

Larry Bass**CEO of Screentime ShinAwiL**

An honours graduate of Trinity College and DIT Dublin, Larry's career started as a DJ at the age of 13, and includes the Rock and Roll industry where he worked as a freelance production/stage manager, which in turn led to a similar career in television. In the late 1990's, he worked as Managing Director & Co-founder of 'The Gallery' post-production facilities house, and as a freelance Producer.



In 1999 Larry established ShinAwiL Productions Ltd with director Simon Gibney, where he acted as Managing Director for 3 years, before merging with Screentime Australia in 2003, and forming Screentime ShinAwiL, now one of the largest independent production companies in Ireland. Larry is currently CEO of Screentime ShinAwiL.

Most recently he has Executive Produced 5 series of the top rating music talent search show *You're A Star* for RTE ONE. Previously credits include *Charity You're A Star*, *Popstars* and *The Irish Film & Television Awards*.

In 2000, Larry was elected to the national Executive of Screen Producers Ireland (SPI), serving as deputy chairman from January 2003 to February 2004, and as Chairman from February 2004 to February 2005. He also was the Irish member of CEPI from 2003 to 2006. He is currently a member of the Broadcasting Sub-committee of SPI. He is also a jury member of *International Rose d'Or*.

Larry Bass is an Advisory Board Member of the Entertainment Master Class.

Screentime ShinAwiL

This group consists of, Screentime Pty in Australia and Screentime New Zealand. ShinAwiL Productions was established in 1999 with Larry Bass as Managing Director. However, in 2003 ShinAwiL Productions merged with Screentime Australia to become Screentime ShinAwiL Productions and is now one of the largest independent production companies in Ireland.



The first production of ShinAwiL was in 1999, a critically acclaimed music documentary *Aslan...Made in Dublin*.

Screentime ShinAwiL Productions put itself on the domestic map in 2001 with the hugely successful *Popstars* and has continued to hold this position with the highly acclaimed *You're A Star* format. *You're A Star* has been the highest rating entertainment programme on RTE1 for the past 4-years.

Screentime ShinAwiL Productions has also established a strong foothold in the International Marketplace with the success of *SoccaStars*.

The *SoccaStars* format has been produced in Portugal, Pan-Arabic out of Egypt and Malaysia and has sold in 19 territories.

Contact

Screentime ShinAwiL Ltd · 3rd Floor, O'Hagan House · 83-87 Ranelagh Village · Dublin 6 · Ireland
 T: +353 1 4066 433 · F: +353 1 4066 434
 larry.bass@shinawil.com · www.shinawil.ie