

## Mediapro launches UK prodco

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Spanish audiovisual group Mediapro Content is launching an independent production business in London and has hired a GroupM Entertainment exec to lead it.



Stephen Johnstone

Stephen Johnstone is charged with launching Mediapro's presence in London, coproducing with local talent and generating new IP. He has been appointed MD of Mediapro Content UK.

Johnstone has spent the past four years as director of EMEA (ex-UK) for GroupM Entertainment, part of advertising giant WPP, which is an investor in Mediapro Group.

While there, he was responsible for the expansion of the GroupM Entertainment business into 10 territories throughout Europe. He has previously worked at Channel 4 and spent 10 years at Turner Broadcasting, where he was European senior VP of youth channels.

His appointment at Mediapro follows those of Laura Fernández Espeso as [head of international content](#) <sup>[1]</sup> and Ran Telem as [head of international content development](#) <sup>[2]</sup>.

The TV and film production group recently coproduced *The Young Pope* alongside HBO and is looking to increase its creative and commercial collaborations in international drama and entertainment.

"This is a really competitive market, but we think we still have a lot to offer. Our goal is to work with broadcasters and producers to help bring brilliant ideas and stories to life," said Johnstone.

"Production budgets, particularly in scripted, are rising rapidly everywhere and we need to make quality shows more accessible." Mediapro is majority owned by Imagina Media Audiovisual.