



TRADES

Monday, January 25, 2010

Jeremy Kyle bringing U.K. talk show to U.S.

Debmar-Mercury will team with producer ITV Studios to launch a U.S. version of British daytime talker "The Jeremy Kyle Show" this year. Following a limited, multiweek test run, Debmar-Mercury plans to roll out the strip in full national syndication in 2011. The official green light was given by Debmar-Mercury co-presidents Mort Marcus and Ira Bernstein and by ITV Studios president-CEO Paul Buccieri on the eve of NATPE. "Kyle" has posted annual ratings increases every year since its 2005 debut and ranks as the most-viewed daytime talk show in the U.K. More than 1,000 episodes have been produced. "ITV Studios' creative vision convinced us that Jeremy Kyle can conquer another continent. His series also provides us with another very strong talk format that can become a long-term franchise for us, just as 'The Wendy Williams Show' did," Marcus said.

James Marsden joins 'I Hop' comedy

James Marsden has signed on to star opposite Russell Brand in "I Hop," a live-action/CG-animated hybrid comedy from Illumination Entertainment and Universal. Tim Hill, who directed the hybrid "Alvin and the Chipmunks," is pushing his resume into hipper territory with this tale of an out-of-work slacker (Marsden) who accidentally injures the Easter Bunny (voiced by Brand) and must take him in as he recovers. As Fred struggles with the world's worst houseguest, both will learn what it takes to finally grow up. Cinco Paul, Ken Daurio and Brian Lynch are writing the screenplay. Illumination's Christopher Meledandri and John Cohen are producing.

Universal Cable exec joins Disney networks

With the slate of live-action series at Disney Channel and Disney XD growing rapidly, the channels plan to step up nonanimation efforts further with the creation of a new position, vp original series. Former Universal Cable Prods. executive Nikki Reed has been tapped for the job and will oversee development of live-action series for Disney Channel, Disney XD and other digital platforms. She reports to Disney Channel senior vp original programming Adam Bonnett. Reed most recently served as vp current and development at UCP, where she shepherded the creation of scripted programming for non-NBC Uni cable networks.

'Hurt Locker' wins big at PGA Awards

Summit's battle-hardened "The Hurt Locker" scored another victory Sunday night as it took home the Darryl F. Zanuck Producer of the Year Award in Theatrical Motion Pictures at the 21st annual PGA Awards. The presentation capped the Producers Guild of America's ceremony at the Hollywood Palladium. The prize was shared by producers Kathryn Bigelow (who also directed), Mark Boal (the film's screenwriter), Nicolas Chartier and Greg Shapiro. Bigelow thanked the PGA, saying "no other group of filmmakers could so understand the logistical challenges of making a film -- particularly a tough little war film -- in the middle of the summer in the Middle East." If the producers of the 82nd annual Academy Awards were hoping that the best picture Oscar race would develop some

suspense, they have received the scenario they wanted.

Joanna Garcia joins ABC's sisters comedy

"Privileged" star Joanna Garcia has been tapped to star in ABC/WBTV's untitled Shana Goldberg-Meehan multicamera comedy. The project centers on two sisters at different stages in their romantic relationships: one is in a happy, long-term relationship but isn't married, and the other (Garcia) gets pregnant and winds up marrying her beau. Meanwhile, Steve Hawey, Shanola Hampton and Jeremy White have been added to Showtime's drama "Shameless," an adaptation of the British series. The three join stars William H. Macy and Emmy Rossum.

Central Talent Booking