



## TRADES

**Tuesday, January 5, 2010**

### **NBC picks up Adam Carolla pilot**

NBC has given a pilot order to an untitled comedy starring Adam Carolla. The single-camera project hails from Universal Media Studios, BermanBraun and Jackhole Industries, Carolla's company with his longtime friend, talk show host Jimmy Kimmel. In it, the writer/radio host plays a contractor who embarks on rebuilding his life after a divorce. Carolla co-wrote the pilot with Kevin Hench, who has worked with him and Kimmel on Comedy Central's "The Man Show" and "Too Late With Adam Carolla." The two are executive producing with Jon Pollack ("30 Rock"), Kimmel, Gail Berman and Lloyd Braun as well as Carolla and Kimmel's manager James Dixon and Jackhole's Daniel Kellison. This is the second consecutive comedy pilot for Carolla, Hench, Berman, Braun and Kimmel. Last year, the four exec produced the multicamera CBS pilot "Ace in the Hole," which Carolla starred in and co-wrote with Hench. The project was produced by BermanBraun, Jackhole and CBS Studios.

### **ESPN to launch 3D TV network**

ESPN is making a big bet on 3D. The sports programmer is planning to launch the industry's first 3D TV network, ESPN 3D, this summer. The Walt Disney Co. unit said Tuesday that ESPN 3D will feature at least 85 live sporting events during its first year, beginning June 11 with the first 2010 FIFA World Cup match South Africa vs. Mexico. Other 3D events will include up to 25 World Cup matches, the 2011 BCS National Championship Game, college basketball and football and the Summer X Games. "ESPN's commitment to 3D is a win for fans and our business partners," said ESPN and ABC Sports president George Bodenheimer. "ESPN 3D marries great content with new technology to enhance the fan's viewing experience and puts ESPN at the forefront of the next big advance for TV viewing." ESPN has been testing ESPN 3D for more than two years. For example, it showed a USC-Ohio State college football game in select theaters and on USC's campus.

### **PGA announces movie noms**

Taking its cue from the Academy of Motion Picture Arts and Sciences, the Producers Guild of America revealed 10 films, instead of the traditional five, when it announced its nominees for its top movie award on Tuesday. "Avatar" led the pack, listed alphabetically, for the Darryl F. Zanuck Producer of the Year Award in Theatrical Motion Pictures, followed by, "District 9," "An Education," "The Hurt Locker," "Inglourious Basterds," "Invictus," "Precious: Based on the Novel Push by Sapphire," "Star Trek," "Up," and "Up in the Air." The PGA decision to open up the list of nominees to a wider field was a boon for sci-fi films, with the mega-grossing "Avatar," the gritty allegory "District 9" and the summer hit "Star Trek" all securing berths. Movies that are also looking for awards love that failed to make the list include female-oriented entertainments like "Julie & Julia" and "It's Complicated," the musical "Nine" and specialty fare like "A Serious Man," "A Single Man" and "Crazy Heart." Pixar/Disney's "Up" became the first animated film to score a PGA nom for the Zanuck Award. It also picked up a nomination for the PGA's animated film award, a category first introduced in 2005. Its competition in that race consists of "9," "Coraline," "Fantastic Mr. Fox" and "The Princess and the Frog."

### **Martin Lawrence producing TV One comedy**

Martin Lawrence is returning to TV, executive producing an African-American comedy for cable network TV One. The project is the latest effort by independent producers to serve an audience on cable that's been largely neglected by studios and broadcasters since the merger of the WB and UPN. Without so much as a pilot order, writer-director Bentley Kyle Evans ("Martin," "The Jamie Foxx Show") shot four episodes of "Love That Girl!" The comedy stars Tatyana Ali ("The Fresh Prince of Bel-Air," "TV One Access"). "Girl!" was made on a shoestring budget, with Evans calling in favors from friends and colleagues to shoot four episodes over a five-day period in a converted warehouse. Although self-financing a pilot has become more common as producers struggle to break through an increasingly consolidated studio landscape, producing four entire episodes is rare. Producers managed to deliver the package on a total budget of roughly \$1.2 million.

### **'Gossip Girl' actor cast in 'Apparition' film**

"Gossip Girl" actor Sebastian Stan will star opposite Ashley Green in "The Apparition," a supernatural horror project from Dark Castle Entertainment. Todd Lincoln is directing. Stan joins Green in the story of a couple who are haunted by a supernatural presence that is unleashed during a college experiment. Lincoln wrote the script, which is said to be inspired by true events. Joel Silver, Andrew Rona and Alex Heineman are producing. Steve Richards, Sue Baden Powell and Daniel Alter are exec producing. Shooting is scheduled to begin Feb. 1 at Studio Babelsberg in Germany, then moves to Los Angeles in March.

**Central Talent Booking**