

CHANNING TATUM'S FREE ASSOCIATION, BRAD PITT'S PLAN B ENTERTAINMENT, JASON KELLER, ENTERTAINMENT 360, BOX TO BOX FILMS, AND MEDIAWAN PARTNER TO PRODUCE A DOCUSERIES AND FEATURE FILM PACKAGE ON THE LEGENDARY MOTORCYCLE RACE, THE ISLE OF MAN TT



Download the visual [here](#)

@Isle of Man TT

Los Angeles, Paris – May 28th 2024 – Free Association, Plan B Entertainment, Jason Keller, Entertainment 360's Guymon Casady, and Box To Box Films announced today that they will create both a docuseries and feature film centered on the famed **Isle of Man Tourist Trophy (TT)** motorcycle races. They will take these projects out as a package later this year. Mediawan, the leading independent European studios for high-end audiovisual content and majority stakeholder of Plan B, will be the studio of the docuseries and handle international sales.

Production on the docuseries entitled *The Greatest Race On Earth* has commenced this week and will center on the Isle of Man TT races held in June of this year. Box To Box Films (*Drive To Survive, Full Swing, Tour De France: Unchained, Six Nations: Full Contact*), the preeminent sports documentary producer, will produce along with Plan B, Free Association, Entertainment 360, and Jason Keller.

To follow the docuseries, the group is currently developing a screenplay for a major feature film package to take to market later this year. Producers for the film include Free Association, Plan B, Entertainment 360's Guymon Casady, Jason Keller and with Box To Box executive producing.



The Isle of Man TT is the holy grail for motorcycle enthusiasts. Taking place on a small island nation in the Irish Sea, the race traces its heritage back to the early 1900s when road racing was outlawed in England, and racers found refuge on the Isle of Man. A single lap of the course is made up of 37.7 miles across the island's road systems as the bikes tackle country lanes and city streets at speeds up to 200mph. It is the oldest, most dangerous, and arguably the greatest race on earth.

"We dare anyone to find more awe-inspiring people, or a more breathtakingly vibrant world than The Isle of Man TT. We've always been drawn to characters who push the edge of what's possible, and this race is their Shangri-La. We're deeply honored to be part of the creative dream team telling the story of this legendary event, and can't wait to finally share this mythical sport we love with audiences all across the globe," said **Free Association principals Channing Tatum, Reid Carolin, and Peter Kiernan.**

Said **Plan B**, *"We are honored to have the opportunity to share the story of the exceptional people involved in this singular event and to introduce The Isle of Man TT in a way that brings audiences directly into the action. We are supremely grateful to Mediawan and all of our partners for their belief and support."*

James Gay-Rees, co-Founder of Box To Box Films and producer on feature films including Senna, Diego Maradona and Academy Award-winning Amy, said, *"It's a great privilege to be working with these partners on this extremely unique project. The Isle of Man TT is one of the most visceral, exhilarating and unusual races in the motorsport diary. We can't wait to bring this incredible world to new audiences."*

Pierre-Antoine Capton, CEO and co-founder of Mediawan added *"It's extremely exciting to be part of this project about the incredible adventure of the Isle of Man Tourist Trophy (TT), the most incredible and craziest race on earth. Alongside such talented partners as Plan B, Box to Box and Free Association, we are thrilled to help bring to life this amazing series. It is fully in line with our strategy to offer compelling shows that will captivate audiences all across the globe. We are confident that such an iconic competition and its' behind the scenes will do so."*

Tatum, Carolin and Free Association are repped by CAA, Hansen Jacobson and Relevant. Plan B is repped by CAA and Brecheen Feldman Breimer Silver & Thompson. Box To Box Films is repped by CAA. Keller is repped by Entertainment 360.

The Greatest Race on Earth, the docuseries, is to be distributed worldwide by MEDIAWAN Rights with the participation of ENTOURAGE VENTURES.



ABOUT PLAN B ENTERTAINMENT

Upcoming film projects from Plan B include RaMell Ross's *The Nickel Boys* and Nia DaCosta's *Hedda Gabler* for MGM's Orion Pictures, Bong Joon-Ho's *Mickey 17* and Tim Burton's *Beetlejuice Beetlejuice* for Warner Brothers Motion Pictures, David Michod's *Wizards for A24*, as well as *Wolfs* from writer/director Jon Watts starring George Clooney & Brad Pitt, and Joseph Kosinski's *Formula One* racing film starring Pitt for Apple Studios. Upcoming television projects include a second season of *Outer Range* and a series order of *Wytches* for Amazon Prime. Plan B's film work includes *The Tree of Life*, *Eat Pray Love*, *World War Z*, *12 Years a Slave*, *Selma*, *The Big Short*, *Moonlight*, *Okja*, *Minari*, *Blonde*, *She Said*, *Women Talking* and *Bob Marley: One Love*. Plan B's television work includes a wide range of projects, including the BAFTA and Peabody-winning *The Underground Railroad* and *Outer Range* for Amazon, Clea DuVall and Tegan & Sara's *High School* for Amazon's Freevee, *Lego Masters* for FOX, *Feud* in partnership with Ryan Murphy for FX, and *Three Body Problem*, from David Benioff and D.B. Weiss and Alex Woo, for Netflix.

ABOUT FREE ASSOCIATION

www.freeassociation.la

Free Association (FA) is an Entertainment & Film Production company led by principals Channing Tatum, Reid Carolin, & Peter Kiernan. Launched in 2014, FA has brought together their collective experience to produce movies, television, and develop innovative business and storytelling extensions of their projects. Upcoming, FA has produced Zoe Kravitz's highly anticipated directorial debut, *Blink Twice*, to be released theatrically by Amazon MGM on August 23, 2024. Most recently, FA produced the critically embraced MGM film, *Dog*, co-directed by Tatum and Carolin, who also wrote the script. Despite being released theatrically in February 2022 during Covid, *Dog* became one of the biggest surprise box office hits that year grossing over 85 million with a budget of 15 million. Other films produced by FA include the *21 Jumpstreet* and *Magic Mike* film franchises. FA is currently developing: *Sparkella*, the film adaptation of Tatum's NYT Best Selling children's book series, and *System Crasher*, a remake of the critically acclaimed German film, with Amazon MGM; as well as a remake of the 1990 classic, *Ghost*, with Paramount; and a film adaptation of the cult comic, *The Maxx*.

In television, FA has executive produced *Finding Magic Mike* for HBO MAX, as well as the STARZ Original Series, *Step up: Highwater*.

Free Association's live production arm, FA Live, has produced the internationally acclaimed entertainment experience, *Magic Mike Live*. Launched in 2017, over 1.5 million people have attended their sold-out flagship shows in Las Vegas and London and special limited runs in Australia, Berlin, Miami and Dallas with a next show currently in development in New York.

ABOUT JASON KELLER

Jason Keller's most recent feature film credit, *Ford v. Ferrari*, directed by James Mangold and starring Christian Bale and Matt Damon, was nominated for four Academy Awards, including Best Picture. Keller's next project is an untitled Apple TV+ comedy series starring Owen Wilson, and co-starring Marc Maron, Mariana Trevino and newcomer Peter Dagar, which he wrote and will executive produce. Jonathan Dayton and Valerie Faris (*Little Miss Sunshine*, *Fleishman is in Trouble*) will direct the 10-part series.

Keller's feature screenwriting credits include the emotional action-thriller *Machine Gun Preacher*, starring Gerard Butler (*300*, *Law Abiding Citizen*) and directed by Marc Forster; *Mirror Mirror*, the wildly original re-imagining of the classic Brothers Grimm fairytale *Snow White*, starring Julia Roberts and Lily Collins, and the action thriller *Escape Plan*, starring Arnold Schwarzenegger and Sylvester Stallone.

ABOUT GUYMON CASADY

www.ent360.com

Guymon Casady is a four-time Emmy award winning and originating producer of HBO's *Game of Thrones*, the most Emmy award winning scripted series in television history. Casady's movie credits include *The Fall Guy*, directed by David Leitch and starring Ryan Gosling and Emily Blunt; Danny Boyle's *Steve Jobs*, adapted by Aaron Sorkin from Walter Isaacson's biography; the Golden Globe-nominated *HOPE SPRINGS* starring Meryl Streep, Tommy Lee Jones and Steve Carell; *Office Christmas Party*, starring Jason Bateman, Jennifer Aniston, and Kate McKinnon; *Deep Water*, directed by Adrian Lyne and starring Ben Affleck and Ana de Armas; and *Bruised*, directed by and starring Halle Berry.

Casady's television credits include Netflix's *Ripley*, written and directed by Steve Zaillian; and AMC's *The Terror*, in its third season, that he executive produced with Ridley Scott. Next up for Casady in television is an untitled Apple TV+ comedy series, created by Jason Keller, directed by Dayton And Farris and starring Owen Wilson; and *Endless Summer*, based on the iconic surf documentary.

Other Entertainment 360 movie credits include Greta Gerwig's first two movies *Lady Bird* and *Little Women*.

ABOUT BOX TO BOX

www.boxtoboxfilms.com

Box To Box Films is an award-winning production company, based in London, Paris and Los Angeles. Specialising in high-end feature documentaries, documentary series and factual entertainment, Box To Box Films is at the forefront of pushing storytelling to new heights, working with global streamers and channels. Box To Box has become the benchmark for premium documentaries, producing compelling and innovative content using thoughtful, insightful storytelling that challenges the norms of the traditional documentary format – both in the sports world and beyond. They are the team behind the six series of the international phenomenon *Formula 1: Drive to Survive* for Netflix and have also been responsible for *Break Point*, *Full Swing*, *Unchained* and *Six Nations: Full Contact* all for Netflix, *Make or Break* for Apple TV+ and two additional forthcoming series *SPRINT* for Netflix and a docuseries on the MLS for Apple TV+. Box To Box also bring their unique vision to the worlds of true crime, culture and the lives of iconic global figures, as illustrated by series including *Wanted: the Escape of Carlos Ghosn* for Apple TV+ and *The Billionaire*, *the Butler* and *the Boyfriend* for Netflix.



ABOUT MEDIAWAN

mediawan.com

Created in late 2015 by Pierre-Antoine Capton, Xavier Niel and Matthieu Pigasse, Mediawan is one of the main independent European studios producing audiovisual content. The Group brings together best-in-class talents in audiovisual creation by operating on the entire value chain: production of drama, unscripted, documentary, cinema and animated original content, thanks to over 85 production labels in France, Germany, England, Italy, Spain, the United-States, the Netherlands, Finland and Senegal (Mediawan Studios), distribution of audiovisual content (Mediawan Rights)) and publishing of channels and digital services as well as the development and production of digital content.

ABOUT ENTOURAGE VENTURES

entourage.ventures

Entourage Ventures is an investment company based in Paris. Founded in 2015 by Julien Delajoux and Matthias Nicodeme, it specializes in the media and entertainment sector, with a focus on content & IP. Entourage Ventures financed over forty film features through a co-investment agreement with Gaumont. It is also actively involved in international scripted series, animated series or documentaries with various partners, in particular Mediawan.

BACKGROUND, FOR REFERENCE

The significant worldwide viewership of sport centric programming is undeniable, with Netflix launching a global lineup of docuseries including *Drive to Survive* (F1), *Full Swing* (PGA), *Break Point* (ATP & WTA), *Tour De France: Unchained*, *Quarterback* (NFL), and *Beckham*. Following the success of *Drive to Survive*, which is currently filming its seventh season, professional sports leagues have looked to secure their own series with partners who are eager to serve as a destination for fans around the world to delve deeper into the sporting events they love. Recent examples include the Apple+ docuseries on MLS to pair with their new broadcasting rights deal, and Paramount+ launching an IndyCar driver series. These shows are having a direct impact on viewership, attendance, social media chatter, and merchandise sales, as they simultaneously drive younger and more diverse global audiences to these sports.

CONTACT

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