

## C4I gets first look at Canada's Crescent

BANFF NEWS: Crescent Entertainment has signed a first-look deal with Channel 4 International (C4I) giving the UK distributor dibs on developing and distributing the Canadian prodco's TV productions.

The flexible agreement allows the distributor to involve itself in Crescent's productions in a variety of capacities, such as financial contribution, development, deficit-financing, presale or worldwide sales.

"Crescent has found in C4I a partner that brings to the table a rare and valuable balance of creative and business sensibilities," said Crescent Entertainment's president Jayme Pfahl.

"Their commitment to our projects from beginning to end gives Crescent the security and confidence to remain independent, stay true to our vision, yet still end up with productions we're confident can perform on the international market."

Christina Willoughby, C4I's head of international sales and coproductions, said the decision to formalise its relationship with Crescent follows successful collaboration on Terminal City, a 10x60' miniseries revolving around a woman dealing with cancer, for CHUM, Movie Central and The Movie Network.

"We share a similar vision of the important elements that constitute ground-breaking original drama for a global audience," she commented.

According to C4I, the deal builds on its strategy of forging strategic alliances with non-UK producers. A spokesman told C21 the company is targeting "interesting" companies in Canada, having recently signed a first-look deal with Proper TV, a factual production company based in Toronto.

C4I has also signed a development deal with a UK-based drama production company Touch Film, as well as announcing another first-look deal both with Zig Zag Productions and Gecko Productions.

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