

The jokes on TBS with 'Office,' 'Earl'

By Kimberly Nordyke

TBS has snapped up cable rerun rights to two critically acclaimed hit comedies, "The Office" from NBC Universal Domestic Television Distribution and "My Name Is Earl" from Twentieth Television.

NBC Universal also has sold "Office" to the Fox Television Stations for its initial broadcast run in off-network syndication.

TBS' off-net rights to both series kick in during fall 2009. However, TBS also will be able to repurpose "Office" starting in the fall.

"Office" also will debut in fall 2009 on the Fox O&Os in such major markets as Los Angeles,



TBS and the Fox Television Stations secured rights to "The Office."

New York, Chicago, Washington, Dallas, Houston, Phoenix, Minneapolis, Orlando and Baltimore.

TBS' deals for "Earl" and "Office" — which air Thursday nights on NBC — also include digital rights. For "Earl," the network has digital rights for broadband streaming and on-demand, while the "Office" deal includes

See **SYNDIE SALES** on page 30

Color code has ASC in the pink

CDL carries across platforms

By Carolyn Giardina

As more digital imagery travels from one platform to another, new industrywide software code has been developed to ensure that colors remain correct.

After a massive collaborative effort and more than two years of work, the American Society of Cinematographers has completed version 1.0 of its Color Decision List, commonly referred to as the ASC CDL, and will release it next week.

The code essentially is an exchange mechanism for color correction information. "This

See **ASC** on page 29



Levinson



Clark

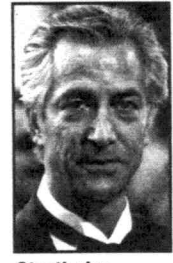
Strathairn pops in for DW's 'Sisters'

By Tatiana Siegel

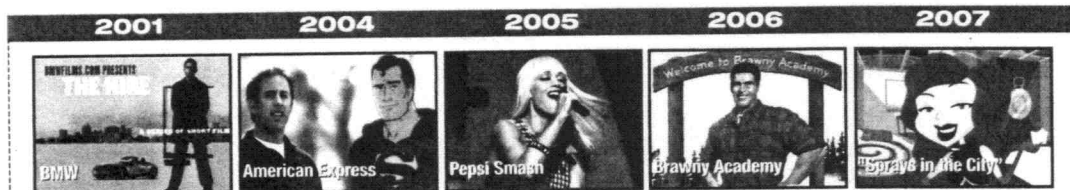
David Strathairn has signed on to topline the horror remake "A Tale of Two Sisters" for DreamWorks.

Elizabeth Banks already has joined the project, which is based on Kim Jee-woon's 2003 Korean thriller. Strathairn will play a concerned

See **STRATHAIRN** on page 30



Strathairn



For brands, Internet offers power, pitfalls

Licensing Show news on page 26.
By Gail Schiller

NEW YORK — Anheuser-Busch's recent flip-flop on the future of its flailing Internet network Bud.TV underscores the challenges advertisers are facing as an increasing number flock to the Internet to create original entertainment content but struggle to find an audience.

Like Bud.TV, more brands are realizing the power of the

Internet to reach their target demographics and the many advantages it can hold over branded entertainment projects in film and television.

"As far as creating content for the Web, the Internet has allowed brands to have access to distribution like no other time in history," said Babs Rangaiah, director of media and entertainment at Unilever USA, probably the most aggressive advertiser other than A-B in creating original Web con-

tent. "The Internet has leveled both the creating content and the distribution playing field."

Despite traffic on Bud.TV falling from 250,000 visitors in February to 150,000 in March and slipping even further in April and May — not to mention that it has an estimated \$20 million investment at stake — A-B apparently realizes that the Internet is too important a marketing tool to ditch Bud.TV.

See **BRANDING** on page 18



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