning indies Boom and Twofour, both part of ITV Studios, are to realign their nations and regions focus to support their creative strategy as they move into their next stage of growth.

Under the management of CEO Tim Carter, Chief Creative Officer David Brindley and Managing Director Dan Adamson, Twofour is concentrating development and production between Plymouth and London, strengthening the axis between the bases to inject scale and audacity to its British and global content.

Founded in Plymouth, Twofour has proudly been one of the biggest independent production companies in the Regions for over twenty years, whilst operating a highly successful London office. The company will be doubling down on its roots, re-focusing to where the majority of its productions are based, and harnessing opportunities in Plymouth where it operates a significant production innovation and post-production business.

Sam Grace, currently Director of Programmes at Boomerang (part of Twofour), is to join Boom's senior management team led by MD Nia Thomas. Sam spent 16 years in London producing a range of factual formats including *Undercover Boss*, *Long Lost Family* and *The Apprentice*, and won a BAFTA for his work on *The Choir*. Born and raised in Cardiff, he returned to Wales six years ago to take up his post with Boomerang, where he has overseen a raft of successful network shows including the Broadcast Daytime Award-winning *Extreme Cake Makers* for Channel 4, *Big Zuu's Big Eats* for UKTV and *Britain's Naughtiest Nursery* for Channel 5. He will become Creative Director at Boom as the label supercharges production in Cardiff for network and regional programming.

Boom will now be the producer on a number of shows currently in production and development at Boomerang, while the brand new factual entertainment series *Dom Delivers*, produced by Boom for BBC One daytime, was also announced this week.

Boom Group, which includes production divisions Boom, Boom Cymru, Boom Kids and Boom Social, is one of Wales' largest production companies, responsible for over 400 hours of programming annually for the BBC, ITV, Channel 5 and S4C, with a slate that includes shows such as S4C's tense crime thriller *35 Diwrnod*, produced and adapted into English language for Channel 5's *15 Days*, ITV's *Britain's Smallest City*, and multi-award winning kids show *Project Z* for CITV, another show to be adapted from an S4C original, *Prosiect Z*.

The Boom Group also houses the BAFTA and EMMY award-winning specialist factual and natural history producer Oxford Scientific Films, leading Welsh post-production facility Gorilla and Visual Effects, Motion Graphics and Interactive company, Bait Studio.

The Boomerang name will now be rested.

Nia Thomas said: “Sam joining the Boom Group and bringing a number of shows with him is really exciting for our production capabilities here in Wales, and means we can continue to ramp up our programming across all genres for both the regional broadcasters in the country as well as all four corners of the UK. Having worked with Sam closely in the past, I cannot wait to create brilliant television with him once again.”

Sam Grace said: “Wales is full of incredible creative talent and this is the perfect opportunity to demonstrate that an indigenous Nations indie can produce top quality programmes for a network and global audience.”

Tim Carter said: “TwoFour is proud to have been home to Boomerang as they made award-winning shows like *What Would Your Kid Do* for ITV, *Extreme Cake Makers* for Channel 4, *Big Zuu’s Big Eats* for UKTV and countless others. I’m sure that bringing Sam, Nia and the Boom Group together will create the very best platform for further success in the Nations and we wish them all the best.”

Dan Adamson, MD of TwoFour, added: “Having lived and worked in Devon for a decade, I’m very aware of the incredible talent and output from our regional base. Now myself, David Brindley and the whole management team will be focusing all of our energy harnessing the talent across the Plymouth and London offices, to continue producing bold and ambitious programming that we can all be proud of.”

TwoFour is the home to shows across all the main broadcasters, including, *One World: Together at Home* for BBC One, produced in collaboration with Global Citizen and the WHO, an ambitious and extraordinary tribute to key workers, produced during lockdown; smash hit BBC One brand *The Real Marigold Hotel*; the award winning *Educating...* brand for Channel 4; popular daytime series *Beat the Chef* for Channel 4; Channel 5’s longest-running series, *The Hotel Inspector*; as well as new and returning shows for ITV2 including *V Festival* and *Ibiza Weekender*.

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