

Geddes out to impress American partners

Michael Geddes, president and ceo of Toronto-based Lone Eagle Entertainment, is making a significant push into the formats business with a number of new initiatives designed to boost the image of Canada as a coproduction partner.

"I want to make Canada top of mind when format producers think about coproduction," he told C21. "We can produce in the same style and pace as the US and we're looking to develop partnerships with American producers to push more projects forward."

Lone Eagle is currently producing *The Call* (13x60'), for Alliance Atlantis' Life Network, which takes a behind-the-scenes look at the world of the casting couch; and *Hooked Up*, a reality-dating series commissioned by Craig Media in Canada that sees singles looking for love in the Canadian Rockies.

"CAA put the deals together on these shows and will be working hard to find other projects we can get involved in," said Geddes. "We're looking to get involved on 'water-cooler' projects that get people talking, and you can expect several new projects coming though over the next six months."

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8 Apr 2004
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