

## Passion acquires global rights to CGI disaster doc

Passion Distribution has picked up the global rights to C4/Discovery co-production *Catastrophe*.

Pioneer Productions' 5 x 60-minute series, fronted by *Time Team* presenter Tony Robinson, was broadcast on C4 last year.

It uses CGI to recreate history's most violent global catastrophes, which wiped out whole species and changed the face of the planet.

The deal marks the first time that Pioneer has worked with Passion, which was launched by chief executive officer Sally Miles last year.

"*Catastrophe* is a wonderful showcase of Pioneer's ability to take us on a journey billions of years back in time with visceral clarity," said Miles. "It educates us about the history of our planet, which is of global interest."

Science specialist Pioneer is headed by managing director and executive producer Stuart Carter. It recently won an Emmy for the History Channel's *How the Earth was Made*.

# C4 buys in US teen drama *Privileged* for slot on E4

By Will Hurrell

Channel 4 has picked up the UK premiere rights to US drama *Privileged*, which airs in the US on the CW network.

The broadcaster plans an E4 slot for the series, which is now on its first run for the US cable channel.

The drama follows 23-year-old aspiring journalist Megan Smith, whose career is put on hold after she loses her job with a tabloid newspaper and becomes a live-in tutor for a wealthy family living in Palm Beach, Florida.

The show's audience in the US grew steadily, prompting CW to extend the first season from 12 to 15 episodes earlier this year. A second series is likely.

When presenting its annual results last week, C4 announced that it would be cutting its programme budget by between 10% and 15% in response to declining advertising revenues.



**Privileged: currently on its first run on CW Television Network in US**

C4 director of television Kevin Lygo also indicated that bar one small purchase, C4's acquisitions budget was already tied up with existing shows such as *Desperate Housewives* and the recently acquired *True Blood* and *Generation Kill*.

Figures in the annual report showed that last year the broadcaster spent about 20% less on

acquisitions than the previous year (£118.5m compared with £148m in 2007).

*Privileged* is produced by Alloy Entertainment in association with Warner Bros Television and CBS Paramount Network Television. It is sold globally by US distributor Warner Brothers International Television Distribution.

## THE BUYER

### Body channel finds healthy niche



**Greg Roselli is managing director of Body in Balance**

**Tell us about the channel**

Body in Balance is a niche health channel available on Sky 275. The channel has been airing in Europe for three years and launched in the UK on 2 June 2008. We broadcast programmes on health and general wellbeing, food, fitness, yoga and Pilates. Our audience is predominantly ABC1 females. Around 40% of our programme budget is for acquisitions. Our sponsors include Maybelline and L'Oréal.

**What will be your focus in 2009?**

We are planning to launch the channel online as an IPTV service and as a video-

on-demand website. We've already launched in Switzerland and Germany, are currently launching in Italy and plan to launch in the UK in the next 60 days.

**What kind of programming are you looking to acquire?**

A lot of our current programming is exercise-related and we want to find documentary series to complement this. We're looking for long-running series on anything related to health and wellbeing. We have recently bought shows from a number of UK producers and distributors, including Sassy Films and Pilot Productions.

**As a small independent channel, what challenges do you face?**

Growing our audience and creating awareness in a very crowded market.

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## TOP 10 US NETWORK SHOWS

► BROADCAST NETWORK RATINGS 4 MAY – 10 MAY 2009

Title	TX	Start	Broadcaster	Individuals*	H'hold rating**
1 American Idol (results)	6/5	21.00	Fox	23.57	15.68
2 American Idol	5/5	20.00	Fox	23.41	15.32
3 Dancing with the Stars	4/5	20.00	ABC	20.28	14.43
4 NCIS	5/5	20.00	CBS	16.72	11.92
5 The Mentalist	5/5	21.00	CBS	16.68	11.85
6 Grey's Anatomy	7/5	21.00	ABC	15.55	11.80
7 CSI	7/5	21.00	CBS	14.91	10.59
8 Dancing w/Stars (results)	5/5	21.00	ABC	14.56	10.76
9 Criminal Minds	6/5	21.00	CBS	14.13	10.18
10 CSI: Miami	4/5	22.00	CBS	13.72	9.98

Source: Nielsen Index Ranking Report. \* Persons 2+ live and same-day viewing (millions) \*\*Household rating (millions)

With three contestants remaining after last week's results show, *American Idol* is one step from its season finale. It was at the top of the network ratings for the 14th week running and helped Fox deliver the largest share of adults (18-49) of any US broadcaster that week. However, CBS has had 10 straight weeks as the most-watched network overall, averaging 10.8 million viewers, compared with 8.9 million for second-place Fox. It was another good week for scripted programming with CBS's police dramas *The Mentalist* and *NCIS* continuing their ratings bounce. Meanwhile ABC's *Grey's Anatomy* beat *CSI* to become Thursday's most-watched network show.

► For the latest UK listings and analysis see pages 42-46