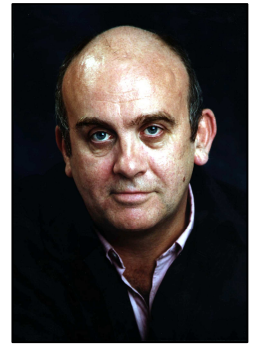


## Billy McGrath

### Creative Director, SIDELINE

After a decade in the Irish music and comedy industries, Dublin born Billy McGrath trained as a TV producer / director with the national broadcaster RTE in 1985 and subsequently worked freelance on a wide range of programming in Ireland and the UK. As a writer and performer, Billy always had a huge interest in comedy, and in the early 1990s produced live shows with emerging stars like Jack Dee, Dylan Moran, Sean Hughes, Ardal O'Hanlon, Jo Brand, Lee Evans and Patrick Kielty. After winning a European Script Award in '95, Billy moved to London / Kent, studied for a diploma in Sitcom Writing from the University of London, invited on the SOURCES screenwriting workshops and increasingly hired as script consultant and editor across a wide range of comedy and drama projects. A qualified teacher, Billy also lectured at West Kent College and for Screen Training Ireland designed courses for new sitcom writers (tutors included Father Ted / Black Books / IT Crowd's Graham Linehan, The Fast Show's Charlie Higson and Blackadder producer John Lloyd) plus wrote / hosted The Comedy Masterclass at the famed ARISTA story development workshops. Back home in Dublin 1998, Billy joined the new Irish commercial TV channel TV3 as exec producer programming and soon after was appointed RTE's Commissioning Editor for Entertainment 2000 – 2002 overseeing the development and production of 500 TV hours per annum across two channels. After departing RTE, his first independent TV commission, 'Close Encounters with Keith Barry', was the biggest selling series for RTE International and nominated at the international Rose D'Or TV Festival as 'best variety programme' 2004. Over the last few years Billy has contributed to Rose D'Or festival panels and juries – including TV Formats, Best Music and Best Arts Programme.



In 2006 Billy along Gerry Kelly set up SIDELINE, targeting both the Irish and international markets. Based in Dublin, 2006 shows included factual series Leagues Apart with Ardal O'Hanlon (Irish TV and Film Award nominee '07) and 'green' format Community Challenge (27% share). 2007 commissions include Baby On Board (Lifestyle - 32% share), Class Act (Entertainment – 34% share), The Irish Township in Cape Town (TX January 2008) and major reality series Hollywood Trials (filmed in LA and TX early 08). Sideline have also piloted new projects Happy Camper with Ardal O'Hanlon and The Choir Works for RTE Factual and Entertainment respectively. Billy McGrath is creative director of SIDELINE while Gerry Kelly - who had a very successful 20-year career in the stock broking, corporate finance and investment – has specific responsibility for business development, marketing and finance. SIDELINE is also Ireland's biggest independent DVD producer and sole owner of online DVD store [www.dvdsales.ie](http://www.dvdsales.ie)

The logo for SIDELINE, featuring the word "SIDELINE" in a bold, italicized, sans-serif font. A horizontal line with a green-to-yellow gradient is positioned above the letters "I" and "D".

### Contact

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