Winter 2008

TOTAL LICENSING

PARTHENO… ROMAN…

Following t… BBC drama… leading Ge… ublic broad… oman Mysteries …an children's chan…

…ment Group (LEG), Roman …to live through one of history's …, each episode deals with issues of …d suspense.

…t ever children's drama commission and no …e. Each series is shot entirely on location, the first … includes a mix of new faces and those more familiar, suc… …eare in Love, A Room with a View).

Series… …d consistently high ratings when it aired on BBC1 and CBBC earlier … …to production in August and started airing in December 2007.

V.I.P. GERMANY BOOSTS ITS MARILYN MONROE PORTFOLIO

The Hamburg-based licensing agent V.I.P. Entertainment & Merchandising AG has added over 5,000 Marilyn Monroe photos to its licensing portfolio. The vast majority of V.I.P.´s new Marilyn photos however were shot by Milton H. Greene. Greene, a renowed high-fashion photographer, became legendary by his remarkable portraits of the most beloved celebrities from the film and TV business. Greene shot over 300,000 images, among them about 5,000 of Marilyn Monroe. Before marrying Arthur Miller, Monroe lived with Milton and his family in their Connecticut farmhouse. It was during this period that Greene was able to capture some of the most beautiful photographs taken of Marilyn Monroe, recording her moods, beauty, talent and her legendary spirit.

He also produced together with Marilyn the films Bus Stop and The Prince and the Showgirl. Tom Kelley is the photographer of the other new Marilyn photos V.I.P. offers. Only 12 in total but probably the rarest Marilyn photos ever taken. Because in the evening of the 27th of May 1949, Tom Kelley shot the only nude photos of Marilyn. One of the 8 by 10 inch colour images later appeared as the centrefold for the debut issue of Playboy Magazine. Tom Kelley Studios already licensed these photos successfully to Nova Wines in California for "Marilyn Merlot", they now plan to follow-up with "Marilyn's Bubbles", their US-agent *Gary Saal, Pacific Licensing, Santa Rosa/California reports.*

"We are extremely proud to have been appointed the exclusive agents for Europe and are very positive that this fresh artwork will add new licensed products and volume to the market", comments Michael A. Lou.

"The Archives", created by Milton´s son Joshua Greene, that contain almost 1 million images in total and Tom Kelley´s works are very valuable enrichment of the legends licensing scene.

SEVENONE INTERNATIONAL SELLS 'THAT´S LIFE' TO UKRAINIAN STATION ICTV

Germany´s most famous smile with braces will now be enchanting TV audiences in the Ukraine as well. SevenOne International has sold the Sat.1 telenovela 'That´s Life' to Ukrainian TV station ICTV. The show debuted in November and airs at 2:05pm Tuesday through Friday afternoon, under the title "Kokhannia v Berlini" ("Love in Berlin").

The new sale increases the That´s Life audience to eight countries. Apart from Ukraine, broadcasting rights have also been bought by stations in Hungary ("Lisa csak egy van"), Bulgaria ("Vljubena v Berlin"), the Slovak Republic ("Zamilovana v Berline"), Latvia ("Miila lielaa pilseetaa"), and the French-speaking parts of Switzerland, Belgium and Canada ("Le destin de Lisa"). In France, "Le destin de Lisa" is drawing audience shares of up to 55.8 percent of viewers under the age of fifty on TF1.

Says Jens Richter, Managing Director of SevenOne International: "Lisa has captured the hearts of many German viewers from the very start. The Telenovela has also been a smash hit in France, breaking all ratings records. With its convincing story and a great cast, we knew that the telenovela would be an international hit. Sales figures and ratings abroad have proven that we were right. We are positive that "That's Life" will fascinate ICTV viewers as well."