Infonation splits from UK Foreign Office

UK producer Infonation, previously a production unit within the British Foreign and Commonwealth Office (FCO) is striking out on its own to become an independent production company.

The move into the independent sector is largely due to the company’s success with its series The Edge and Beyond Babel. Infonation was established by Ron Blythe within the FCO but according to a spokeswoman it was never actually owned by the British Government.

Blythe, who will stay with Infonation as director of programming, commented, “The move towards independence seemed an inevitable consequence of our success. We needed to expand and that just wasn’t possible in our current situation.”

Infonation is increasingly committed to integrating ancillary activities with television production. It is, for example, releasing its English-language series Beyond Babel – English on the World Stage (4x50’) on DVD worldwide. The two-disc set includes the original TV series with additional interviews and background material.

Sally Westbury, the series producer, explained that DVD was a format that would be increasingly explored by Infonation. “We have made DVDs in the past but normally as a stand-alone product rather than in addition to a TV programme. However, we have plans to make more of our output available in the DVD format.”

(www.infonation.org.uk)