



# TRADES

**Wednesday, April 7, 2010**

## **NCAA hoops score on TV, Web**

It was, indeed, a shining moment for CBS -- on air and online as the Eye's NCAA tourney coverage posted strong numbers in both realms. Monday's competitive final game that saw Duke edge Butler 61-59 for the Blue Devils' fourth title brought in 23.9 million viewers and an 8.2 rating/22 share in the 18-49 demo, according to Nielsen. The total viewer number represents an increase of 29% vs. last year when 17.6 million watched North Carolina defeat Michigan State. Meanwhile, the three weeks of March Madness mark the high point of the year for CBSSports.com. This year, the Eye's sports website served up 11.7 million hours of live video, while audio streaming was accessed by 8.3 million unique visitors to the March Madness portion of the site, which offered live feeds of the games, as well as other tournament-related programming. Many advertisers buy time concurrently on the broadcast and online platforms, which helps CBS maximize the value of the crossplatform play, said Jason Kint, senior VP and g.m. of CBSSports.com. "We've been told that the NCAA tournament is the biggest streaming event of the year," Kint said. "It's the case study for cross platforms. There's a high percentage of overlap but (the games) available online is not necessarily what's available on broadcast." In the exact opposite of the viewing pattern for the TV coverage, online NCAA coverage drew the most traffic the first two days of the tournament when many college hoops junkies were at work and had to watch the action on their computers. Online viewing goes down -- and the TV ratings go up -- when the tournament field narrows and fewer games are played during the work week. CBS said the average household rating for the 50-plus games carried in the tourney was a 6.2/13, up a hair from last year's 6.1/13 average.

## **Yelchin in for a 'Fright'**

Anton Yelchin is in talks to play the lead in DreamWorks Studios' redo of cult horror pic "Fright Night," from director Craig Gillespie. Yelchin, who appeared as Pavel Chekov in Paramount's "Star Trek," will play the role of Charley Brewster, a teen who discovers that his neighbor is a vampire. Gillespie will direct from an adapted script by Marti Noxon. Original "Fright Night" was released in 1985. Michael De Luca, Alison Rosenzweig, Lloyd Ivan Miller, Michael Gaeta and Josh Bratman are exec producers. Yelchin will next be seen opposite Jodie Foster and Mel Gibson in dramedy "The Beaver," which Foster directed. His other credits include "Terminator: Salvation," "Charlie Bartlett" and "New York, I Love You."

## **Janney, Platt, Brody join 'Oranges'**

Allison Janney, Oliver Platt, Alia Shawkat, Adam Brody and Sam Rosen have been confirmed to join the cast of indie dark comedy "The Oranges." Thesps will appear alongside Hugh Laurie, Catherine Keener and Leighton Meester in the movie about a man (Laurie) who begins an affair with the daughter (Meester) of the family who lives across the street. Anthony Bregman of Likely Story and Leslie Urdang and Dean Vanech of Olympus Pictures produce, with Olympus ("Adam," "Rabbit Hole") financing. "Oranges" is currently being shot in Gotham with Julian Farino at the helm of a script by Jay Reiss and Ian Helfer. CAA represents the pic's North American rights while Film Nation reps international rights.

### **'Dead' men walk to AMC**

AMC has tapped thesp Andrew Lincoln for the lead role in its Frank Darabont drama series "The Walking Dead." Lincoln ("Teachers") will play police officer Rick Grimes, who leads a group of human survivors on a search for a safe place to live in the wake of a zombie apocalypse. The series is based on the "Walking Dead" comicbook series by Rick Kirkman. Jon Bernthal ("The Pacific") has been cast as Grimes' partner, Shane. AMC has also recruited Jack LoGiudice ("Sons of Anarchy") to serve as co-exec producer on the series. "Dead" has a six-episode order and is targeted to premiere in October in conjunction with AMC's annual 14-day "Fearfest" marathon of horror and thriller pics. Darabont, Kirkman, Charles Eglee, Gale Anne Hurd and David Alpert are exec producers of "Dead."

### **TLC reviving 'American Chopper'**

TLC is reviving its veteran "American Chopper" franchise. The canceled series ran for six seasons -- first on Discovery Channel, then on TLC -- with its supposed final episode airing Feb. 11. But the network has made a deal with the entire Teutul clan that fronts the series, set at motorcycle builder Orange County Choppers in Montgomery, N.Y., for another round. The news will be announced this week during the network's upfront presentation. TLC recently made headlines by acquiring Mark Burnett's nature documentary "Sarah Palin's Alaska," and former "Jon & Kate Plus 8" star Kate Gosselin is starring on ABC's "Dancing With the Stars."

**Central Talent Booking**