



# Screentime

We are Banijay

## NOEL MPOFU APPOINTED COO As Anthony Ellis joins as Head of Scripted

Friday 6 March 2020

Noel Mpfu has been appointed *Chief Operating Officer* of Screentime (a Banijay Group company), effective immediately.

With extensive experience in finance in the media sector, Noel joined the company as *Chief Financial Officer* in 2017. Previously *Group Financial Controller* at Southern Star Entertainment (now Endemol Shine Australia) he went on to establish his own agency specialising in television production royalty and residuals management, with clients including Screen Australia, SPA, AWG, as well as numerous production companies and networks.

**Noel Mpfu** said: "I am thrilled to be stepping up within the Screentime management team at this exciting time. Screentime is well known locally for producing high-quality premium drama and non-scripted entertainment, and as we enter this exciting next phase as a significant global player under the Banijay banner, I look forward to being a part of the innovation of our premium content business."

Highly regarded creative **Anthony Ellis** joins Screentime as *Head of Scripted* working alongside *Head of Production (Scripted)* Kerrie Mainwaring. One of Australia's most experienced script executives, throughout his career Ellis has been involved in some of our most iconic productions including writing the pilot, co-developing and script producing **Always Greener** for Channel Seven, before being appointed *Network Script Executive* at Channel Nine where he oversaw the scripting of numerous productions including **McLeod's Daughters** and **Stingers**. He then returned to Channel Seven where he co-developed, wrote the pilot and script produced the hugely successful **Packed To The Rafters**. Appointed *Head of Scripted Content* at Fremantle Media in 2012, Ellis was instrumental in the scripting of the multi-award-winning **Wentworth**, supervised scripting on both **Wonderland** and the telemovie **Mary: The Making of a Princess**, as well as the acclaimed six-part drama **Picnic at Hanging Rock**.

Upon the announcement **Anthony Ellis** said: "I am delighted to join Screentime and look forward to helping secure and build on its legacy of innovative, compelling and hugely popular drama."

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[Imagery of Noel Mpfu & Anthony Ellis](#)

### ABOUT SCREENTIME

Screentime, a Banijay Group company, is a specialist television production company with an outstanding list of productions. Their award winning and celebrated dramas include the Underbelly franchise (including the recent Underbelly: Chopper), The Secret Daughter, Wolf Creek The Series, three series of Janet King, Fat Tony & Co and ANZAC Girls, as well as The Incredible Journey of Mary Bryant, Society Murders, Jessica, My Husband My Killer, A Model Daughter: The Killing of Caroline Byrne, Breakers, MDA, Crownies, Brothers In Arms and the critically acclaimed Tim Winton's cloudstreet. Most recently the company produced Pine Gap for Netflix and the ABC and Playing For Keeps for Network Ten. The company's current slate includes the highly anticipated Informer 3838 for Channel Nine, Hughsey We Have A Problem for Channel Ten, Anh's Brush With Fame for ABC and SAS: Australia for Channel Seven.

A MEMBER OF THE BANIJAY GROUP, Screentime includes Screentime Pty Ltd in Australia and Screentime Limited in New Zealand.