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EMILY HORGAN

E Horg Media



Emily Horgan had been taking tentative steps towards setting up her own media consultancy for children’s television when she finally called time on her 12-year spell in London.

That her return to Dublin coincided with the global outbreak of a deadly and previously unknown pathogenic disease was far from ideal timing, she admits, but she is keen to extract the silver lining from the gloom.

“My husband and I had always intended to move back. The timing was just unfortunate,” she says. “Luckily, the pandemic normalised remote work so my base didn’t matter when I began picking up clients in London. I found that I liked being a solo operator and it suited my clients who wanted a more short-term and flexible arrangement than a full-time hire.”

Now living in Malahide, the mother-of-one is using her experience as a Content Planning executive with the Walt Disney Company to help her clients fully realise the commercial potential of their the films

and TV series they produce. Indeed, Emily believes her offering of a commercial overlay to creative content production is unique in the Irish market.

“I don’t know anyone based in Ireland who is doing this,” she says.

“From my background in Disney, I understand that story is key to getting kids to engage. If kids engage, they will want to extend that engagement beyond the TV screen, whether that’s with toys or action figures, and that helps the overall success of the show. If kids have the toy, they love your show more – that’s the reality.

“My job is to think about the show like a broadcaster. I ask questions like, Where is it going to fit? What makes it different to other shows? What’s the ratio of boy to girl characters, their age range and how does all that fit the audience? There’s a framework of commerciality that works well.”

Despite engaging a virtual assistant to help with the admin side of her business,

Emily is hoping to bring in another set of hands to share the workload in the next 12 months.

“I’m in a vicious cycle at the moment. I would love to explore viable business ideas that could benefit the entire industry but it’s hard to find the time. I’m working in the business rather than on the business. Hiring someone takes time and focus which I’m struggling to ear mark. But that’s my aim, definitely.”

Emily hails Back for Business for providing key input in accounts and legal, and for encouraging accountability within the round-table groups with the setting of targets to be achieved between sessions.

“It was brilliant just to have people to talk to, fellow ex-pats who understood the pain and administrative realities of moving home. It was like a support group. It’s still going too. The other day I put a question that’s been nagging me into the WhatsApp group and it was answered straight away. It’s great to have that wealth of knowledge as a resource to call on,” she says.



POSITION

Founder and Director

WHAT WE DO

TV analysis and international franchise management support to kids brands in the streaming sphere.

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