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***Adolescence* Director, Philip Barantini and Samantha Beddoes’ outfit**

**It’s All Made Up Productions sell minority stake to Avalon**

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Photo credit: Debbie Ellis

Philip Barantini, the multi-award-winning director of the 2019 hit film *Boiling Point* and recent critically acclaimed four-parter, *Adolescence* and his long-time collaborator and co-executive producer Samantha Beddoe today announce Avalon has acquired a minority stake in their fast-rising indie outfit, It’s All Made Up Productions.

The partnership, which began discussions last year, sees this emerging indie align with the UK’s largest independent production company, and a premier global talent management business committed to supporting distinctive creative talent.

With offices in London and plans to open an office in their home city of Liverpool, Co-Founders Barantini and Beddoe have an impressive slate of productions already in development with all major broadcasters, studios and streaming platforms in the UK and US. The slate will focus on TV drama, film and documentaries with Barantini and Beddoe committed to championing lesser-known and underrepresented voices and stories.

It’s All Made Up Productions’ Executive Producer, Samantha Beddoe said, “*We’re delighted to be announcing our partnership with Avalon. They have a really good understanding of how we want to work; we’re an independent company that values creativity above all else, working with the best of the best to make dramas, films and documentaries with a global ambition. Avalon can help us do this and we look forward to the journey ahead with them*.”

The Bafta and BIFA nominated director Philip Barantini said, “*We want to tell powerful stories that resonate and provoke through film, television and documentaries on the biggest scale possible. We are deeply passionate about the industry and where we come from and this partnership with Avalon will take us to the next level.”*

Avalon CEO, Laura Kennedy, added, “*Sam and Phil are incredibly talented producers, with exceptional taste and creative vision. We are thrilled to be partnering with them on the growth of their company, and their slate of upcoming projects*.”

Barantini began his film and television career acting in acclaimed dramas *Band of Brothers, Dream Team, Chernobyl* and films including *Ned Kelly.* He then moved behind the camera directing the multi-award-winning *feature Boiling Point* and TV shows such as *The Responder* (BBC), *Boiling Point* (BBC) and *Malpractice* (ITV) as well as his Netflix feature film *Accused*. The four-parter, *Boiling Point* was streamed on Netflix in the US in 2024. Barantini’s recent four-part Netflix drama *Adolescence* had 96.7 million views after only three weeks and the limited series is already in Netflix’s global top 10 all-time most popular TV shows.

Beddoe began her career in Production Finance, controlling and running production budgets for Disney, Lucasfilm, FX Networks and BBC, to name a few. She executive produced the *Boiling Point* film as well as co-produced *Accused* with Barantini for Netflix. Additional credits include *What’s Love Got To Do With It, Atlanta* and *The Acolyte*.

It’s All Made Up Productions was advised by Hasham Khan, ABP Advisory, “I’m proud to have advised Phil and Sam on this deal. This is just the start for us on this journey to build a transatlantic production powerhouse, and in Avalon, I believe we’ve identified the perfect partner. Phil and Sam’s development slate is stacked with premium projects with global appeal and A-list talent attached from both the UK and the US. This deal will allow them to invest in the company’s infrastructure to produce shows in-house, maximise rights retention and ultimately, build their own studio.”

It’s All Made Up Productions is repped by Independent Talent in the UK and by CAA and Johnson, Shapiro, Slewett & Kole in the US. The company is managed by Untitled in the US. Lucy Strauss, Alistair Mavor and Ria Sadrudin from Lee & Thompson handled the deal. Avalon was advised by David Strong at Marriott Harrison.

Contact:

Una Maguire, Milk Publicity

[una@milkpublicity.com](mailto:una@milkpublicity.com)

+44 (0) 7801 036272

 Dan Lloyd, Avalon

[dlloyd@avalonuk.com](mailto:dlloyd@avalonuk.com)

[+44 (0) 7779 026714](tel:+447779026714)

**Notes to Editors:**

**About Avalon**

Avalon is a multi-award-winning talent management, television production and live promotion group with offices in London, Los Angeles and New York.

Avalon, Artists Rights Group and The Agency together represent a diverse and distinctive roster of artists including actors, comedians, writers and directors, among them Academy Award, BAFTA, Emmy, Tony and Olivier Award-winners.

Avalon is the UK’s largest true independent television production company, with over 40 shows in production in the last year including: hit entertainment format *Taskmaster* (Channel 4 in the UK, Network 10 in Australia, TV4 in Sweden, TVNorge/Discovery+ in Norway); *Last Week Tonight with John Oliver*(HBO); *Starstruck* (HBO Max/BBC); *Not Going Out* (BBC), the UK’s longest running sitcom on air; *Breeders*(FX/Sky); and *Dogs Behaving (Very) Badly*(Channel 5). Avalon has produced over 4,000 episodes of hit programming for audiences in the UK, US and around the world, winning over 30 Emmy Awards and BAFTAs from 100+ nominations.

Other landmark Avalon shows include *Catastrophe* (Amazon/Channel 4), *Flatbush Misdemeanors* (Showtime), *The Russell Howard Hour* (Sky), *TV Burp*(ITV), and the cult classic workplace sitcom *Workaholics* (Comedy Central).  Avalon has also produced over 60 comedy specials for various platforms including Amazon, HBO, Netflix and Sky, as well as numerous podcasts and radio shows, including the UK’s second most popular podcast, *Shagged. Married. Annoyed.* with Chris & Rosie Ramsey. Avalon’s dedicated distribution arm licenses its catalogue of programmes and formats to over 200 territories worldwide.

Avalon also produces and promotes live comedy around the world and has promoted more winners and nominees of the prestigious Edinburgh Comedy Award than any other company. Avalon produced *Newman and Baddiel: Live at Wembley*, the UK’s first arena comedy show, *Jerry Springer: The Opera*, winner of four Olivier Awards, and is currently producing *Operation Mincemeat: A New Musical* in the West End and on Broadway, winner of two Olivier Awards including Best New Musical in 2024.

For Avalon news visit: [www.avalonuk.com/press](http://www.avalonuk.com/press) or follow @avalonent