

HORSE & COUNTRY TV APPOINTS TV TALENT

Horse & Country TV is proud to announce that Jonathan Rippon has joined the company as Head of Programming.

Jonathan is a familiar and well respected name to industry insiders, having developed successful formats for the BBC, ITV and Living TV as well as working on the launch of the CBBC and CBeebies channels. Previously Deputy Head of Content Development at ITV, Jonathan was a founding senior member of ITV's innovation department, "ITV Imagine", working on a creative process for idea generation which was rolled out across the company. He facilitated major sponsorship deals for ITV, including those for Coronation Street and the FA Cup, and was also part of the BBC Factual Entertainment team, the force behind "Dragons' Den". Jonathan also developed and successfully pitched "The Saturday Show" and after just eight years at the BBC, he was appointed by Richard Woolfe as the first ever Development Executive Producer for Living TV.

Speaking of his new role at Horse & Country TV, Jonathan says:

"I enjoy encouraging people to realise their full creative potential and having had a wealth of experience formulating new ideas, as well as working with major international brands, I intend to combine these elements to take Horse & Country forward as both a channel and a commercial proposition."

Commenting on his appointment, Heather Killen, Chairman of Horse & Country TV says:

"Jonathan is responsible for commissioning, acquiring and scheduling all programming for H&C TV and we are incredibly excited to have him on board. With over 15 years' experience in TV, including programming, development, production, scheduling, media planning and team management, we are confident that Jonathan has the vision and ability to take Horse & Country to a new level."

Horse & Country TV: SKY 280

www.horseandcountry.tv

Press Information

Contact Sam Forrest PR

020 89475 475

Email info@samforrestpr.co.uk