



Square i Media

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www.squareimedia.com

Square i Media Company Profile

Square i Media is a leading company in the new generation of multi-platform video production.

With a complete and pioneering understanding of the technology and audience engagement that modern media requires we are not only a most competent creative and technical partner, but also extremely economic.

We produce the highest quality television programming and corporate media solutions for an international and future savvy audience. We believe clients are paying too much for their media with not enough transparency throughout the process. Our objective is not big budget, big margin but quantity and quality enabling us to nurture the business with a happy staff and extensive facilities. Unlike other media production businesses, we are never afraid to invest in big ideas and future technologies, applying for patents and pioneering methods, work-flow and ideas, both independently and with our clients.

We have two primary sectors of business:

Broadcast

The television and media industry is a consistently changing sector as new trends and technologies emerge, changing the way in which audiences consume media, affecting commercial and corporate models alike. This requires a consistent understanding with a pioneering attitude to survive in this market. However, Square i are well placed to not only stay one step ahead of the audience and broadcast trends, but introduce these particular ideas to the corporate and new media sectors with confidence and economic reality.

Clients:

Turner Broadcasting
Bravo UK
Channel 4
IM Global US
ITV
Teachers TV
Five

Corporate media solutions

Our products and services available for the corporate sector are packaged and marketed in an easily accessible way. Square i Media is made up of broadcast television professionals from across all genres and this uniquely informs the editorial projects we produce for the corporate sector. This subsequently allows us to sell what can sometimes be complicated media ideas to a larger customer base for both business to business and business to customer markets. In addition we have developed pioneering online and mobile solutions, offering IPTV and content models that achieve real return on production investment for clients such as Euromoney and Oasis (high street retailer).



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Clients:

Aegis PLC
JWT
Euromoney PLC
Oasis
DVLA
Islington Council
Starcom
CMLtd
Dangerous Films
BP Castrol
Ninjatune
IPC Media
BT

People

We have now brought in a number of professional and forward thinking people to help push the business forward into new sectors.

CEO – Stephen Tottingham
Chairman – Mark Wilkin
Managing Director – David Chidgey
Commercial Director – Nick Price
Head of Production – Catherine Kay
Facilities Director – Russell Stainton
Creative Director – Marn Davies
Creative Director – Kashaf Chaudhry

Facilities

We have established Islington Studios (www.islingtonstudios.com), of which we are joint owners. This is an extensive two storey video and photographic studio plus edit facilities. This gives us a very economic way of producing our own content as well as allowing us to hire out facilities.

Brand Solutions

The new media market is offering a significant challenge to advertisers that are trying to engage the key consumer demographic, the 16-35 year olds. We believe we have budgets, techniques and products that allow us and them to exploit this new world of media more effectively as we can place brands, broadcasters and corporate clients together to generate mutually acceptable media solutions.



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Why Square i

Square i Media was always set up to be a conglomerate of people with ideas to change the way people consume media. Part of the company ethos is to engage strong creative people and help them get their ideas working. If we can find commercial value to the idea we can share in its success and build the company with these people full time. It is this supportive and fair approach that has brought some key clients and contacts to the business and helped us grow.

As a result, our knowledge base, and diversity of people is industry leading, with excellent contacts and talent. Coupled with our existing growing productions and products we are confident that we are a strong company in this competitive but pioneering market sector.