



3rd October 2022

BEYOND PRODUCTIONS GEARS UP FOR FURTHER GROWTH WITH NEW SVP HIRE

Los Angeles, USA: Beyond Productions, the company behind Hulu’s recently announced dating format, *Back in The Groove* with Taye Diggs, long-running Discovery franchise *MythBusters*, and HGTV’s hit series *My Lottery Dream Home*, has appointed Joe Rivadeneira as SVP Development, Factual at its Los Angeles-based production operation.

Joe Rivadeneira will advance Beyond’s longstanding reputation for factual programming including twelve seasons of *MythBusters* for Discovery, fourteen seasons of *My Lottery Dream Home* for HGTV, fourteen seasons of ID’s *Deadly Women*, *The Invisibles* for Nat Geo/Disney+, *Motor MythBusters* for MotorTrend, *White Rabbit Project* for Netflix, *Curse of Akakor* for Facebook Watch and a soon to be announced adventure series for Netflix.

Rivadeneira will work alongside Mike Krupat, SVP Development & Production. Both executives will report to Beyond Productions President, John Luscombe.

Beyond’s LA office has experienced rapid growth recently with sales by Krupat of several broad reality formats. In addition to *Back in The Groove* for Hulu, Beyond recently sold and produced ABC’s *Pooch Perfect* with Rebel Wilson, Food Network’s *No Recipe Road Trip with the Try Guys* and Discovery+’s *Tiny Food Fight*.

John Luscombe, President of Beyond Productions, says: “Joe is a fantastic addition to our US-based development and sales team, bringing additional factual expertise that perfectly complements our current development strengths. We are well placed to further expand our slate and meet the growing demand for fresh and innovative unscripted content in the rapidly changing US market.”

Joe Rivadeneira adds: “Beyond Productions’ success in the US make it an exciting time to be joining the company. Beyond’s evolving business strategy and access to talented development and production teams in the UK and Australia really added to the appeal. I now plan to lean into my experience in the science, history, true crime and premium factual space to generate loud and disruptive original content that further elevates the business and makes sure that Beyond Productions USA continues to be recognised as a force in the non-scripted arena.”

Joe Rivadeneira has been developing, selling, and producing television for well over a decade, specializing in unscripted development and talent packaging. He joins Beyond Productions USA from Vox Media Studios & Group Nine Studios where he spent the past three years shepherding the premium unscripted slate, working with broadcasters and

streamers such as Hulu, Netflix, discovery+, HBO Max, and Food Network. Prior to that, he led mitú's premium unscripted development efforts, selling shows to Paramount, Verizon Go90, Spotify and Facebook Watch. Rivadeneira has also held development roles at Wilshire Studios and FremantleMedia, producing titles that include *The X-Factor* for FOX, *Caraoke Showdown* with Craig Robinson for Paramount, *The Science of Stupid* for National Geographic, *Baggage on the Road* for GSN and *That Awkward Game Show* for Spike.

ENDS

ABOUT BEYOND PRODUCTIONS

With a focus on factual and entertainment programming, Beyond Productions was founded in 1984 with the production of long-running science magazine series ***Beyond 2000***. Beyond has thriving development and production offices in Australia, the UK and the US. Having creative hubs in three continents allows the business to serve the needs of local and global broadcast clients while also sharing ideas and resources.

Beyond Productions has an enviable reputation for creating and producing ratings-winning and genre-defining programmes for a wide range of broadcast clients. These include pop-culture classic and multi-E Emmy-nominated franchise ***MythBusters*** for Discovery US, ***My Lottery Dream Home*** for HGTV US, Logie-award-winning ***Selling Houses Australia*** and ***Love It Or List It*** for Foxtel, long-running true-crime original ***Deadly Women*** for Investigation Discovery, ambitious investigative series ***Curse of Akakor*** for Facebook Watch, innovative science series ***White Rabbit Project*** for Netflix, and dog grooming competition format ***Pooch Perfect***, produced for the BBC and for ABC Network in the USA.