



True Entertainment, Original Media merge

By Daniele Alcini January 4, 2017



New York-based prodcos True Entertainment and Original Media – helmed by Emmy-winning producers Glenda Hersh and Steven Weinstock – have merged to form a full-service, fully-integrated production entity.

Truly Original will exploit the collective creative energy and production expertise of both companies, allowing for the unification of production, post-production, business and legal affairs, and finance under one collective roof. The two production shops are expected to amalgamate into one office space in New York City later this year.

The merger will also see resource sharing across broadcast, cable and digital, and bring the staffs of both production companies together as one unified team.

The company will maintain the True Entertainment and Original Media creative labels for brand consistency, while Truly Original will remain dedicated to producing distinct programming for each, including *The Real Housewives of Atlanta* and *Vanity Fair Confidential* from True Entertainment, and *Dual Survival*, *Ink Master* and *Swamp People* from Original Media.

Hersh and Weinstock will serve as co-presidents and co-CEOs of the new company, and Truly Original will remain a subsidiary of Endemol Shine North America.

Truly Original currently produces 16 series across 10 networks.

“We are genuinely thrilled to be announcing Truly Original, which represents a blending of the respective strengths of two successful production companies, while maintaining the creative identity of each,” said Hersh and Weinstock in a joint statement. “We look forward to continuing to execute at the highest levels of creativity and innovation for our network partners, and to offering our executive and production talent even greater opportunity as our business continues to evolve.”

Hersh and Weinstock launched their company True Entertainment in 2000, which was acquired by Endemol Shine North America in 2003, and later became co-CEOs and co-presidents of Original Media in April 2015.