FINANCIAL TIMES

Media

Brad Pitt's Plan B to launch UK business as Europe lures studios

Producer of F1 blockbuster will use new outpost to make films and shows for broadcasters in the UK and Europe



'F1', starring Brad Pitt, has taken more than $600mn at the box office © Landmark Media/Alamy

Daniel Thomas in London SEPTEMBER 4, 2025

The US studio co-founded by actor Brad Pitt is launching a new UK business in the latest sign of Europe's financial advantages and skills base for TV and film production.

Plan B, which produced hit movie F1 starring Pitt, will this year start working on films and shows at the new studio for both UK and European broadcasters, as well as US streaming services.

Ed Macdonald, a TV executive who has helped produce hit shows such as Netflix series Baby Reindeer, has been lined up to lead Plan B's new venture.

Pitt said that "with Mediawan's backing and resources in the UK and Europe we believe that Ed [Macdonald] can build upon our body of work and create new and exciting opportunities".

Plan B was founded by Pitt in 2001 with his then wife, the actor Jennifer Aniston. Pitt took full control after his divorce from Aniston in 2005 and sold a majority stake to French media group Mediawan in 2022.

The studio achieved its biggest success yet with the F1 movie, which has so far taken more than $600mn at the box office.

It has also recently produced films including Beetlejuice Beetlejuice, directed by Tim Burton, as well as TV shows such as Adolescence, the critically acclaimed Netflix drama.

Jeremy Kleiner, Plan B's co-president, said he wants to accelerate co-productions with European broadcasters and find new ways to finance projects.

Hollywood studios have increasingly turned to the UK and Europe to make big budget productions, lured by a large pool of skilled professionals, who are often cheaper to employ than their US counterparts, as well as tax relief schemes.

Disney, Amazon and Warner all operate large studios in the UK and also make shows in countries such as France, Spain and Italy. In May US President Donald Trump threatened to find some means of imposing tariffs on film making to try to lure production back to the US.

Mediawan chief executive and co-founder Pierre-Antoine Capton said "political support in Europe — and especially in France — for creation and independent production has been instrumental in building an innovative, creative and highly competitive ecosystem".

Elisabeth d'Arvieu, chief executive of Mediawan Pictures, said "we feel that it's the perfect storm for European creation right now".

Plan B's next projects include Weekend Warriors, an adaptation of a hit German film starring Mark Wahlberg, for Apple in the US, as well an adaptation of Mediawan's hit show Call My Agent.