

**Larry Bass****CEO of Screentime ShinAwiL, Ireland**

An honours graduate of Trinity College and DIT Dublin, Larry's career started as a D.J 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 the Irish versions of the multi award winning series', The Apprentice and Dragons Den and also a new music talent search, Fame The Musical.

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.

Larry is an Advisory Board member of International Rose d'Or, FÁS Screen Training Ireland and the ENTERTAINMENT MASTER CLASS. He has also sat on a jury for the International Emmys and BANFF Television Awards.

Larry has guest lectured at DIT Dublin, IADT Dublin, MIPCOM, SPAA Australia and the ENTERTAINMENT MASTER CLASS.

In 2010 Larry was appointed to the Board of the Broadcasting Authority of Ireland by the Irish government.

**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* ran for 6 years peaking at 63% audience share in its final series.

In 2008 Screentime ShinAwiL produced two hit international formats for Irish television, *The Apprentice* for TV3 and *Dragons Den* for RTE. *Dragons Den* Series two recently finished on RTE with huge ratings and *The Apprentice*, that has won the



IFTA Award for Best Entertainment Programme 2 years in a row, is currently in pre production on series 3.

In 2009 Screentime ShinAwiL opened in the UK. Based in Northern Ireland, the aim is to generate commissions from UK Networks.

Screentime ShinAwiL are currently producing music talent search Fame The Musical for RTE.

Screentime ShinAwiL Productions has also established a strong foothold in the International Marketplace with the success of *SoccaStars*, *Test The Teachers* and *Hit Me I'm a Celebrity*.

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

## **Contact**

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